ETF
Game Changer

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By

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An opening comment to all aspiring and experienced traders.

What if the perfect trade strategy landed right in your lap …

With the plan, training and system you need to make it a consistent, repeatable, and long-lasting success?

Guess what? This is it, keep reading.

The trade strategy you want:

- The one with known trade candidates… eliminating hunt and peck…
- The one you wake up excited and enthused to put into effect …
- The one that's not only fulfilling to trade but that is rewarding …
- Is waiting for you to stop wishing and jump in.

I've been involved in trading for almost 15 years – and in that time, I've seen many trade ideas come and go. During that same time period, I've discovered two tried and true trade patterns that work in any trade atmosphere. Patterns that don't change over time or only work in one specific trade situation. Patterns that sustain and grow a thriving trade account and help people around the world live more fulfilling and abundant lives.

To me, there's nothing better in the world.

Here's where you come in – I will supply the plan, training, and trade candidates.

This is especially for you if you've ever had a desire to trade or have said anything like:

- *"I really wish I had the ability to trade."*
- *"Others can do it, but their circumstances must be different than mine."*
- *"I'm tired of just existing - I want to make a positive change to my finances."*
- *"I'm grateful for my paycheck, but what I really want is to do is control my own financial future."*

Now, I'm sure I don't have to tell you that learning to trade isn't something to take lightly, so - only if you're serious about this - I am excited to share this opportunity in more detail with you.

Let's get started.

Before we get into what type of equity we will trade, let's discuss the vehicle we will drive to reach our destination.

Calls and Puts - The Two Types of Options

There are two types of options (Calls and Puts). The official definition is outlined below. (Don't cringe just yet, I will explain in understandable terms).

- **Call Options** give the buyer (you) the right to require the grantor to sell the equity to them at the agreed price on or before an agreed-upon time. (If the grantor agrees to sell to you for $90, it doesn't matter that the equity is now worth $100, he must sell it to you for the agreed-upon price. This happens behind the scenes at the stock exchange - you buy from him for $90 and sell for $100 and earn the difference.)

- **Put Options** give the buyer (you) the right to require the grantor to buy the equity from them at the agreed price on or before an agreed-upon time. (If the grantor agrees to buy the equity from you for $90, it doesn't matter that the equity is now only worth $80, he must buy it from you at the agreed-upon price. This happens behind the scenes at the exchange - you buy it for $80 and sell to him for $90 and earn the difference.)

As mentioned, Call Options are contracts that give the owner (you) the right, but not the obligation, to buy a specified number of shares of an equity at a specified price, called the **strike price**, on or before a specified date, called the **expiration date**.

Call Options are purchased when you expect the price of the underlying equity to go up.

To clearly explain how options work and the benefits, I tossed around a lot of items I might use in my explanation - a new TV, a collector Wolverine comic book, a sold-out X-Box game, baseball card collection. I'm sure you get the idea. I decided on my dream car.

Let's say, I had a friend who was interested in selling a well-used 1966 first-generation Ford Mustang Fastback stored in a garage behind his house. He had begun restoring it, but lost interest along the way. He wasn't in any hurry to sell but wanted $20,000 for the car.

I was definitely interested but wasn't ready to come up with $20,000, so I proposed purchasing or paying for an option to buy the car at a later date.

The option was ... I would pay him $500 to let me purchase the car any time over the next 6 months for $20,000.

Four months later at a car show, I learned that the value of vintage Mustangs had gone up when I met a man, who desperately wanted to purchase a 1966 Mustang, and he was willing to pay $25,000 for a vehicle in any condition.

I was able to purchase my friend's car and sell it to the collector all in one transaction.

The end result was this. My friend was pleased to have received $20,000 for his car,