



The Six Figure Portfolio Coaching Program

Boot Camp

Session One

Welcome

- Moderators: David Durham and Emily Norris
- Coaching Sessions: 4:00 PM EST
- Live Trading Sessions: Tuesdays TBD
- Email notification of start times
- All sessions will be recorded and posted on the web site

Customer Care

- Calendar of session dates on web site
- Email: support@tradersreserve.com
- Call: 866-258-3008 (9:00 AM - 5:00 PM Eastern)

Program Goals



- A few years from now you fire me

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- The discipline, knowledge, skill and experience to navigate and exploit stable and volatile markets

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- A few years from now you fire me
- The discipline, knowledge, skill and experience to navigate and exploit stable and volatile markets
- The bottom line - upon completing the program, you think like an investor and trade like a trader in all parts of your portfolio

Program Format



- Sessions begin 4:00 pm EST
- Trading sessions the day after evening coaching sessions at 12:00 EDT
- All sessions recorded
- Alerts to manage, open and close positions
- Questions to support@tradersreserve.com

Program Overview



- Boot Camp
- Session One + Trading = Puts
- Session Two + Trading = Calls
- Session Three + Trading = Managing Positions + PIPC
- Session Four + Trading = Advanced Tactics

**This program is not about algorithms or formulae,
this is not about using math to create false
certainty. It is about process and decision making.**

Boot Camp Overview



- Session One = Self Assessment

Boot Camp Overview



- Session One = Self Assessment
- Session Two = Setting Goals + Capital Allocation

Boot Camp Overview



- Session One = Self Assessment
- Session Two = Setting Goals + Capital Allocation
- Session Three = Finding the Perfect Income Stocks, Position Sizing and Tracking Performance

Trading Today's Market

- We are in an atypical market with enhanced volatility

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- The universe of opportunities has expanded

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- The universe of opportunities has expanded
- Hedging is more important
- Leveraged positions riskier
- We will deal with the dynamics of today's market session by session

Selling Puts



- Sell, not buy

Selling Puts



- Sell, not buy
- Finding the best puts to sell

Selling Puts



- Sell, not buy
- Finding the best puts to sell
- Evaluating opportunities using rates of return

Selling Puts



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- Creating a position

Selling Puts



- Sell, not buy
- Finding the best puts to sell
- Evaluating opportunities using rates of return
- Creating a position
- Managing a position = rolling, closing early, taking losses, accepting shares

Selling Calls



- Sell calls against your current portfolio

Selling Calls



- Sell calls against your current portfolio
- Sell calls against new positions

Selling Calls



- Sell calls against your current portfolio
- Sell calls against new positions
- Finding the "best call" using rates of return

Selling Calls



- Sell calls against your current portfolio
- Sell calls against new positions
- Finding the "best call" using rates of return
- Rolling calls

Selling Calls



- Sell calls against your current portfolio
- Sell calls against new positions
- Finding the "best call" using rates of return
- Rolling calls
- Using calls to hedge your positions

Managing Positions

- The simple math

Managing Positions

- The simple math
- When to roll/accept shares

Managing Positions

- The simple math
- When to roll/accept shares
- Creating indifference to assignment

Managing Positions

- The simple math
- When to roll/accept shares
- Creating indifference to assignment
- When to take losses

PIPC



- PIPC = Perpetual Income Portfolio Strategy

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- A primary focus on cash generation

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- Indifference to assignment

PIPC



- PIPC = Perpetual Income Portfolio Strategy
- A primary focus on cash generation
- Indifference to assignment
- A core basket of stocks traded for years, not months

Advanced Tactics



- LEAP/Call positions

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- LEAP/Call positions
- Mixed share/LEAP positions

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- Mixed share/LEAP positions
- Silly puts revisited

Advanced Tactics



- LEAP/Call positions
- Mixed share/LEAP positions
- Silly puts revisited
- Hedging your portfolio

Advanced Tactics



- LEAP/Call positions
- Mixed share/LEAP positions
- Silly puts revisited
- Hedging your portfolio
- Hedging individual positions

Trading Sessions



- Positions based on coaching tactics

Trading Sessions



- Positions based on coaching tactics
- 2 to 3 trades per session

Trading Sessions



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- Alerts go out immediately after the session

Trading Sessions



- Positions based on coaching tactics
- 2 to 3 trades per session
- Alerts go out immediately after the session
- Q&A

Here We Go

This program is all about you, changing your ability to generate income while *reducing* your risk in the market

The ***most important*** component of trading and investing is recognizing and repeatedly reviewing your strengths and limitations

The math is easy – understanding
what's best for you is hard

How much of my portfolio should I
commit to *equities*?

How much of my portfolio should I
commit to *income*?

How much of my portfolio should I
commit to selling *options*?

How much of my portfolio should I
commit to this *trend*?

How much of my portfolio should I
commit to this *stock*?

How much of my portfolio should I
commit to this *trade*?

How much of my portfolio should I
commit to this *tactic*?

Can I think like an *investor* and trade
like a *trader*?

Self-Assessment



Why Self Assessment



- **The Observer Effect**
- *A form of reactivity in which subjects modify an aspect of their behavior, in response to their knowing that they are being studied*

Impact of Self Assessment



- Results illustrate current readiness for trades

Impact of Self Assessment



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 - Psychological

Impact of Self Assessment



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 - Practical

Impact of Self Assessment



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- A high score is not a reason for a pat on the back

Impact of Self Assessment



- Results illustrate current readiness for trades
 - Psychological
 - Practical
- A high score is not a reason for a pat on the back
- A low score is not a reason for concern

A Wide Range of Scores



- Time, Availability, *Emotion* = 10 to 43

A Wide Range of Scores



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- Experience = zero to 48

A Wide Range of Scores



- Time, Availability, *Emotion* = 10 to 43
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- Resources + Current Portfolio = 4 to 50

A Wide Range of Scores



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- Resources + Current Portfolio = 4 to 50
- Income Needs and Goals = 2 to 48

A Wide Range of Scores



- Time, Availability, **Emotion** = 10 to 43
- Experience = zero to 48
- Resources + Current Portfolio = 4 to 50
- Income Needs and Goals = 2 to 48
- Total Score = 16 to 189

A Wide Range of Scores



- Time, Availability, **Emotion** = 10 to 43
- Experience = zero to 48
- Resources + Current Portfolio = 4 to 50
- Income Needs and Goals = 2 to 48
- Total Score = 16 to 189
- A guide for **all of us**

Time, Availability, *Emotion*



< 20 = *Emotional trader*

<20 = *Nervous trader*



Time, Availability *Emotion*



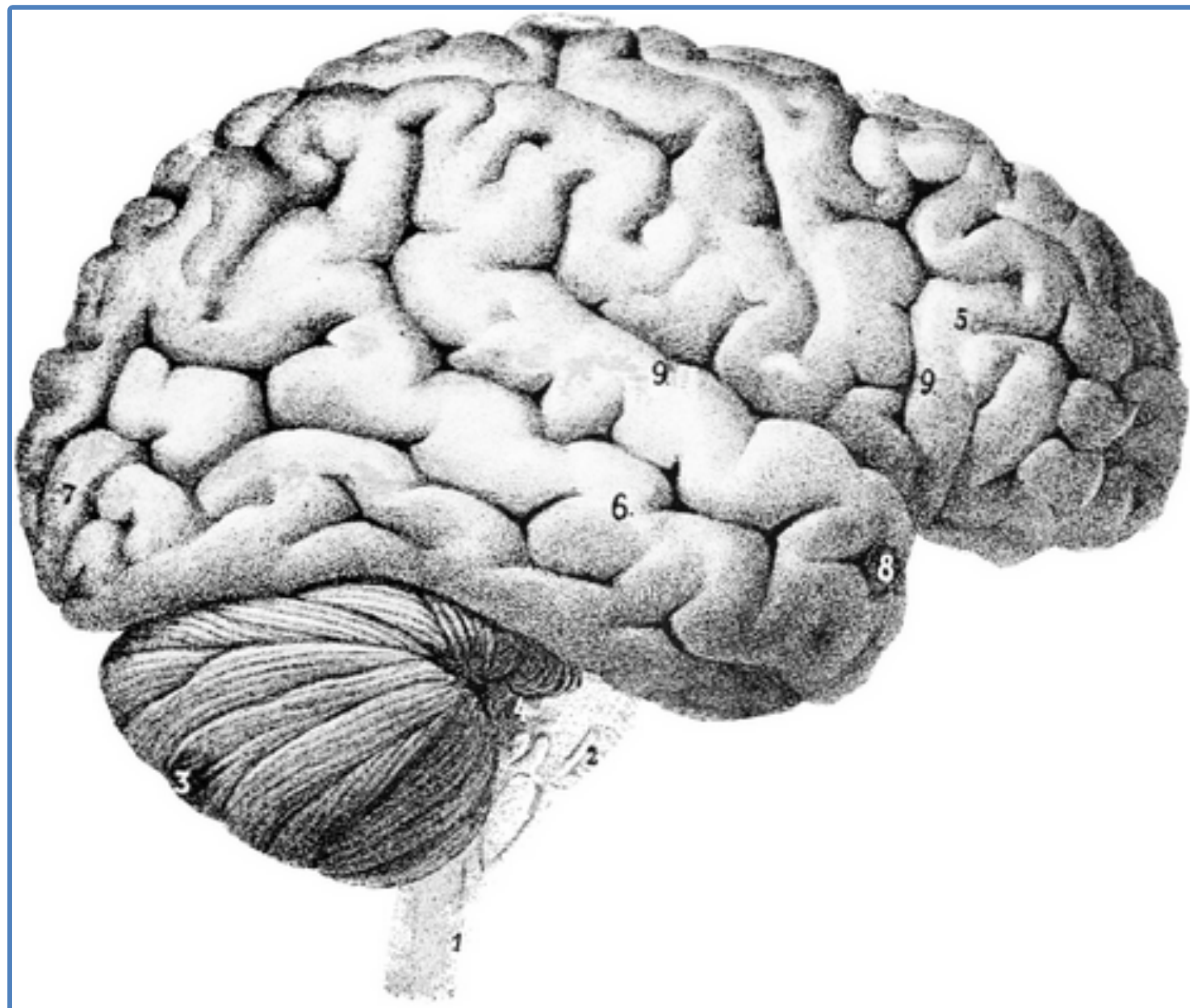
> 40 = *Ready to rock*



New figures show women make better traders than men on every metric imaginable



Experience



< 15 = not enough

Experience



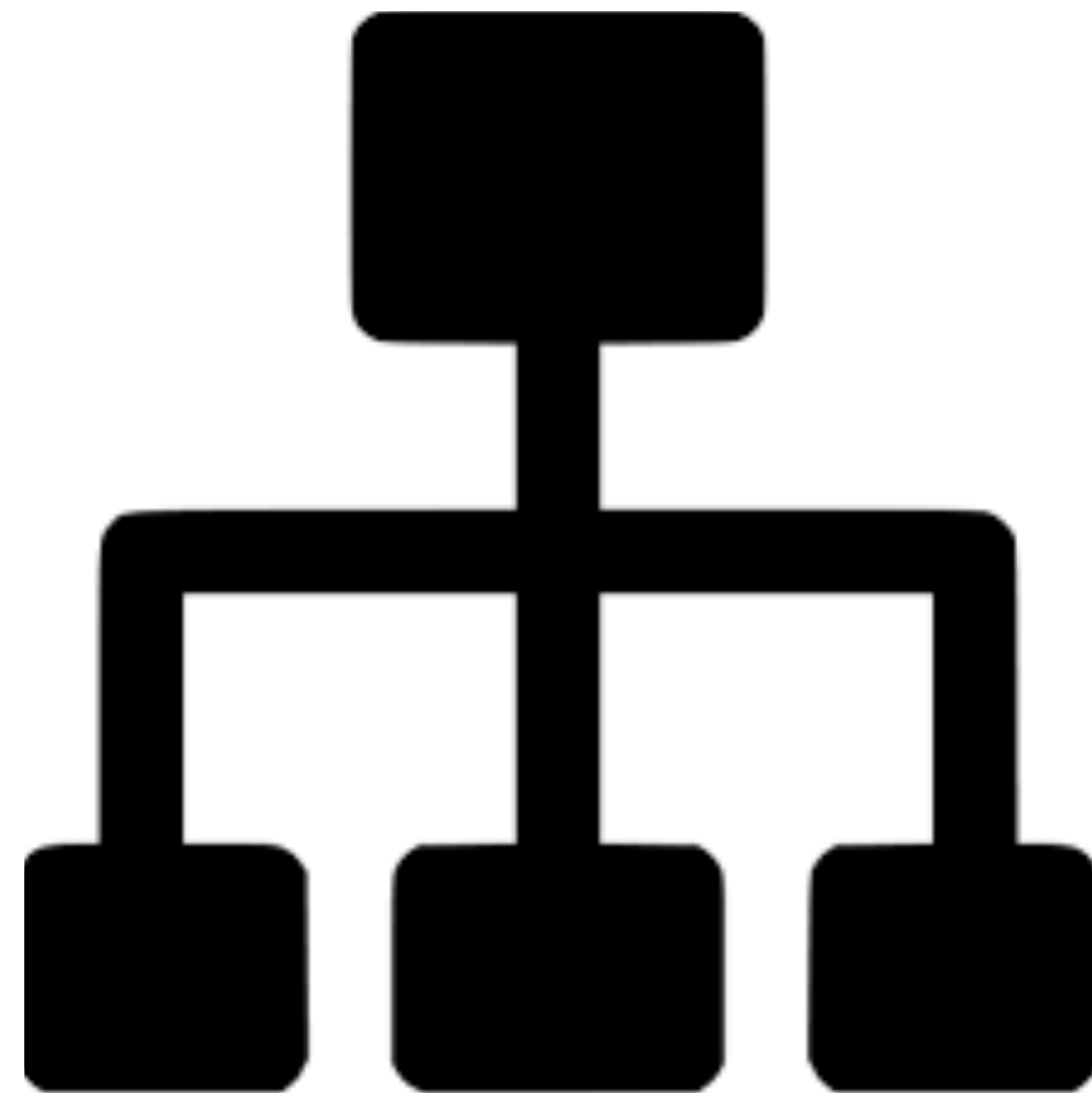
> 43 = *too much*
experience

Resource Allocation



< 30

too little thought



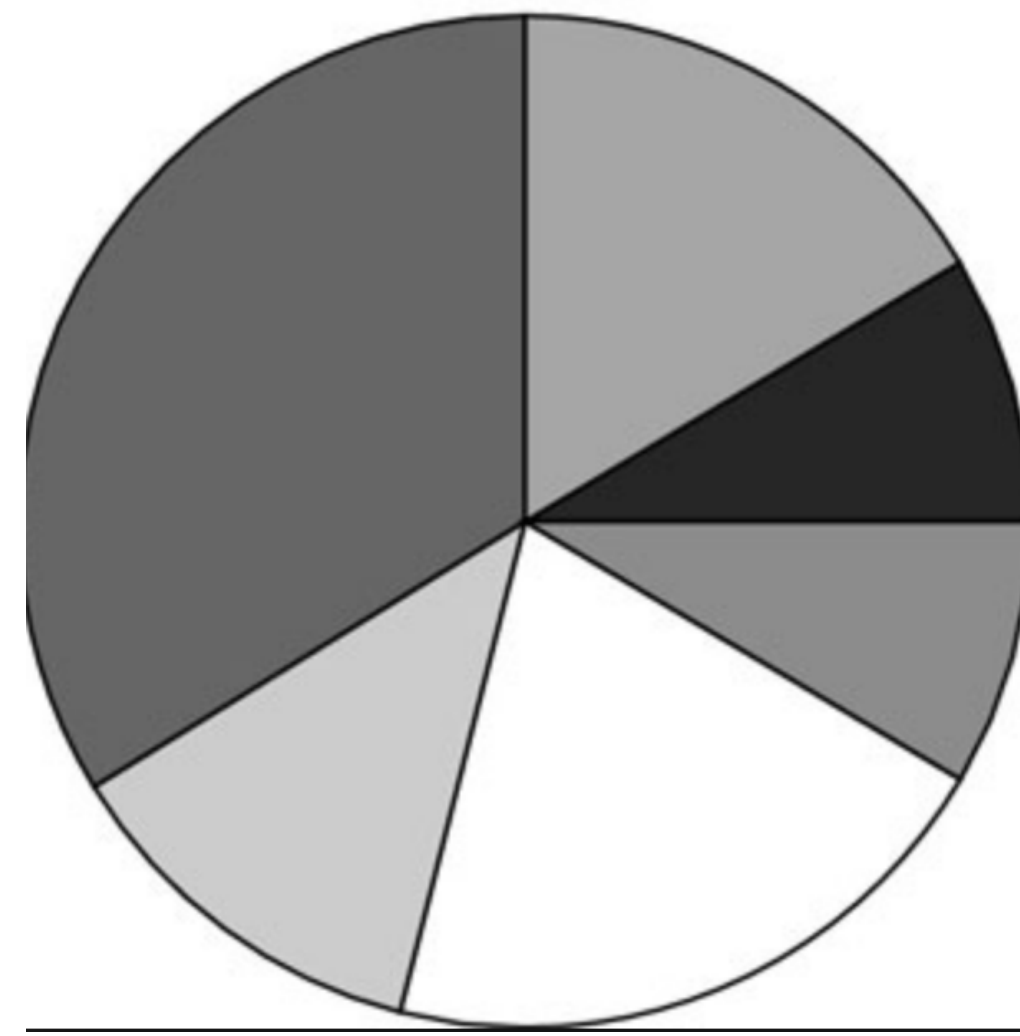
> 45

too much thought

Income + Goals



< 25 = portfolio
seriously
misaligned for
income



> 45 = almost there

The Typical Investor



Total Score < 140

Your Profile



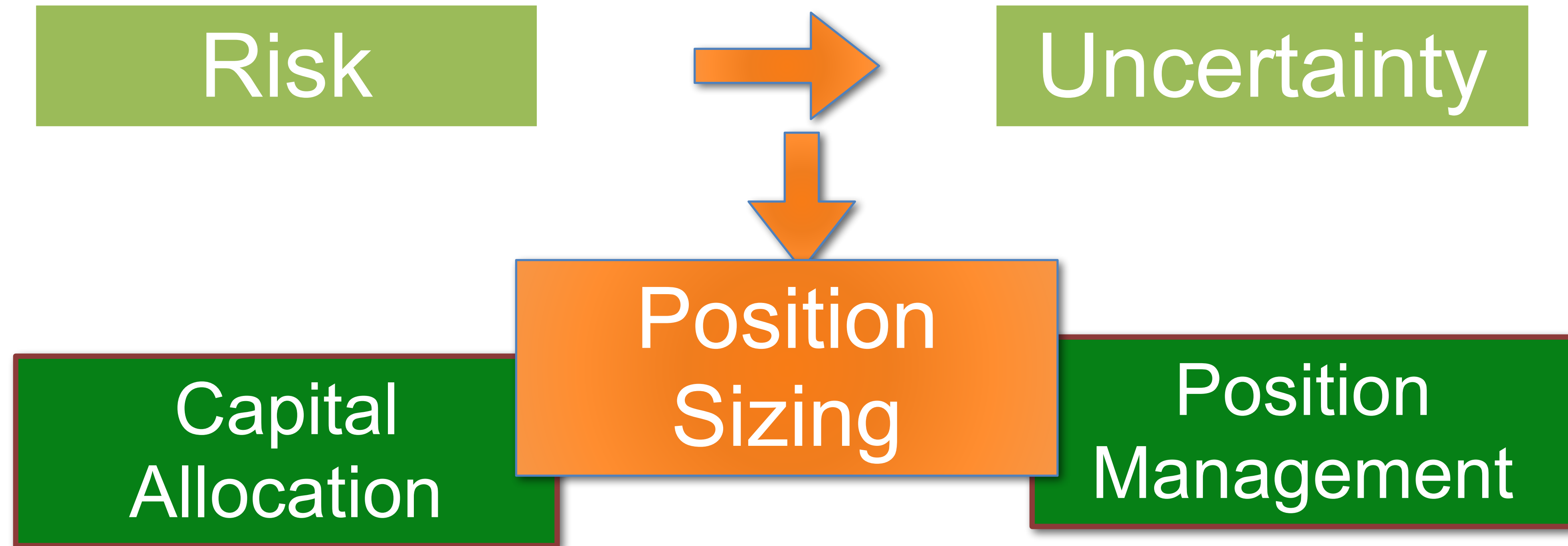
The single ***most important*** component of trading and investing is recognition and ongoing review of your strengths and limitations

The math is easy – knowing ***what is best for you*** is hard

Risk Assessment



Impact of Risk



Do you use “*volatility*” and “*risk*”
interchangeably?

Do you see *foregone profit* as a loss?

Do you always want to make the
maximum profit on a trade?

Are you willing ***to be put shares*** and
then write calls?

Are you willing to sell calls on the
“stocks you love?”

Defining Losses



- The value of a position at the end of the day

Defining Losses



- The value of a position at the end of the day
- The change in position value in a given day

Defining Losses



- The value of a position at the end of the day
- The change in position value in a given day
- The change in your portfolio value at the end of a day

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- The change in your portfolio value in a given day
- Being assigned

Defining Losses



- The value of a position at the end of the day
- The change in position value in a given day
- The change in your portfolio value at the end of a day
- The change in your portfolio value in a given day
- Being assigned
- Being called out

Calibrating Risk



- How do you define risk

Calibrating Risk



- How do you define risk
- Do you associate sharp market moves with risk

Calibrating Risk



- How do you define risk
- Do you associate sharp market moves with risk
- What do you think of more, big winners or big losers

Calibrating Risk



- How do you define risk
- Do you associate sharp market moves with risk
- What do you think of more, big winners or big losers
- What impact - and of what size - has your biggest loss had on your trading

Impact of Risk



- Do you believe selling a call with a strike price below your cost basis is high risk

Impact of Risk



- Do you believe selling a call with a strike price below your cost basis is high risk
- Do you believe selling a put creates risk

Impact of Risk



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- Do you have speculative or high risk component to your portfolio

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- Do you feel using a new tactic is inherently risky

Impact of Risk

- Do you believe selling a call with a strike price below your cost basis is high risk
- Do you believe selling a put creates risk
- Do you have speculative or high risk component to your portfolio
- Do you feel using a new tactic is inherently risky
- Are you willing to risk capital to boost your cash income and if so by how much

Your Results



Taking the survey is more important than the results

A score of 75 or better shows you should be inclined to allocate capital more “aggressively”

A score of below 75 means you should adjust your trading at a pace related to your perception of risk

High Score



>105 reflects both experience and understanding of emotional component of trading

I scored a 111
Then 122, 131, 138

Low Score



<35 is low

This is an indicator of your need to
pace yourself as you begin using
new tactics

Your Score



This score has ***no impact*** on your ability to learn – and what you may accomplish and earn through trading



\$48,000

The \$48,000 Mistake



Stocks lying there not generating income

A portfolio 25% “invested” in income underperforms a
portfolio 95% invested in income

In a \$250,000 portfolio, that is a ***\$48,000 mistake***

Goals



- Goals define your portfolio structure

Goals



- Goals define your portfolio structure
- Goals define your trading tactics

Goals



- Goals define your portfolio structure
- Goals define your trading tactics
- Goals define your stock selection

Goals



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- Goals define position management

Goals



- Goals define your portfolio structure
- Goals define your trading tactics
- Goals define your stock selection
- Goals define position management
- Goals define how you track performance

Managing Assets



Capital



Income

Goals



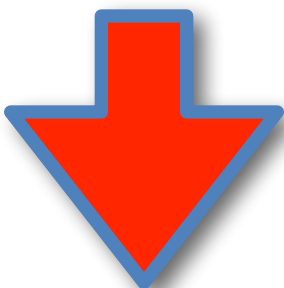
Work from Goals



- A 25% goal for cash and income defines one set of stocks and tactics
- A 15% goal for cash and income defines a different set of stocks and tactics
- In a \$250,000 portfolio, goals help you avoid the ***\$48,000 mistake***

A properly allocated portfolio can *target* a minimum income of *25%* a year

Check Your Portfolio



Stock	Share	Next	Premium	Next	Premium
	Price	Put		Call	

Check Your Portfolio



We will walk through these results later on in this program

Stock	Share	Next	Premium	Next	Premium
	Price	Weekly		Weekly	
		Put		Call	
LULU					

Home Work



Tough stuff – watch a 10 minute video!

Fill out, play with, enjoy the income calculator on the members' website

The next BOOT CAMP SESSION is all about setting your income goals

Tomorrow Night



See you tomorrow at 4:00
June 30
4:00 PM EDT

Boot Camp Session # Two
Setting Income Goals

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