3 Simple Trading TRICKS to Winning More and Losing Less...

NEW & REVISED!

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Welcome!

I’d like to personally welcome you and thank you for investing in this report. Do not be fooled by its brevity, because I intentionally wrote this to be short and to-the-point. There’s no fluff, no B.S., and no nonsense.

I’ve been trading the markets since 1974 and I’ve helped over 100,000 regular people from all around the world become better traders since 2001. So as you can imagine, I’ve seen a lot when it comes to trading. Over the past 40 years, I think I’ve seen nearly every book, course, and seminar out there on the topic of trading. Plus, I’ve designed, tested, and tweaked dozens of my own ideas over the years. And today, because of my position in the trading education industry, I’m privy to seeing all the latest education and trading ideas that hit the market, often before they’re released to the public.

And out of that huge mountain of information and education, I’ve discovered 3 “macro concepts” that, if applied diligently and consistently, can help you win more and lose less every time you trade.

It doesn’t matter if you trade stocks, forex, ETFs, options, futures, or whatever. These concepts are so universal that you can apply them to nearly any type of trading. Also, you can add these on to any existing trading method you might be currently using.

But I also must caution you that you need to have the proper expectations before applying these concepts. If you expect to win every trade, you will be disappointed. If you expect to get rich overnight, you will be disappointed. If you expect to casually “play the market” without spending time to understand what you are doing, you will be disappointed.

Trading is a serious business and you must be willing to invest the time to learn how to do it properly. This report is not meant to be a complete trading method. It’s exactly what the title says it is. These are quick little tweaks you can make to help you win more than you lose.

And, thankfully, that is all that's required to have the potential to do very, very well in the markets. You just need a slight edge over time, just like the casinos have.

I encourage you to test these concepts for yourself and actually put them to work. Go back and look at past trades you've made that didn't work out and see what would have happened had you applied what is taught in this report.

Then, try these concepts in a demo account with live data so you can get a feel for how they work in practice. But remember, a demo account is not a substitute for live trading account with real money. That's because demo accounts don't really trigger the raw emotions of fear and greed that rule live accounts where real money is at stake. So when you go to put these concepts into practice on a live account, keep that in mind.

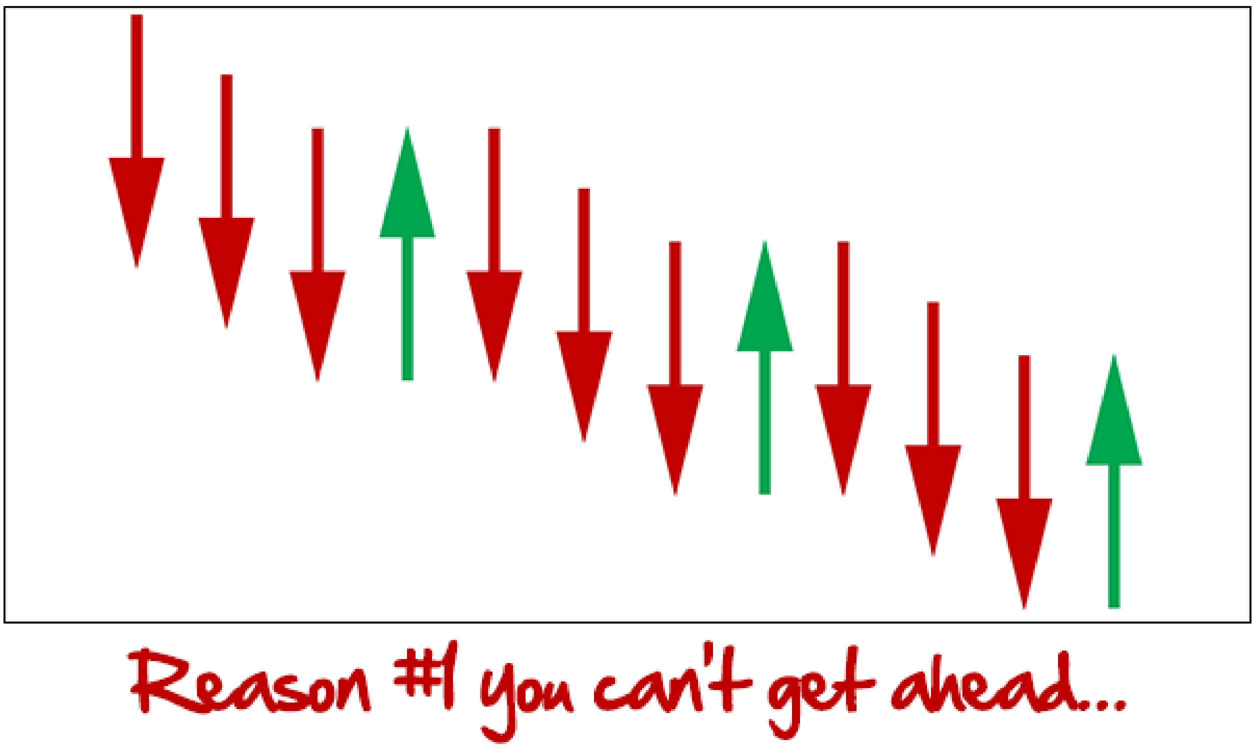
Good Trading,

Bill Poulos

Why You Lose

Whether you've been trading for just a few weeks or trading for a lifetime, there are two main reasons that you aren't making the money you know you deserve in the markets.

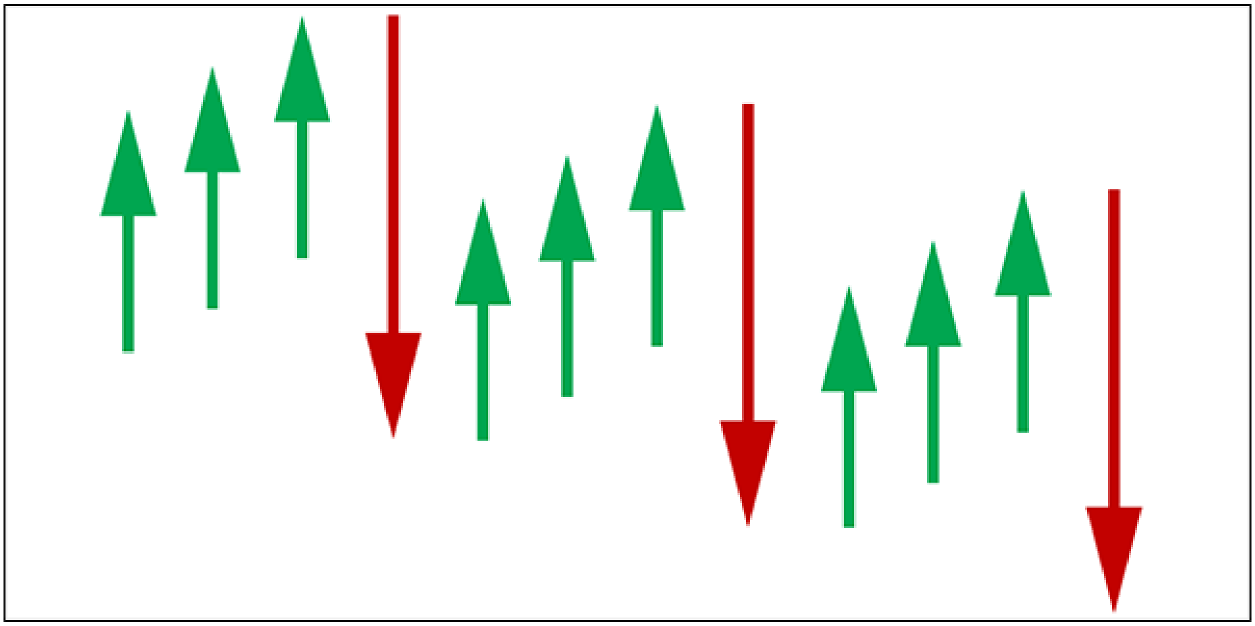
First, you have a series of small losing trades, one after another, followed by a small winning trade. It looks like this:



Then this pattern repeats - a series of small losers, followed by a small winner. The net result, of course, is that your account gets smaller and smaller until it ends up getting wiped out.

If this is happening to you, then the main problem is that you're not letting the winning trades run.

And here's the other scenario. You have a series of small winners followed by a big loser that wipes out all the gains you just made. This one looks like this:



Reason #2 you can't get ahead...

And, again, this pattern repeats itself - small winners followed by a big loser. But just like the first scenario, the end result is the same - you wipe out your trading account.

If this is happening to you, then the main problem is that you're not cutting your losses and getting out of the losing trades fast enough.

What if you could fix both of these problems automatically?

Well, the good news is: you can.

It's all possible with the information in this report.

Let me show you how they can help you win more & lose less.

Are you ready? Let's get started.

Trick #1: Only Trade In "Deliberately Trading Markets"

Okay, the first little trading trick is to only trade in what I call deliberately trading markets. As a trader, you're looking for a market that moves up and down in a smooth, even fashion. Why?

Look at the picture of this gentleman with the long curly hair. Do you know who he is?

Think back to middle school. It's Isaac Newton, and if you remember, his first Law of Motion stated, "A body in motion tends to stay in motion unless acted upon by an outside force."

Now, Newton probably wasn't taking about trading, but his First Law of Motion is why we look for smooth markets. And if a market has been moving in a particular direction, it tends to keep moving in that direction unless acted upon by an outside force, which will appear as a change in price direction.

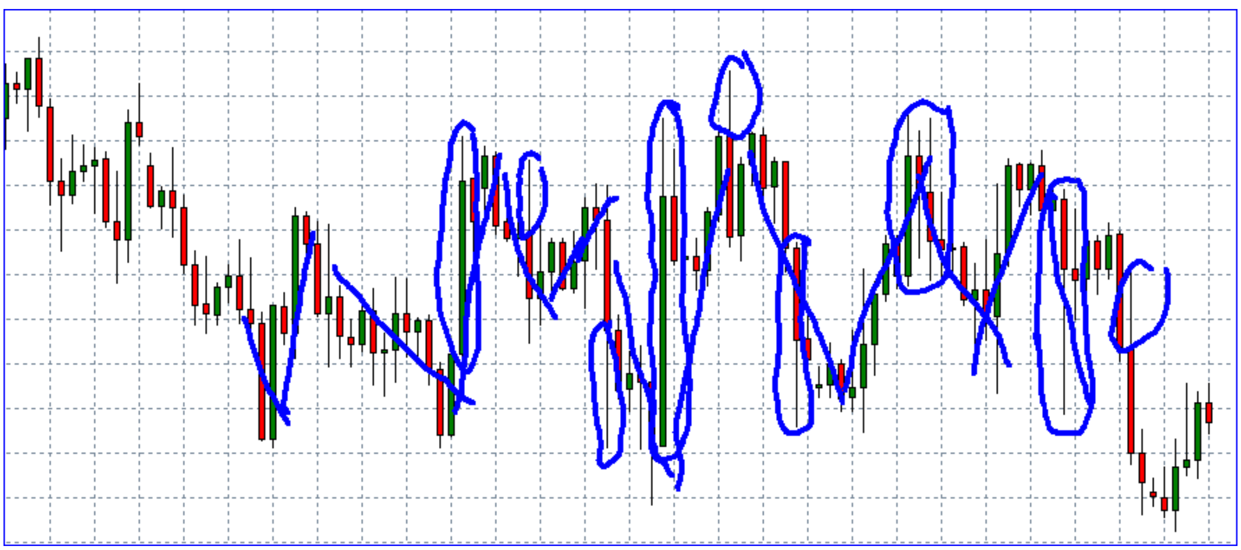
So take a look at this chart:

It doesn't matter if you don't know how to read charts like this. Just look at the smooth movement of this chart. This is a deliberately trading market where one day's price action looks very much like the prior day in terms of the range of the price from the high to the low.

There are no unusually wide-range days here where the price jumps up very, very high and then collapses down very, very low, or closes somewhere in the middle. You don't see any of that on this chart.

You don't see any unusual gaps in price where the market from one day to the next might jump up or might jump down several dollars, creating a gap. You don't see that on this chart. You see a chart where the market is in motion and it's staying in motion, undulating a bit but going steadily up.

Okay, now look at this chart:



This is an example of a market that is definitely not deliberately trading. You've got several very wide-range days on the price action. You have gaps in prices. You have a helter-skelter kind of price action.

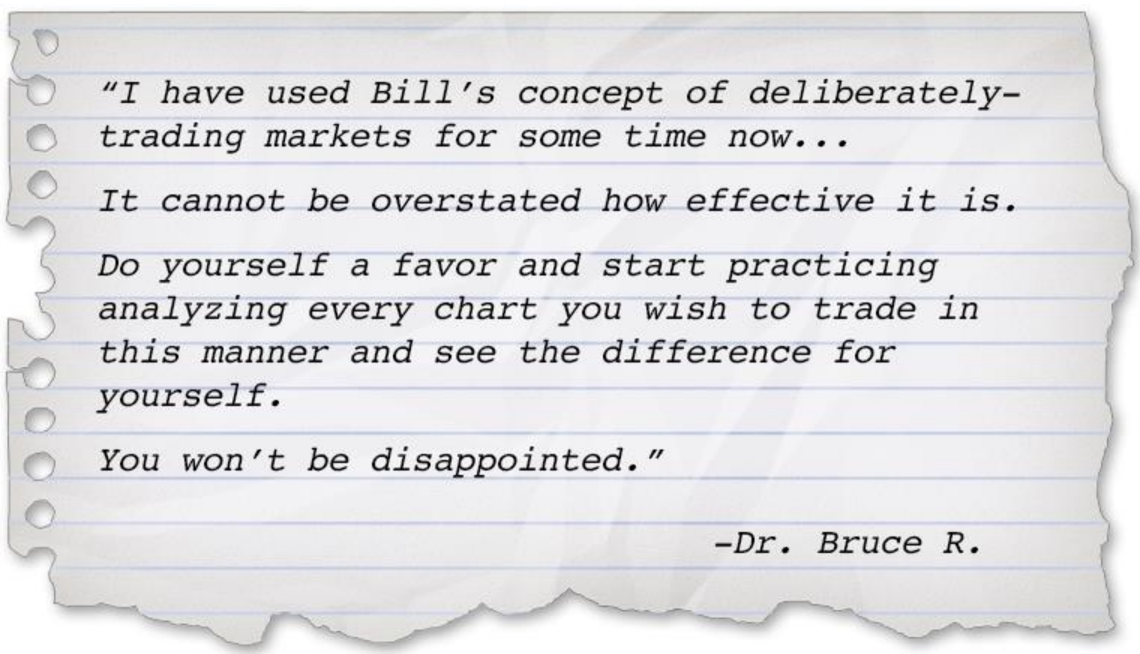
From one day to the next, you don't know if this market is going to go up or go down. You don't know what's going to happen. It looks like an electro-cardiogram where it just bounces back and forth, all around.

This kind of price action spells risk. It is definitely not a market that is in motion and staying in motion. It's a market that’s encountering opposite forces all the time, day in and day out. You want to stay out of this kind of market.

There’s no need to trade this kind of market when you can trade a deliberately trading market. So what most people do when they try to make money in the markets is they just pick or follow someone else’s recommendation without regard to understanding deliberately trading markets.

And even if they have a proven trading plan, the odds are stacked against them if they attempt to trade non-deliberately trading markets. But if they only trade in markets that are deliberately trading, the odds are overwhelmingly in their favor.

One of my long-time students took the time to write in after he learned about this technique. Here’s what he had to say:



And of course when it comes to trading, there’s no such thing as a crystal ball, so the way to build massive potential wealth is to do everything that you can to maximize your odds of success, and that’s why a deliberately trading market is such a big deal.

So you can pick any stock, ETF, forex market or whatever and apply this secret to it, and you'll know in an instant whether to stay away or whether to consider trading it. The next time you hear about a stock on television, in the news or from a friend, just go to Yahoo! Finance, pull up the chart and ask yourself: "Is this a deliberately trading market?"

Just doing that one simple thing will give you a big advantage over all the other people who don't even think to consider that, and that really is a big, big deal.

Trick #2: Go After Profits In The "Middle One-Third" Of A Trend

Little trading trick number two is to go after profits in the middle one-third of a trend. So take a look at this chart where I've zoomed in on a nice uptrend.

Now here's what most people think you have to do to create wealth trading the markets. They think you have to buy at the very bottom of a trend as seen here, and then sell at the very top. Anything less than that is perceived as a failure.

Well, one of the greatest traders of the 20th Century, Bernard Baruch, who was a multi-millionaire and who also went on to become a presidential advisor, had this to say about trying to capture the entire trend. He said:

"Don't try to buy at the bottom and sell at the top. It can't be done, except by liars. I can't help making money. I just wait for the market to bottom.

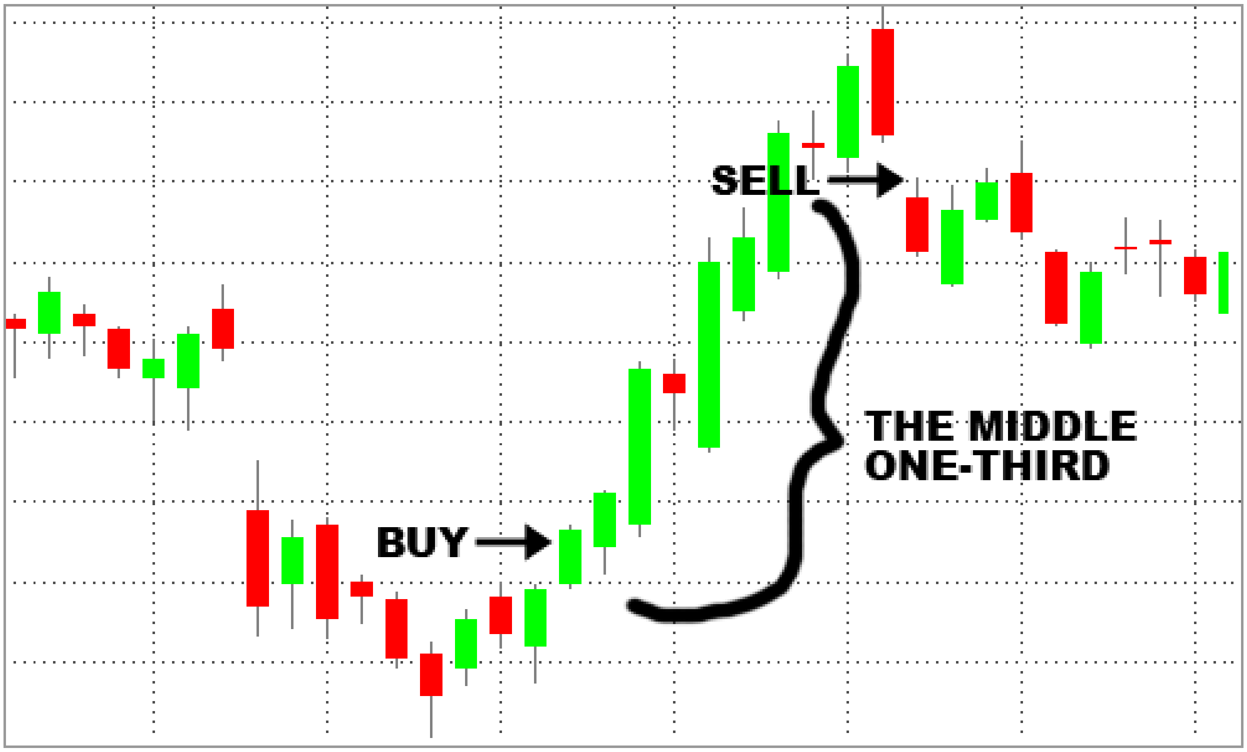
Then I buy on the way up, and then I sell before the top. *I'm satisfied with the middle one-third of the move.*"

Now this is a very, very profound concept, and I want to emphasize this again. Baruch said, "I just wait for the market to bottom, and buy on the way up. Then I sell before the top. I'm satisfied with the middle one-third of the move."

That's the secret: the middle one-third. If that doesn't make sense to you, here's another way to look at it. Babe Ruth, Hank Aaron, and Barry Bonds are all masters of the middle one-third. They understood that all you need to do to hit the most homeruns, over time, is to hit the ball one out of every three times you step up to the plate.

What do you think would have happened if Babe Ruth had given up early in his career because he didn't hit the ball 100% of the time? Of course, we wouldn't be talking about him right now.

Just like Bernard Baruch and just like many of the rich, all three of these homerun kings were satisfied with the middle one-third. So let's look at what Baruch was talking about in a little more detail, so you can implement this concept yourself.



This is the same chart we just saw, but applying Baruch's philosophy to it. This is what the middle one-third looks like. Now, you might be thinking: "Well, what about the rest of the move? I'd be paying too much if I miss the bottom or I'd be selling too low if I miss the top."

Well, that's how amateur traders think. They think you need to capture it all, but some of the wealthiest people on the planet, like Baruch, figured out long ago that the middle one-third of a trend is much easier to take advantage of.

All you need to do is wait for a trend to develop, hop on board, and then sell before it ends. Now, in practice, what we actually end up doing is selling a few days after a trend peaks, and that's why the sell arrow points to the spot on the other side of the trend. You'll learn how to do this with trick #3, which I'm going to cover next.

Do you see how that works? It's easy and it's what some of the world's best traders do every time they trade to keep and grow their wealth.

Trick #3: Make As Many "Free Trades" As Possible

Here's little trading trick number three, and this is might be the biggest one: Make as many "free trades" as possible.

Now, I'm going to show you exactly how to do this, and once you see how it's done, you'll never look at any kind of investing or trading the same way again. But first, let's talk about the game of *poker* for a minute.

There's one thing that the world's best poker players and the world's best, richest traders have in common. You know what it is? They both walk away from a hand or a trade, as soon as the odds turn against them, and immediately look for another opportunity with better odds.

Kenny Rogers may have said it the best in his hit song *The Gambler* when he sang, "You got to know when to hold 'em, know when to fold 'em."

Most people fail at trading because they don't know how to handle losing trades.

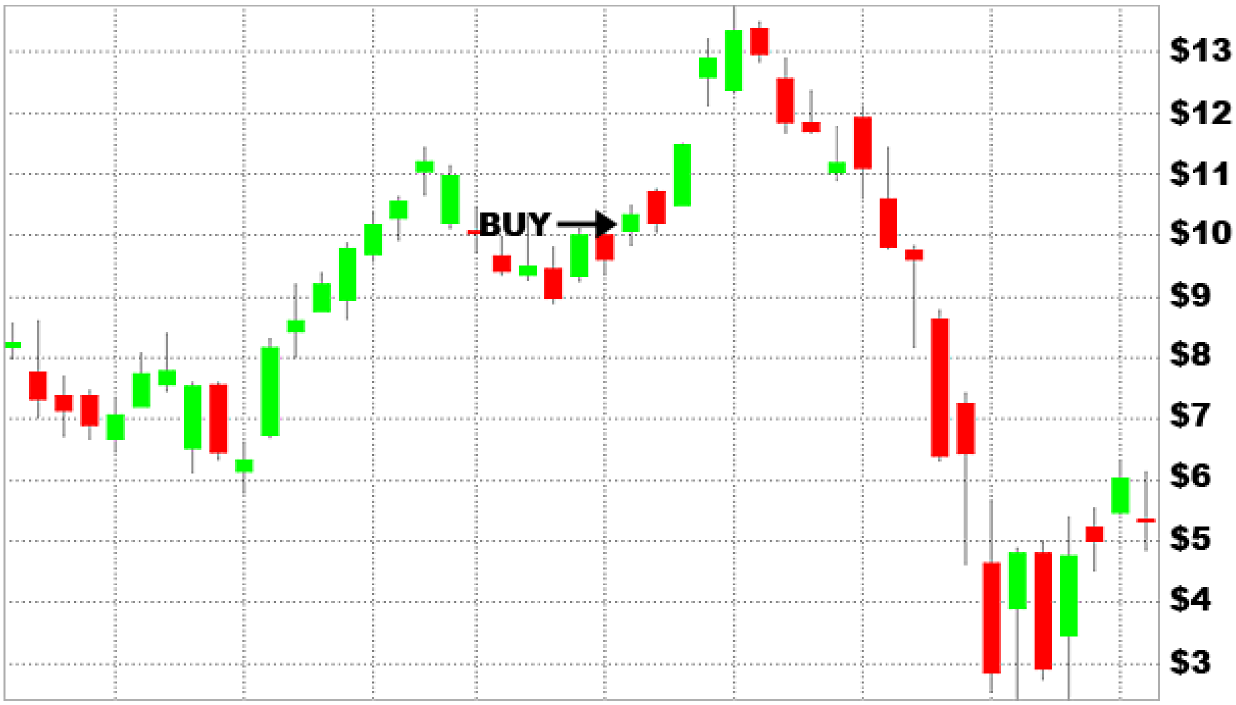
Pretty much anybody can handle a winning trade. That's easy. Just look back to the late 1990's "dot com" boom when everybody thought they were a trader because the markets kept soaring upwards. Even a blindfolded monkey could've made a fat return back then, but you know the rest of the story.

Nearly everybody suffered an account-crippling loss so severe that their life savings were wiped out and any hopes of retirement (early or ever) were systematically obliterated. They simply didn't know how to handle the losing trades.

It's the losing trades that are the "great equalizer".

But the big difference between poker and trading is that in poker you need to actively decide when to fold your hand and take a small loss, but in trading, there's a way to do this automatically. It's called the stop-loss order or just "stop order" for short.

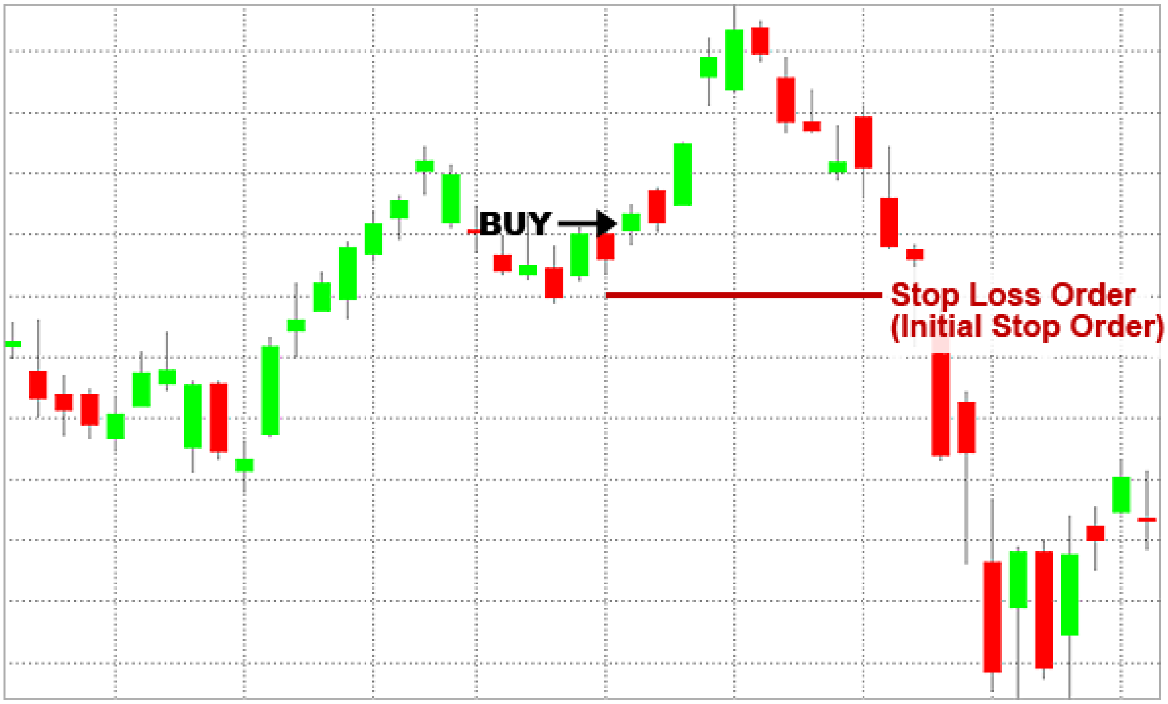
If you're already familiar with stop-loss order, stay with me because I'm going to show you a very powerful way to use it to create what I call a "free trade." If this concept is brand new to you, then this should be really exciting for you.



So here's a very simple example. This shows you how a stop-loss order works. Let's say you bought one share of this market for $10 right where the buy arrow is pointing, so now you've got $10 on the line, and you're hoping that the market goes up.

Now what most people think at this point is that their entire $10 is at risk, because what if a catastrophe occurs and the price plummets to one penny? They'd essentially be wiped out. However, you could protect most of your money by simply placing a stop-loss order at the same time you place your entry order.

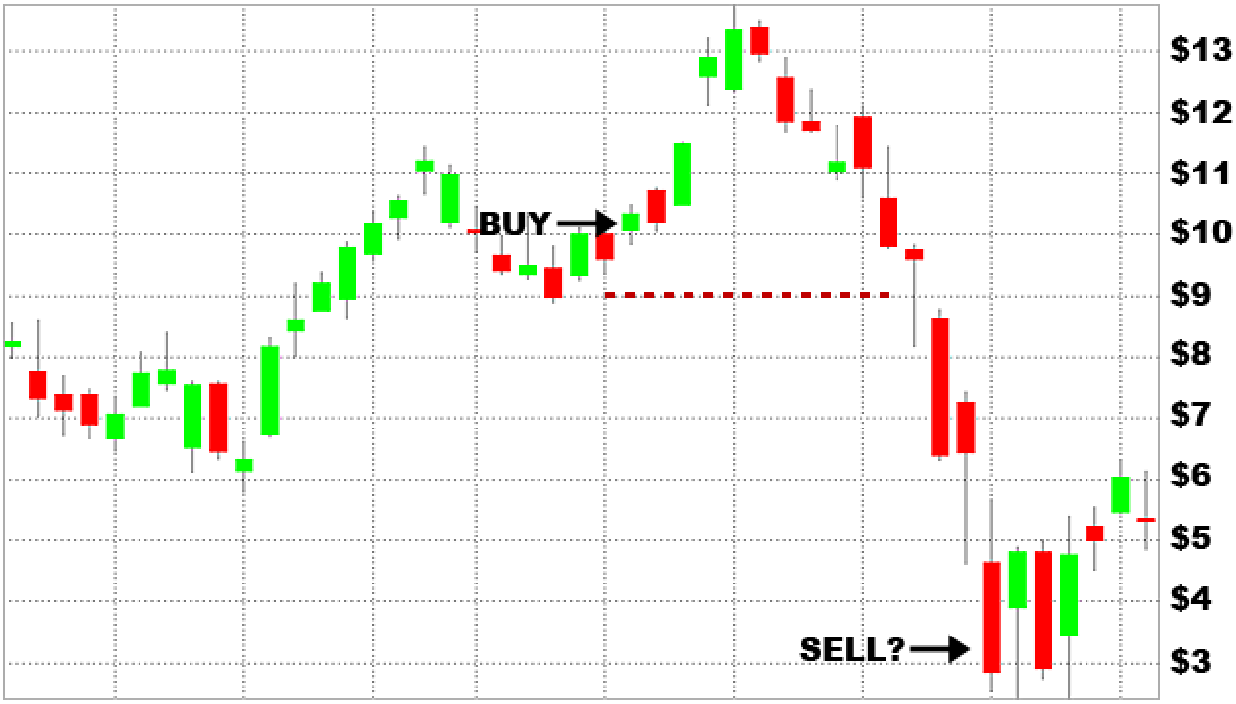
So let's say all you want to risk is $1 of your $10. What you would do is place a stop-loss order that says: "If the price drops to $9, automatically sell my one share and give me $9."



So this red line is where your stop-loss order would look like, which is also called the initial stop order. If the price ever hits this red line, then a sell order would automatically trigger and you'd get $9 back, losing just $1 or 10%.

Now as you can see in this example, that indeed did happen about 12 days after you paid $10 for your one share, and by the way that's just a 10% loss on this one trade -- not on your entire account.

But what do most people do? They don't use stop orders at all. They just buy and hold, and pray that their investment will go up over time. So look what would have happened in this example if you did not have a stop-loss order.

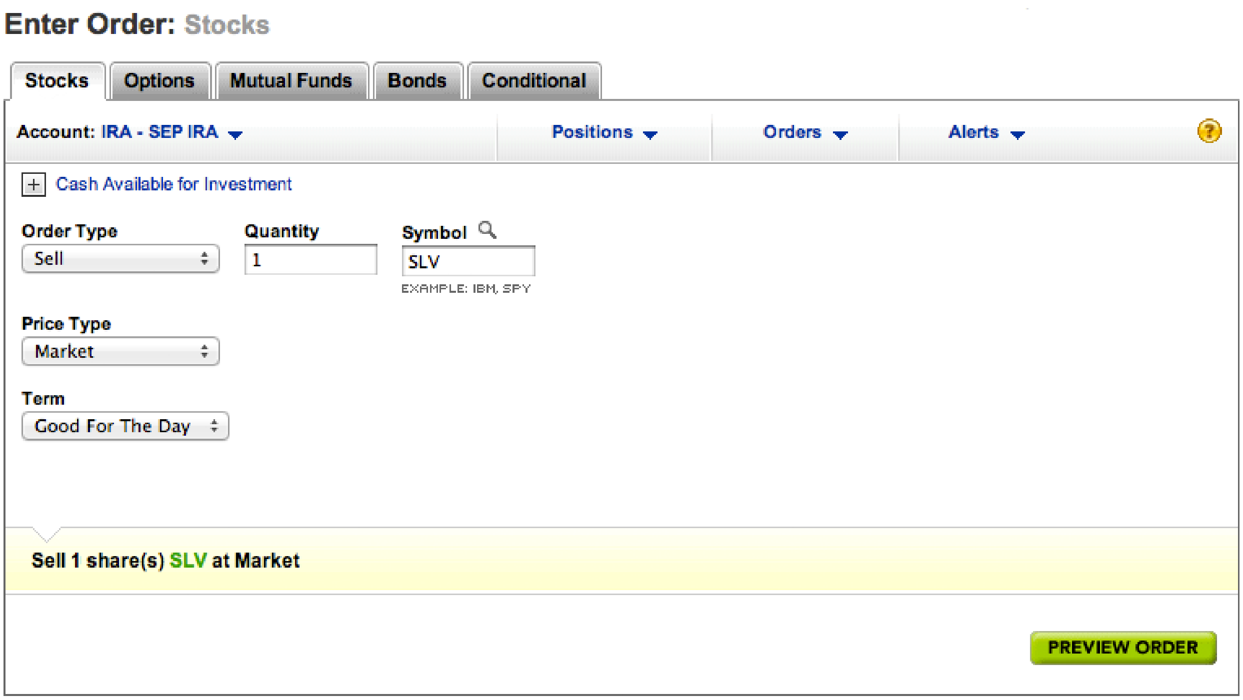


The market crashes hard, all the way below $3 at which point you've now lost $7 or 70% of your investment, if you went ahead and sold at that point. Of course, you could have held onto your position and hoped the market went back up, like it did a little bit here in this example.

But it could have kept dropping even further. The point is, you can't predict what's going to happen so you need to protect yourself.

Well, that's exactly what happened to tens of thousands of regular people who thought their money would be safe tied up in the market and were counting on a nice retirement. Their money got wiped out because they didn't have stop-loss orders in place.

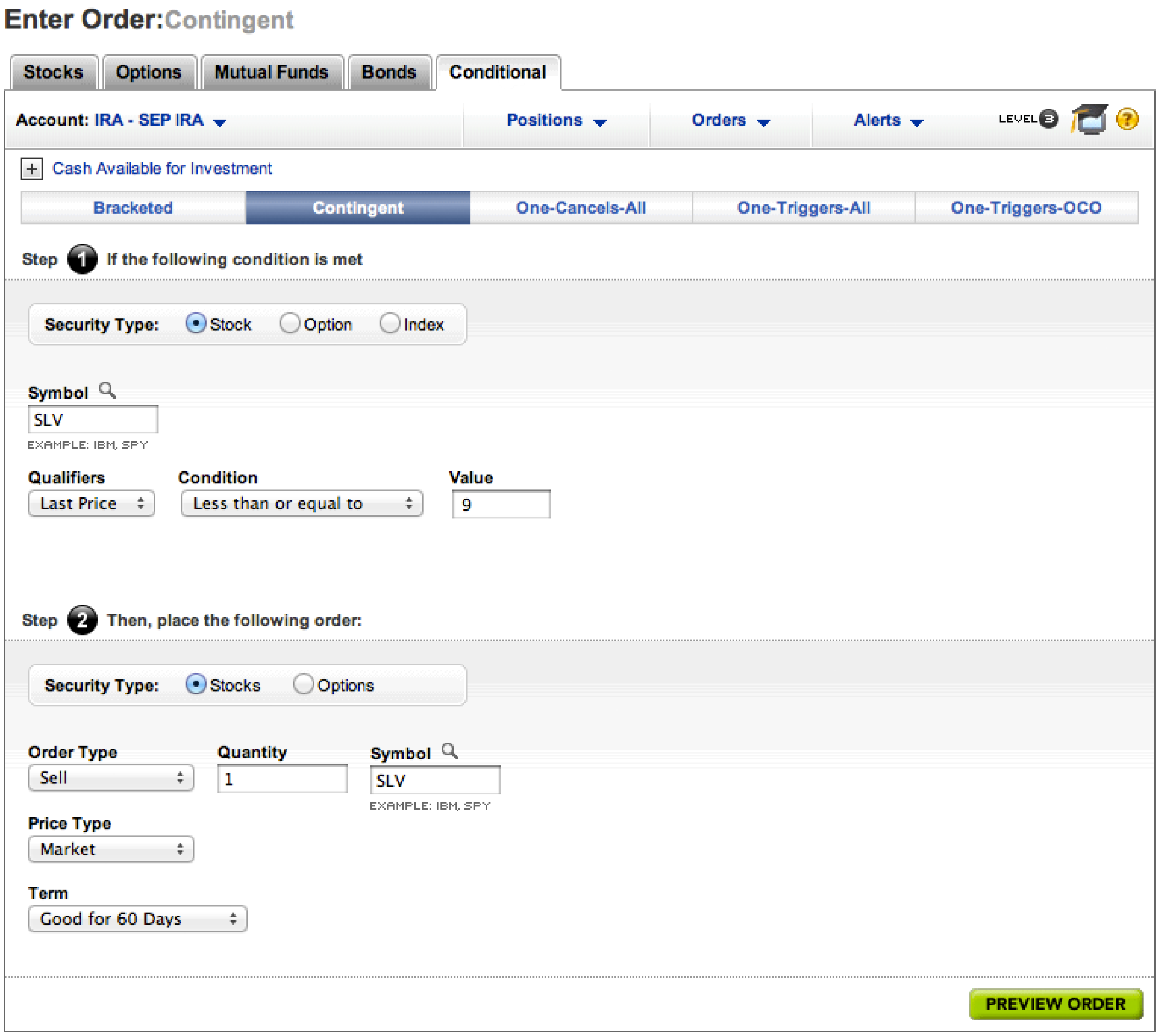
Now let's take a quick look at exactly what a stop-loss order looks like if you're going to place it online with your broker. Your broker's software may look different, but the same functionality should be available to you, and all of these concepts apply.



First, this is how most people exit their trades or sell their investments.

In this example we're selling one share of an Exchange Traded Fund called SLV, at a price-type of Market, which means that as soon as you click the sell button, you will sell at the current market price.

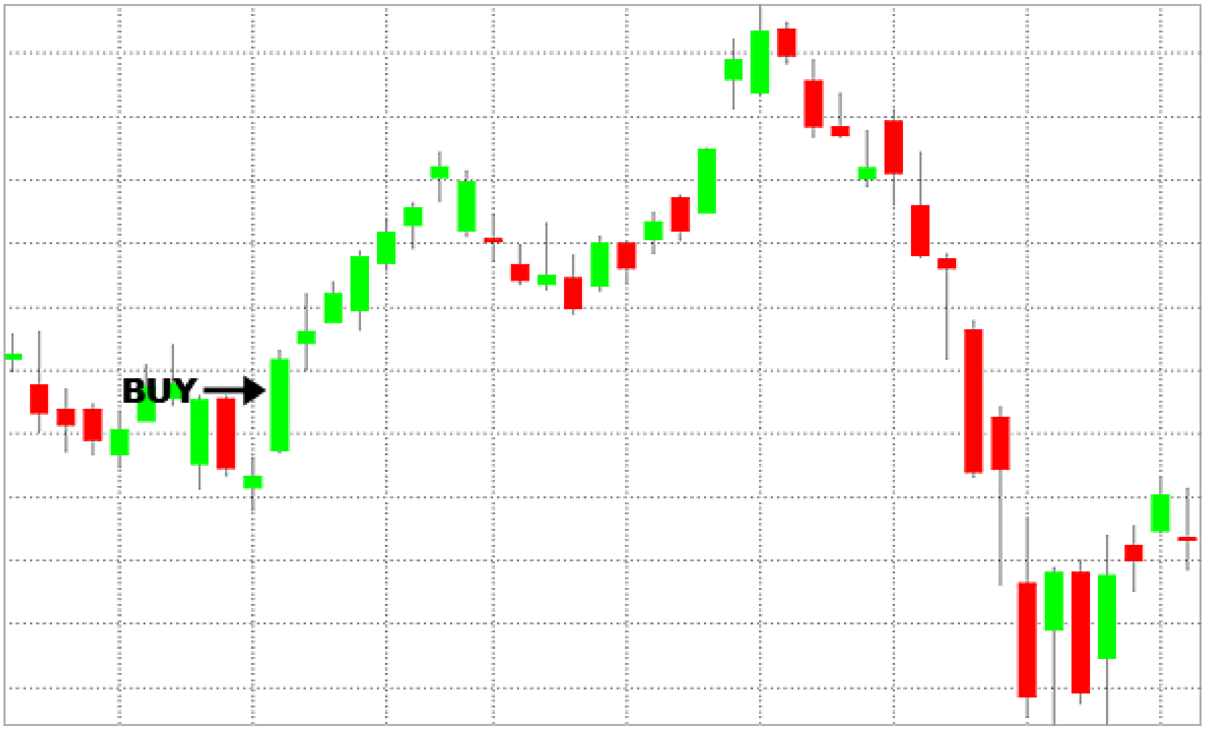
This is as simple as it gets, and it offers you no protection, but take a look at the tab on the upper right called Conditional. This is where all the magic happens, but unfortunately most people never click on this tab, which looks like this:



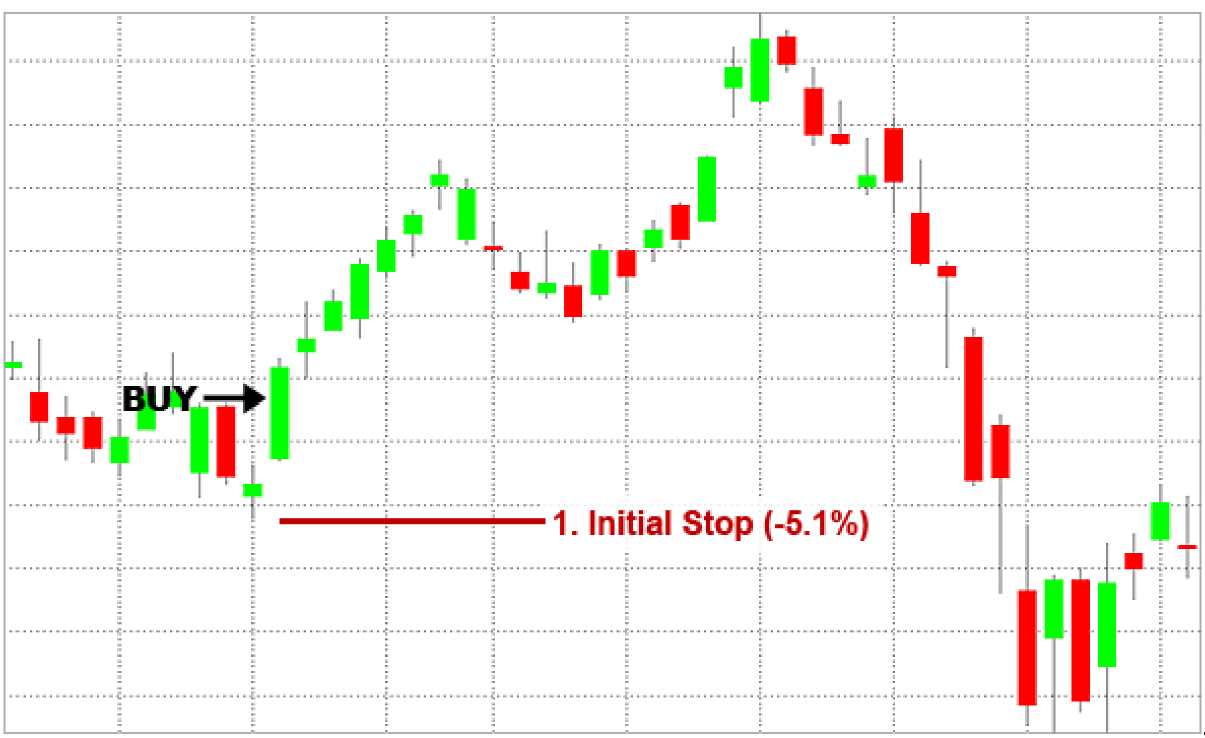
Now, don't be intimidated by any of this. It's very, very simple. This is how you actually place a stop-loss order, so just read through what this says. There are two steps: a condition and an order.

So the condition is if the last price is less than or equal to $9. And the order is sell one share at the market price, which will be right about $9, if this condition is met.

Well, this is how smart traders exit their trades, and this is how you place a "free trade", which is a very powerful technique you can use again and again to maximize your odds of success in the market. So let's take a look at how it works.

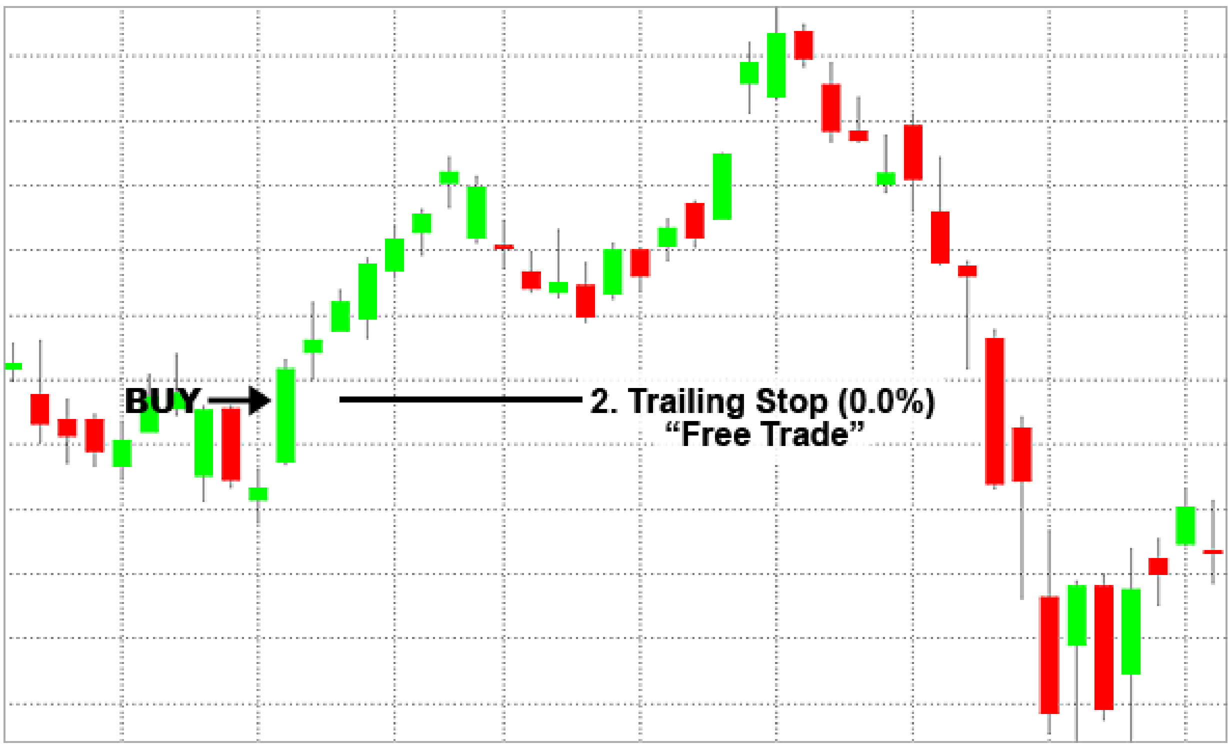


Okay, this is the same chart we were just looking at, but let's clean it up and start from scratch, and approach this market like a trader would look at it. So here's the buy point, indicated by the Buy arrow.

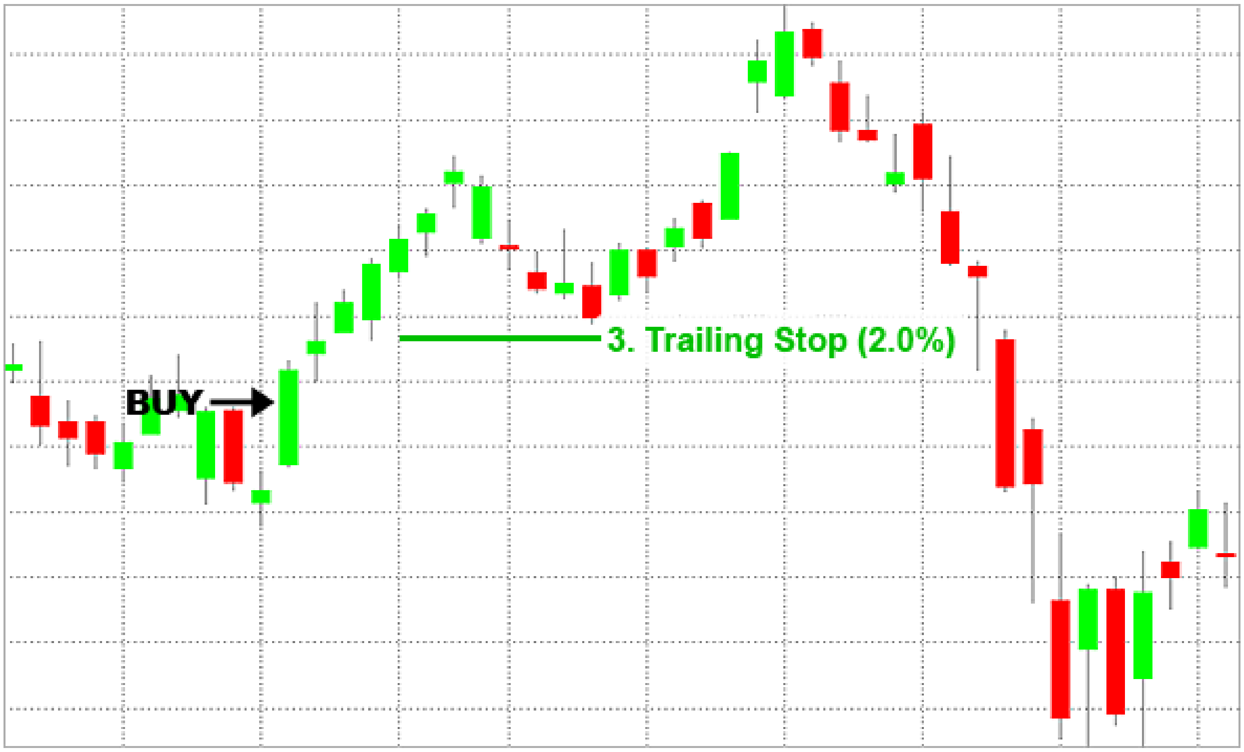


Next, we're going to place the Initial Stop 5.1% below the buy price, which is a typical stop-loss level when entering into a trade. Now here's where the magic starts.

So you can see the initial stop-loss. But as soon as the market moves in favor of the trade by a critical amount, you move the stop from its initial spot all the way up to break even (0.0% gain).

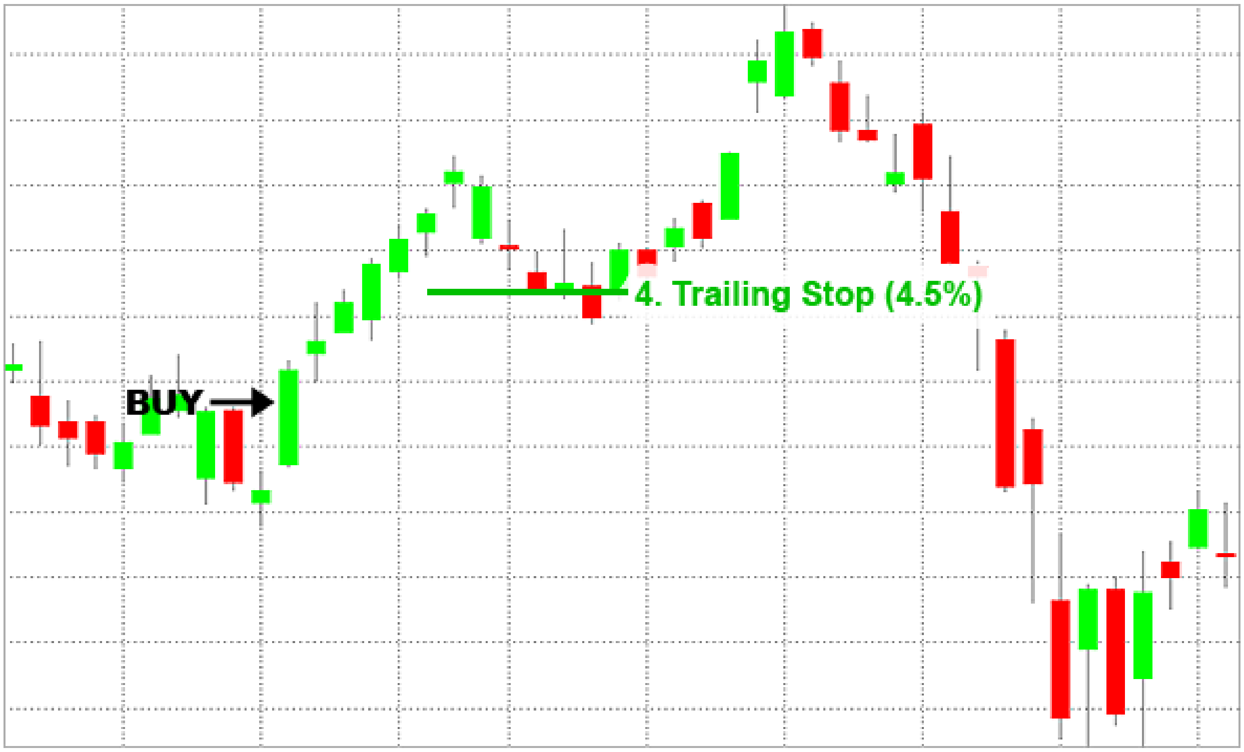


So now your trailing stop is right where you got in, and you've got essentially a "free trade". This means the worst that can happen now is if the market drops back, it gets stopped out at break-even -- a very, very powerful concept -- and if you did get stopped out, you just go onto the next opportunity.



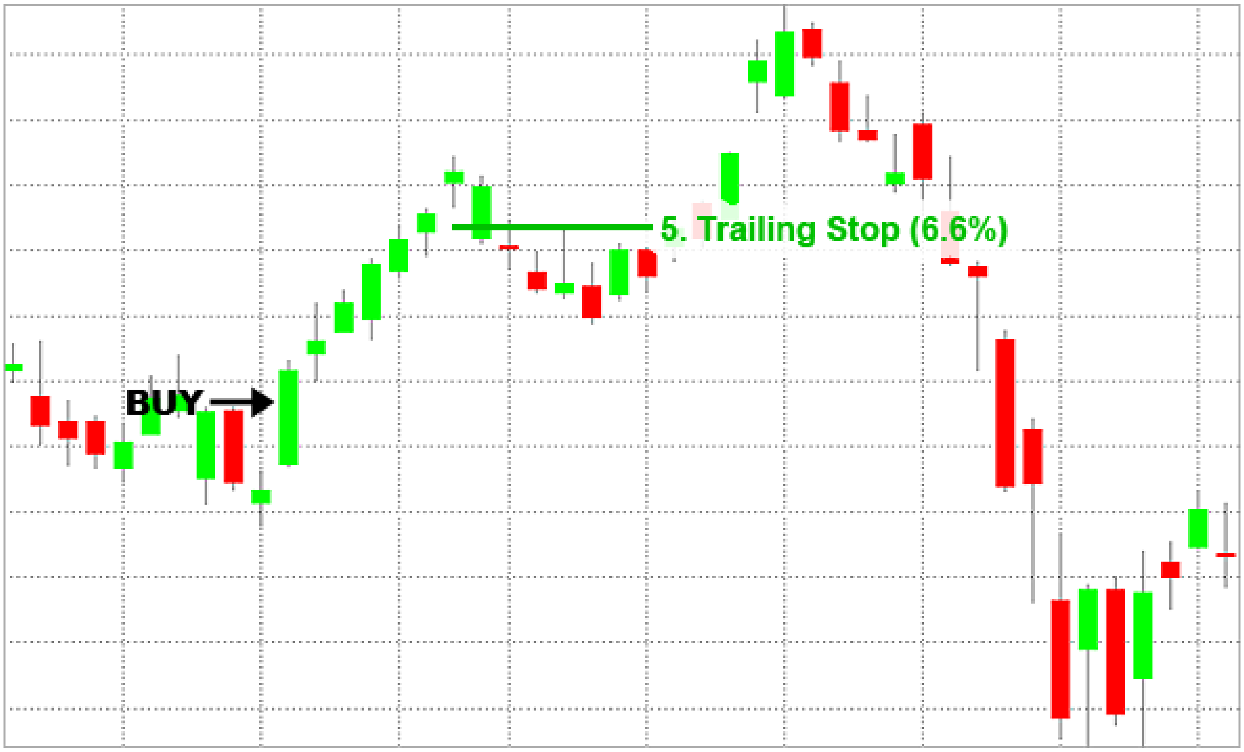
Now as the market continues to move in favor of the trade, you move the stop up from break even to locking in profit below the recent lows. So at this point, we’ve got the trailing stop locking in 2% profit on the trade.

Depending on price action, you’re going to move this stop up more or less quickly. In this case where you have this steady march up making new highs each day, it's usually best to trail the stop below the most recent low.

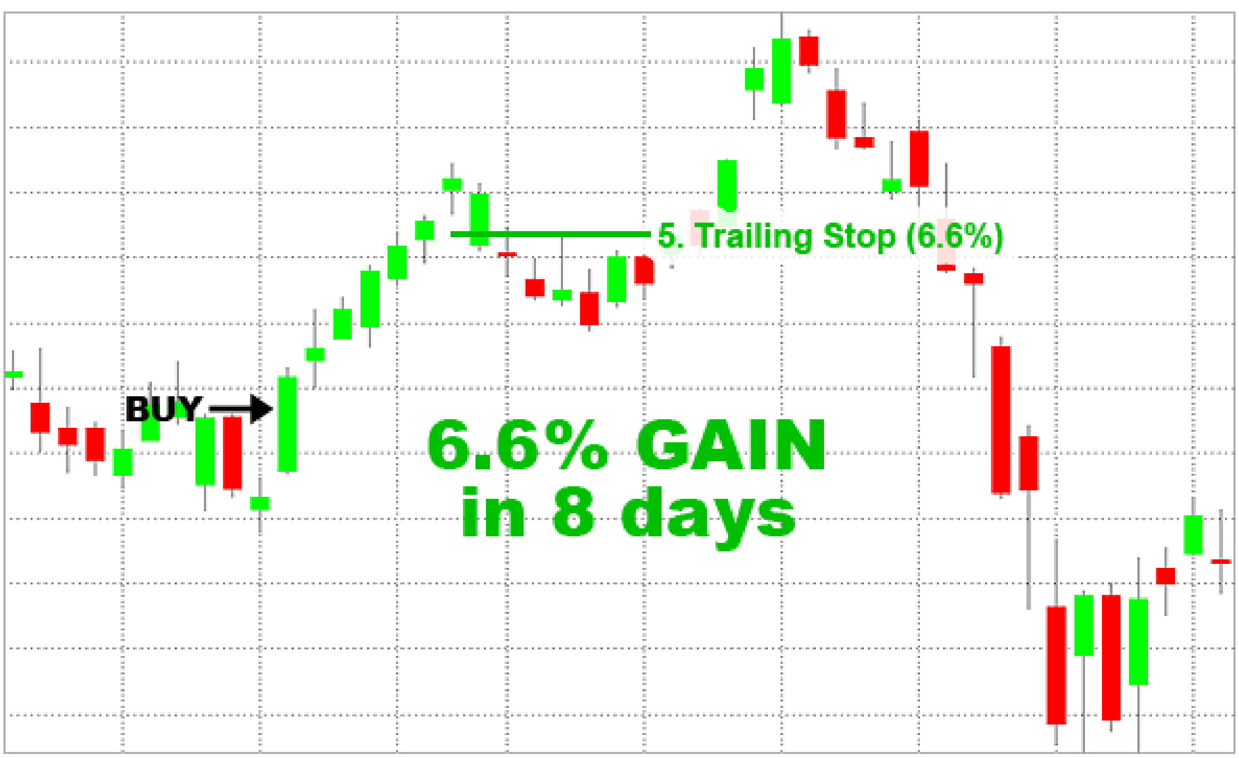


Next, you're going to move that stop up at the level right below the new lows, locking in now 4.5% profit, and the reason we're trailing the stop, of course, is we don't know how far that market is going to go.

There's no way to know that, so you just keep trailing it up and let it run as far as it wants to go.

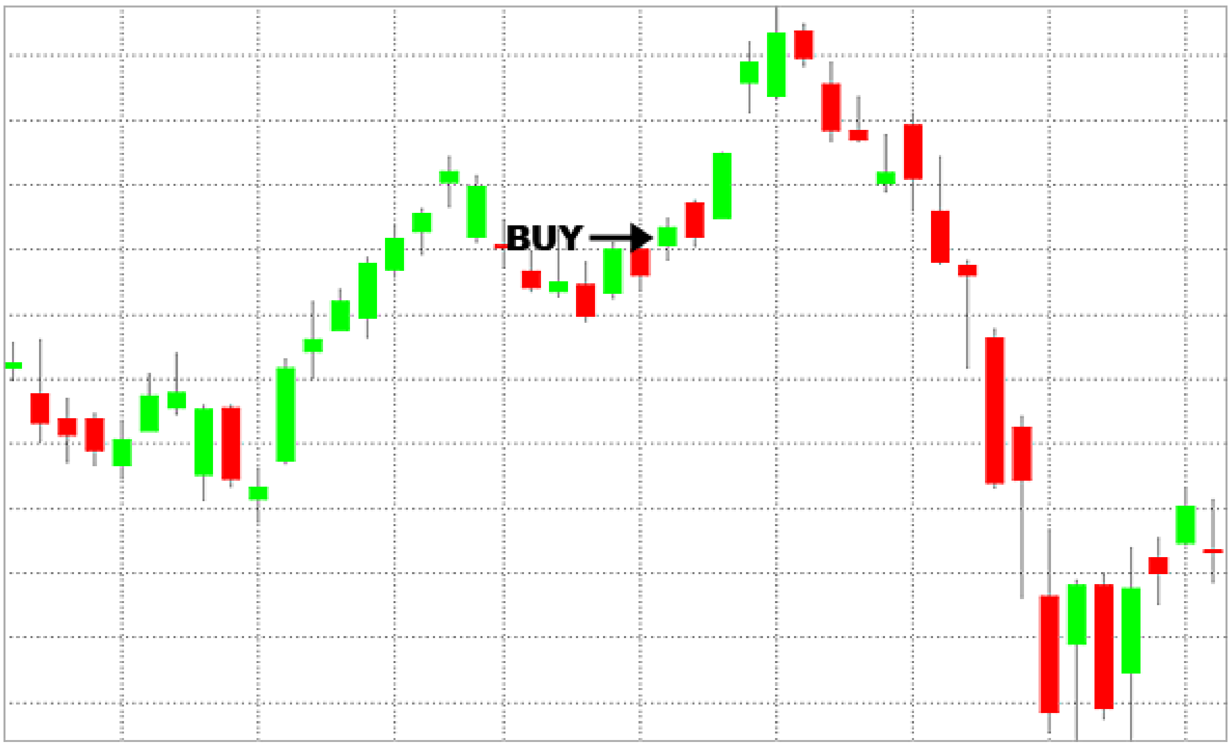


And as the market continues to move up, we keep moving the trailing stop up, now locking in now 6.6% profit.

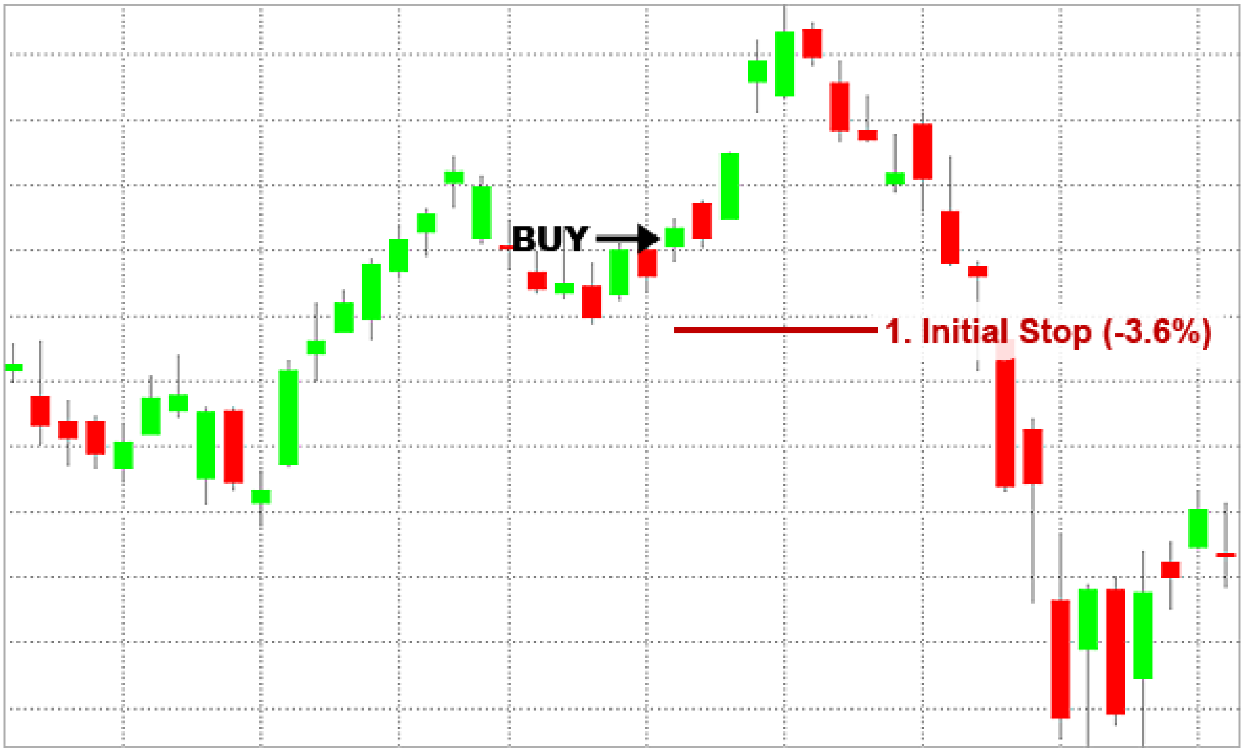


On the bar after we moved the trailing stop to lock in 6.6% profit, you can see the market opened lower, and you'd have been stopped out with a 6.6% gain in 8 days. Not too bad.

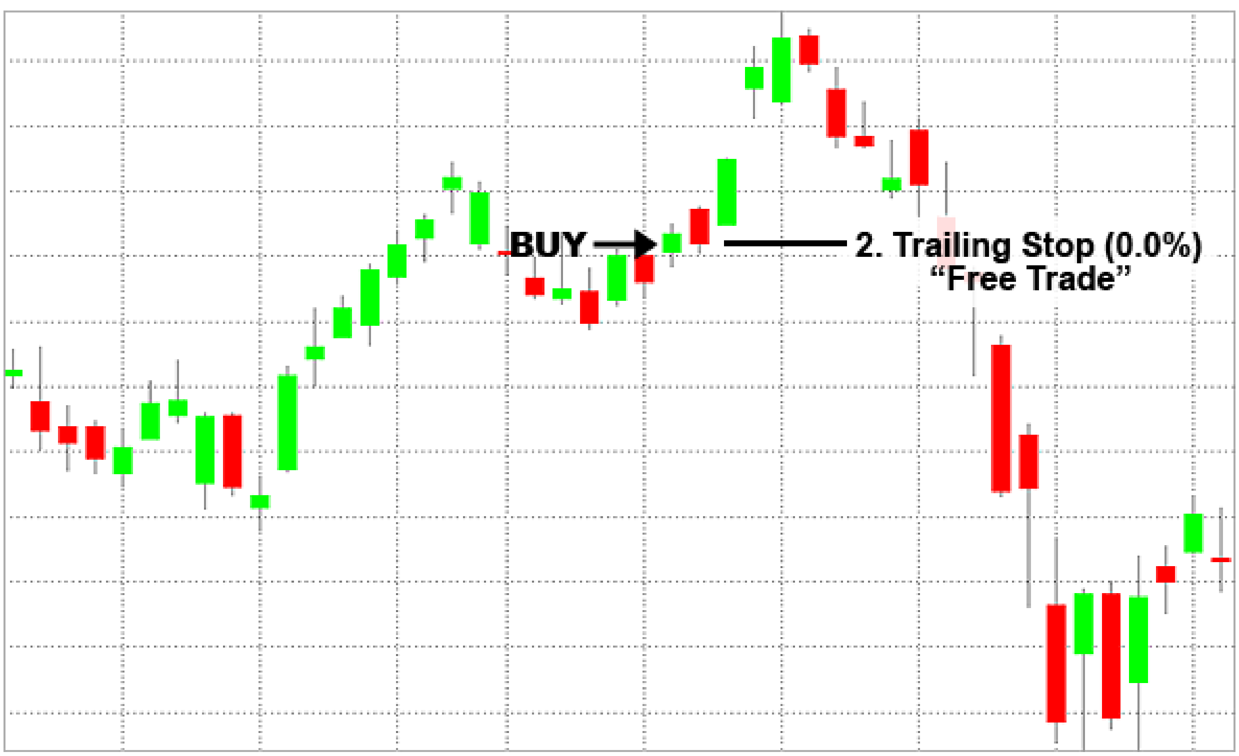
Now a lot of traders worry about: "Gee, how do I know if I didn't get out too soon? What if the market keeps going up? Gee, I got out too early," and all those kinds of issues, and that's just a trap for you to lose your discipline in trading.



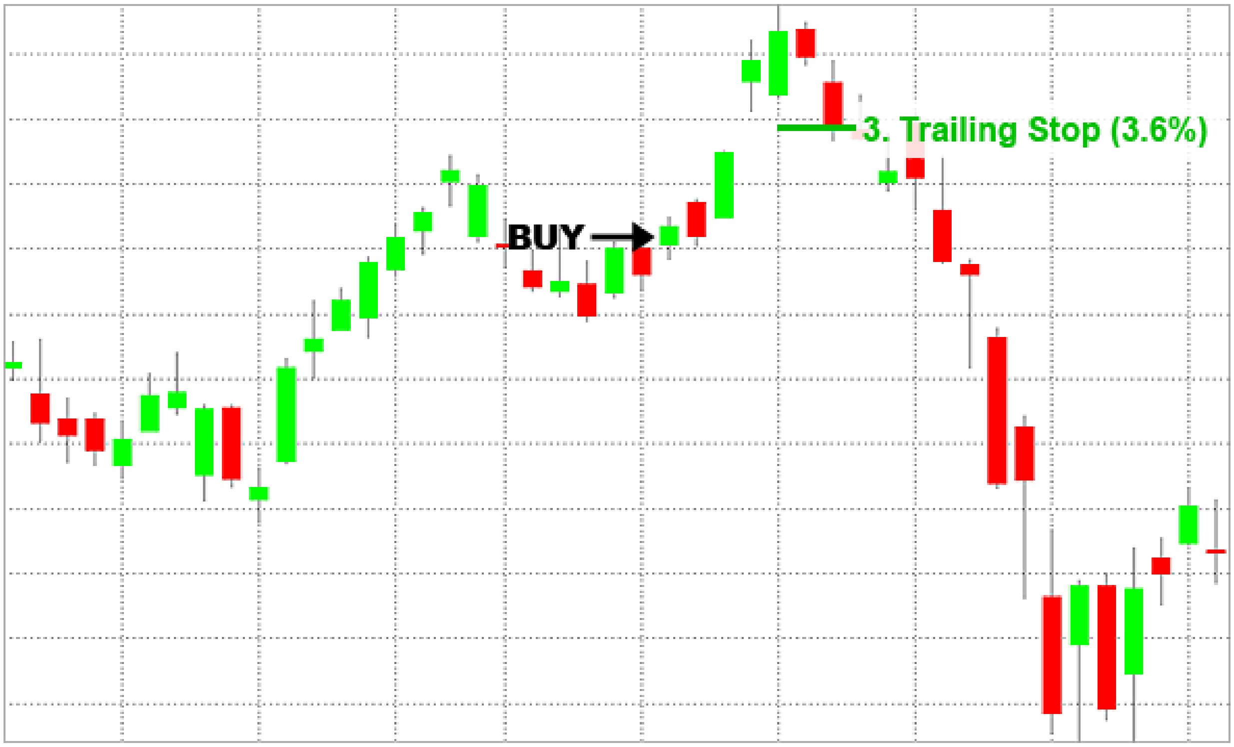
Because if the market's going to continue to go up, a good method is going to get you right back in, as seen by the new Buy arrow in this chart. So you'd be buying back into the market because it looks like it wants to go even higher.



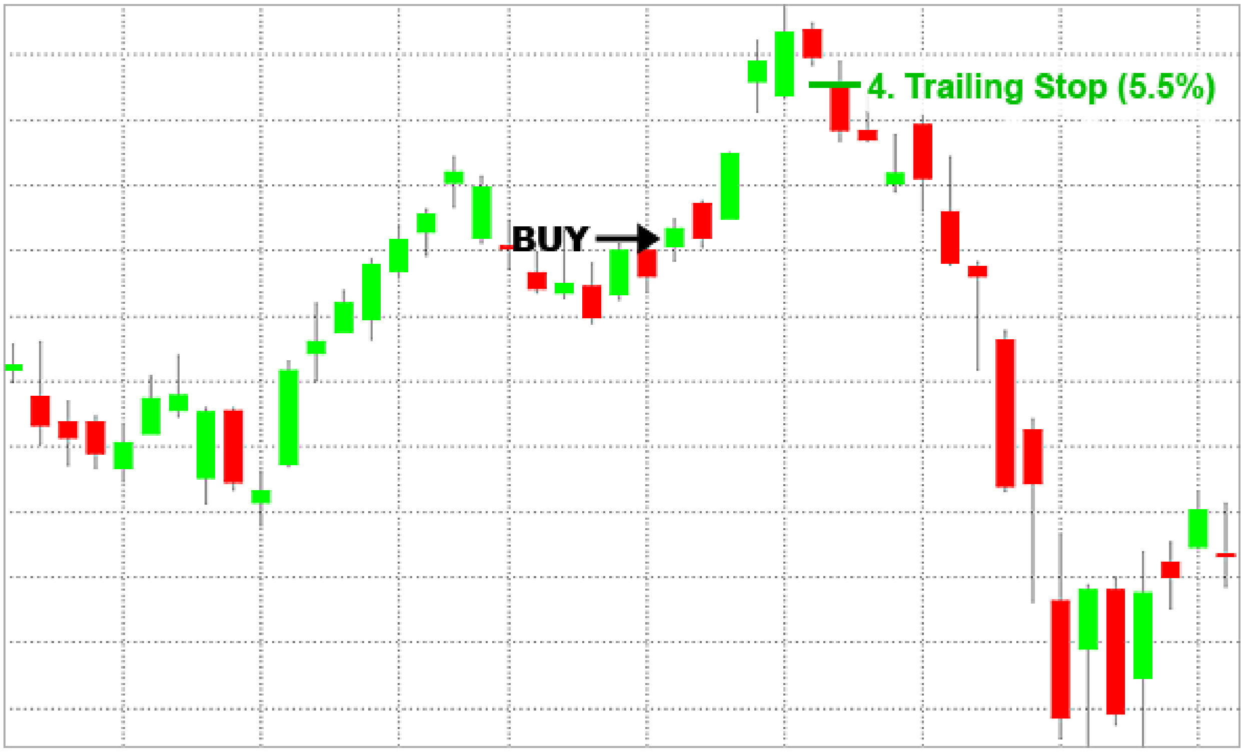
But you don't do that until you get confirmation that it does want to go higher. And again, we place the initial stop just below the recent lows. In this case that's 3.6% below the buy price.



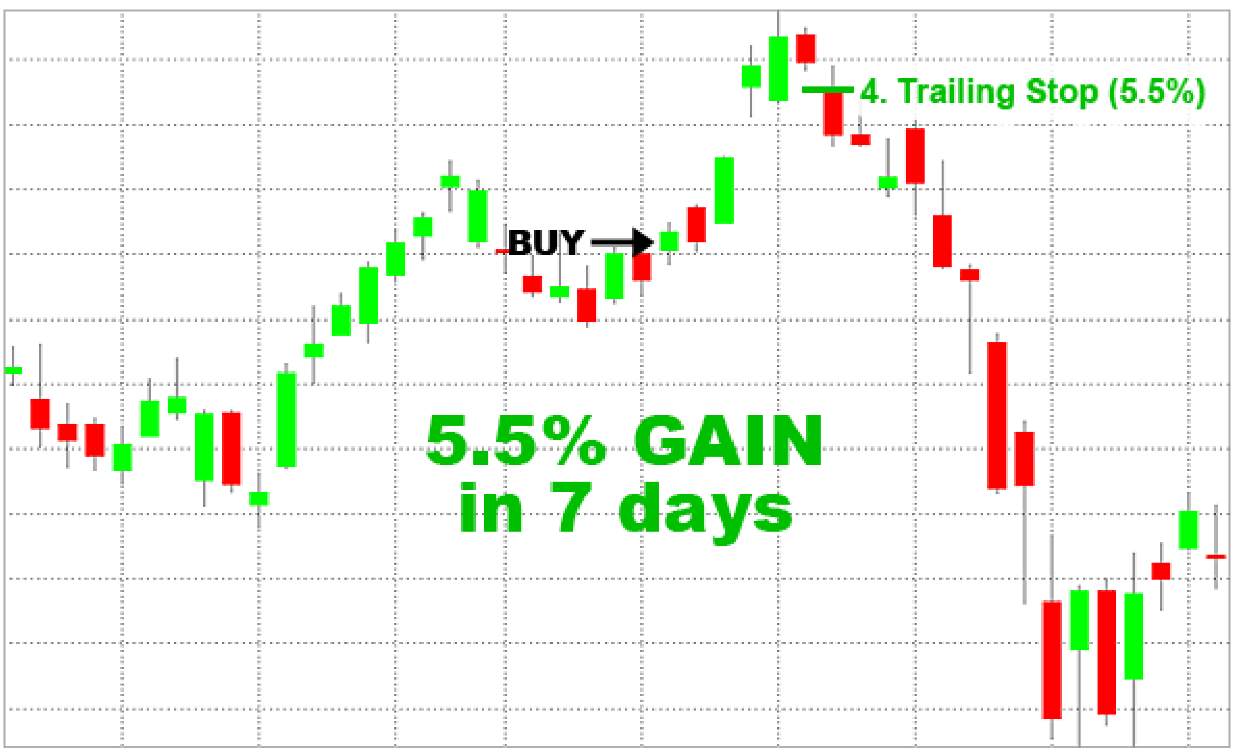
And again, when the market moves up by a critical amount, you would move the stop from the Initial Stop Level all the way up to break even, giving you a free trade. The worst that can happen is you break even on the trade.



Okay, then with a gap up in price, again, you're going to want to move that trailing stop up very tightly below, just below, the low of that bar to lock in profit. Now you're locking in 3.6%.



And then we're going to move that stop up even tighter, locking in 5.5% profit.



Finally, the market trades lower and you get stopped out for 5.5% gain in seven days.

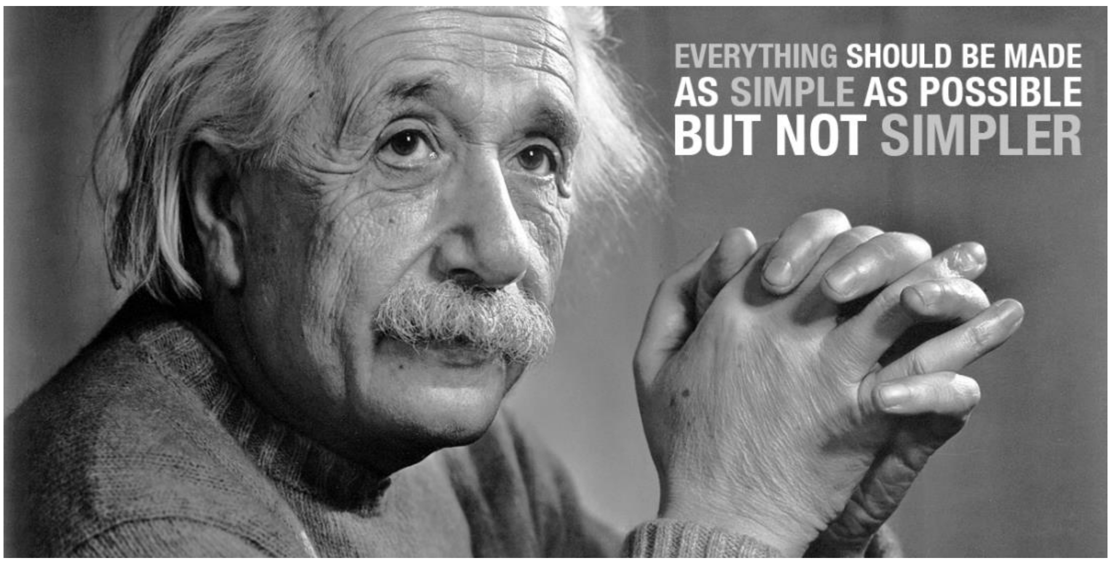
Now just a side note, a lot of traders are schooled to think that the only trade worth taking is where the reward-to-risk ratio is 3:1 or 4:1. In this case, it was 5.5% gain to 3.6% initial risk. That's about a 1.5 : 1 ratio.

This 3:1 or 4:1 ratio is a bunch of nonsense. The only way to capture that on a consistent basis is if you win or prepare to win only on 20% of your trades. So don't fall for that myth. That's for the domain of losing traders.

This is so powerful that you can apply this strategy to any trading approach, even a bad one, and it will automatically improve the results. In fact, you can use this right now to lock in profits in your existing investments or to dump poorly performing investments to free up your money for better opportunities.

Conclusion

So those are my “3 Simple Trading Tricks to Winning More & Losing Less”. I sincerely hope you take them to heart, but more importantly, I hope that you implement them and test them out for yourself. If you were looking for something more difficult, complicated, or esoteric, you might be surprised at how simple these concepts are. If that’s what you’re thinking, please remember what the great physicist Albert Einstein said many years ago:



It is that philosophy from Einstein that guides all of my teachings. I discovered long ago that if a trading technique is too complicated you’ll never follow it consistently, you’ll make mistakes, or you’ll do both. The very best, most powerful and effective trading techniques are extremely simple. So keep that in mind every time you trade.

I really hope you’ve enjoyed this report. If you have any questions you can contact me at profitsrunsupport.com. And if you’d like to learn more about my teachings, please visit profitsrun.com.

Good Trading,

Bill Poulos

Bill Poulos

About The Author

Bill Poulos was born and raised in Detroit, Michigan to a lower middle class family, who were first generation Greek immigrants, and he had to work pretty hard to get where he's at today.

Bill Poulos, 1960

His parents taught him good old-fashioned Midwest sensibilities and instilled a strong work ethic in him at a young age. In fact, in 1960, he became the youngest Eagle Scout in the Detroit area at the time.

He went on to get an engineering degree from General Motors Institute and that's where he ended up working for 36 years before retiring 12 years early in 2001 at age 53. While at General Motors, Bill started out on the assembly line and worked his way up the corporate ladder over his long and successful career, having traveled and lived all over the world, including Japan, Germany, England, Brazil, and other countries.

Bill Poulos, 1974

His hobby, though, was always trading the markets, which he began to seriously study in 1974. Because he was trained as an engineer, he found the challenge of trading a lot of fun and he still does, even today.

Long before home computers, Bill had subscriptions to printed market data that would be delivered daily to his home. After returning home from a long day of work, Bill would eat dinner with his family, tuck his kids into bed, and then disappear into his tiny den in the corner of the house. With a pot of black coffee, a straight edge, a magnifying glass, and a calculator, Bill spent hours analyzing price action and market data. These late-night sessions were the seeds of the core trading principles that became the basis for his trading programs that he later developed.

The University of Michigan

to all who may read these letters, Greetings:

Hereby it is certified that upon recommendation of the

Graduate School of Business Administration

The Regents of The University of Michigan have conferred upon

William George Poulos

in recognition of the satisfactory fulfillment of the prescribed requirements the degree of

Master of Business Administration

with all the rights, privileges, and honors thereto pertaining here and elsewhere.

R. W. Fleming

R. L. Kennedy

Bill also ended up getting his master's degree from the University of Michigan with a focus in finance. While it helped with his career at General Motors, it also helped him as a trader because he's always thought about trading as a business.

The same year that he retired, Bill started his financial education company with his son, Greg. They named it Profits Run after the saying, "cut your losses and let your profits run", which most traders know well.

Greg Poulos, 2004

They literally started it from the kitchen table. One night in the year 2000, Greg was visiting his parents for dinner. The company he was working for was about to close their Michigan office, and Bill was less than a year from retiring, so they would both soon be without jobs. Greg had watched his father master the art and science of trading over the years and had always wanted to start a small business of his own. That's when he asked Bill, "Why don't we start a business to help others learn what took you years to figure out?" A year later, Profits Run was born.

And now, over 12 years later they have a modest office with about a dozen full time employees and at last count have helped over 40,000 regular people from all over the world learn how to become better traders. The Profits Run headquarters is in Wixom, Michigan, a small town in the suburbs of Detroit.

Profits Run Headquarters in Wixom, MI

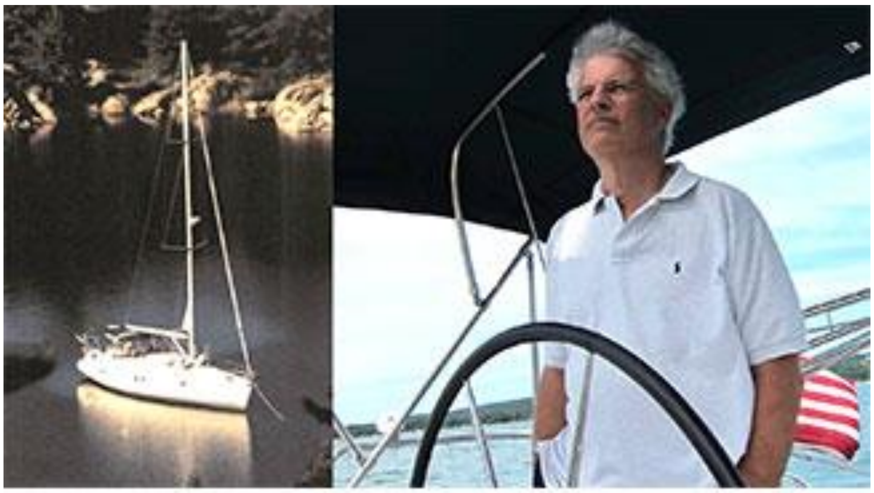
Today, not only is Bill able to realize his lifelong dream of helping regular people learn how to have the potential to build wealth, but he's able to create jobs locally through the growth of his business, support the community, and mentor his youngest team members as they learn the ropes of becoming traders themselves.

At Profits Run, Bill has a small team of dedicated trading professionals who really want to see you succeed, and they're passionate about answering all your questions and helping you become the best trader you can be.

As a matter of fact, over half of Bill's staff is made up of his student support department. He has full-time professional traders on staff who not only trade the programs offered at Profits Run, but who are also lifelong traders themselves.

Bill also has a complete coaching department that he personally trained to help his students who want to master trading as quickly as possible in a one-on-one environment.

When Bill isn't trading the markets, he can be found in Northern Michigan onboard his sailing boat, which is also named Profits Run. Some of the concepts behind his most popular and effective trading programs were discovered when he was sailing his boat across the Great Lakes.



Bill Poulos onboard his sailboat, *Profits Run*

Bill has no plans of "retiring" for a second time any time soon. His son, Greg, continues to manage the day-to-day operations at Profits Run which gives Bill time to focus on helping his students and to experiment with new trading ideas.

Turn A Small Account Into A Large Account With This 1 Sneaky Trick...

For the full story, visit:

www.profitsrun.com/tricks