

Barnaby Kalan

From: Bernie Schaeffer [enews@schaeffer.com]

Sent: Thursday, August 05, 2010 11:33 AM

To: BARNABYKALAN@ROGERS.COM

Subject: EIGHT 50%+ winners since January 1st

One group of savvy traders has racked up an enviable track record since January 1st. And the news keeps getting better.

EIGHT 50%+ winners since the beginning of the year!

Now they're getting ready to do it again ... and you can join them. Here's how:

Hi Barnaby,

Our Event Series subscribers are on a roll.

They've bagged EIGHT 50%+ winners since the beginning of 2010. Including a tidy 66% gain in just 7 days in July.

That's eight winners in six months!

- ** +106% GAINS on Monsanto puts in 3 days
- ** +106% GAINS on Reliance Steel & Aluminum puts in 24 days
- ** +73% GAINS on AutoZone calls in 8 days
- ** +95% GAINS on Ryland calls in 11 days
- ** +60% GAINS on Intel puts in 8 days.
- ** +82% GAINS on Darden Restaurants in 12 days
- ** +54% GAINS on Shaw Group calls in 7 days
- ** +66% GAINS on J.C. Penney calls in 7 days

And that's on top of the other big winners my Event Series subscribers have added to their portfolio. Profits like...

- ** +333% GAINS on Oxford Industries calls in 10 days
- ** +104% GAINS on PNC Bank calls in 29 days
- ** +211% GAINS on Potash puts in 7 days
- ** +129% GAINS on Silicon Laboratories calls in 7 days
- ** +189% GAINS on Merck puts in 16 days
- ** +139% GAINS on DryShips calls in 15 days
- ** +104% GAINS on Google puts in 16 days
- ** +130% GAINS on Bank of America puts in 8 days
- ** +157% GAINS on LDK Solar puts in 2 days
- ** +121% GAINS on Atheros Communications calls in 5 days
- ** +127% GAINS on AeroVironment calls in just 1 day

- ** +107% GAINS on Monsanto calls in 18 days
- ** +104% GAINS on AMEX Diamonds Trust calls in 15 days
- ** +181% GAINS on Hibbett Sports puts in 2 days

It's no fluke they were able to bank such good returns in such short periods of time. Why? Because they were simply taking advantage of one of the most volatile triggers for big options gains...

Earnings season.

That's when thousands of companies release their quarterly profit reports ... and the market reacts to the new data.

But here's the tricky part: good news (beating analysts' expectations) doesn't always cause a stock to go up. And bad news doesn't always cause a stock to plummet.

That's because there's a hidden factor operating just under the surface: investor sentiment. And it often acts in counter-intuitive ways.

For example, it's not unusual for a strong earnings report to be greeted with selling pressure. And sometimes a company that reports weak results sees its stock skyrocket.

So how can you tell which companies are going to take off (up or down) as a result of earnings reports? I'll tell you how in a minute...

... but first, let me just remind you...

Q2 Earning Season is far from over!

2,191 companies are set to announce their earnings between now and August 17th. So there are bound to be a bunch of big surprises. And that means big potential winners for you.

I don't want you miss a single one of these triple-digit winners this Earnings Season. Or any of the other profit-shattering events of 2010 and beyond.

That's why I'm offering you 4 big bonuses if you'll join my Event Series subscribers today. Starting with...

Bonus #1: Join Event Series now at HALF PRICE!

The regular price for my Event Series is \$995 a year. And when you consider the huge gains you could make as

Earning Season kicks in, I think you'll agree that's a very reasonable price.

But you don't have to pay \$995 today. Not even close!

That's because until midnight tomorrow, you can SAVE 50% off a 1-year subscription. You get to sign up for just \$495.

And that's only the beginning because ...

Bonus #2: Start targeting big gains with a FREE BONUS TRADE

To sweeten the pot, I'm going to add in a FREE TRADE. You could double your money (or more) on this first trade alone.

You see, my team and I have just uncovered what I believe is the hottest earnings trade of this season. It was hand-picked for its potential to deliver gains of +100% or more in short order. And it's yours free when you join Event Series today with this special offer.

[Click here to start targeting huge gains with Event Series.](#)

You can also call 1-800-448-2080 Ext. 1251 between 8:30 a.m. and 8:00 p.m. ET for more information.

Bonus #3: Rest Even Easier With Our 'Double-Backed' Guarantee

I'm positive you will profit from Event Series and be on your way to boosting your overall portfolio like my other subscribers have done.

And because of that, I'm going to put my money where my mouth is. Subscribe to my Event Series for the first 90 days entirely at my risk. Trade it for real or on paper. Follow as many (or as few) recommendations as you wish. The choice is yours. If in those 90 days you aren't convinced Event Series is for you ... if your portfolio isn't benefiting ... or for any other reason at all ... just let me know and I'll promptly refund every penny you've paid for your subscription.

And that's not all...

Even after the first 90 days, if at any time during your subscription you're not satisfied with the gains we're delivering, you may still cancel for any reason.

You'll receive a prompt and courteous refund of the remaining unused portion of your subscription.

That means you can try Schaeffer's Event Series entirely at my risk. You're protected by our 'double-backed' guarantee for the life of your subscription. I think you'll agree that's a very fair offer.

And there's still more! Because I'm giving you an extra bonus

today ...

Bonus #4: Get a SECOND YEAR of Event Series – FREE!

I'm also going to let you in on an extra special deal. TWO years of Event Series for the price of one!

When you buy one year at 50% SAVINGS, you get another year of hot Event Series trades absolutely FREE. That's a total value of \$1,990 for just \$495!

There's no telling how many triple-digit winners you could see in the next two years. But to get this special 2-for-1 offer with my 90-day Money-Back Guarantee, I must hear from you by midnight tomorrow.

My team and I are hard at work, (so you don't have to be) looking to uncover the next hot Event Series recommendations.

You don't want to miss them . . . and you won't when you take me up on this special offer right away.

[So, just click here until midnight tomorrow to take advantage.](#)

You can also call 1-800-448-2080 Ext. 1251 between 8:30 a.m. and 8:00 p.m. ET for more information.

Read on and I'll show you how quickly you can make money during Wall Street's most profitable season.

The Secret to Profiting Big from Earnings Season

Earnings season is truly Wall Street's biggest market mover of the year. Stock prices can rise or fall overnight on an earnings report.

And that means option gains can really skyrocket.

Let me show you some of the profits our Event Series subscribers have banked on previous earnings news. They did it by taking advantage of lightning-fast stock moves . . .

At the end of April, just as the stock market was about to begin its 16% slide, Reliance Steel & Aluminum announced 1st quarter earnings.

They missed the mark. Even worse, they said second-quarter earnings would be lower than expected.

Before the announcement, the stock stood at \$52. After the announcement, the price bounced a bit and finally settled at just under \$51. We knew that if the stock broke below its support price of \$48, a large sell-off could result.

With overall momentum waning, we had a nice entry point for a bearish trade. So we recommended the \$55 strike put. You could have bought 4 options contracts – which control 400 shares of stock – for just \$2,060.

Just 10 days later the stock price sunk to \$45.16 – an 11% drop. But our options had soared 90%. We decided to take a little profit and sold one of the contracts for around \$980.

Then a couple of weeks later, the stock fell to \$43.08 – a 15% plunge. But our option price skyrocketed 133%. We sold another contract for around \$1,200.

We had already recouped our initial investment and still had 2 contracts to go. We knew when we sold them the money would be pure profit.

The next day we decided to sell the remaining 2 for around \$2,070. We had doubled our money in just 24 days!

When we added everything up, we had **turned our \$2,060 into \$4,243.60 in less than one month!**

Do you see how quickly you can rake in lip-smacking gains even when the market's tanking?

Big Gains. Quick Turnaround. Small Upfront Investment. What Could be Better?

But here's the best part: It really doesn't matter if company earnings are strong or weak. Or if the markets going up or down. Because you can cash in either way.

What does matter is investor expectations.

For example, if a company surprises the Street with good news no one saw coming, you can profit with call options. That's because investors will pile on and drive the stock price up.

OR . . . when an overhyped company surprises the Street and falls flat on its face, you can profit with put options.

That's because investors most likely will flee in panic and the stock price will plummet.

It really is that simple . . . with one little catch.

You can't just make money by buying calls on good news and puts on bad news. If it was that easy, everyone would be a millionaire!

The trick to profiting big during Earnings Season is sorting out the REAL surprises from those that have already been priced into the stock.

That's why it pays to have an expert on your side . . .

One that knows "the story behind the story" . . .

One that really understands investor expectations instead of just relying on publicly published "analyst expectation" numbers . . .

Like we do here at Schaeffer's.

At Schaeffer's, our proprietary Expectational Analysis methodology helps us call the direction of the stock correctly . . . while other investors watch the market's reaction and scratch their heads in disbelief.

We've used this proprietary method time and time again to help our Event Series subscribers profit big.

It's the same method we used to select the one earnings trade that has the most potential to deliver big returns in the days and weeks ahead. You can get immediate access to this free trade by agreeing to try Event Series with this special offer.

[Just click here to get started today.](#)

After you sign up to try Event Series, you can get your free

bonus trade by clicking on "MY ACCOUNT" at the top of SchaeffersResearch.com. After logging in, just click the link under "Free Services" to immediately see your FREE TRADE.

This is What a Great Earnings Play Looks Like

Here's just one example of how our proprietary Expectational Analysis method helps us make great earnings plays over and over again – even when the stock does the opposite of what most investors expect:

When LDK Solar reported earnings, it not only beat the consensus estimates, but it raised its guidance for the next year.

But the shares didn't take off as you might expect. In fact, they did the opposite. They plunged.

By 2 p.m. the day of the announcement, the shares had fallen more than 12%!

It was a perfect setup for a bearish option play . . .

So that day, we told Schaeffer's Event Series subscribers to purchase LDK Solar puts at an average price of \$167.50 per contract.

Why did we tell them to buy puts on 'good' news?

Because we had looked at the "story behind the story" and thus knew how investor expectations would influence the stock's move . . .

FIRST, the overwhelmingly negative reaction to good news meant the sellers were still in control. We suspected the sellers would continue to pound the stock.

SECOND, solar stocks were taking a beating in the overall market and LDK Solar was already down 70% on the year.

With 60 different hedge funds owning shares of LDK, we knew there could be more selling ahead if these hedge funds started to unwind their bullish bets.

THIRD, despite the stock's 70% drop-off, there wasn't a single sell rating on the stock. Not one! That meant there was plenty of room for more downgrades ahead.

The result?

Over the next two days the stock continued to plunge, dropping from \$13.81 a share to \$10.49 a share. Stockholders lost 24% in two days. OUCH!

But Schaeffer's Event Series subscribers turned that double-digit plunge into triple-digit gains! They booked a +157% PROFIT in 2 DAYS!

That's the beauty of options, you can profit whether the 'good news' sends the stock soaring or plunging!

If you had invested just \$5,025 in 30 LDK put contracts, you could have turned around and sold them 2 days later for a whopping \$12,914.

That's a \$7,889 PROFIT in 2 DAYS!

You see why – as option traders – we don't care if the market's down 16% since late April? That's because we're still making money!

And as an Event Series subscriber, you'll get 2 to 4 of these hot option picks each and every month.

Plus you'll get access to an extra BONUS trade as soon as you agree to give Event Series a try.

Once you're signed up, just go to "MY ACCOUNT" at the top of SchaeffersResearch.com. After logging in, just click the link under "Free Services" to immediately see your FREE TRADE.

[Just click here to get started right now!](#)

Don't Miss Your Opportunity to Pile Up a Lot of Money

With profits piling up fast and furious, you could make significant amounts of money in just a few weeks as an Event Series subscriber.

That's why I want you to try my Event Series risk-free for the next 90 days.

We'll send you an average of 2 to 4 hot trades each month. That's 6 to 12 trades in the next 90 days. Each one is carefully selected to give you the maximum potential for HUGE triple-digit profits.

See how much money you can make in just 90 days. Why,

you could easily pay for your subscription with your first trade.

But if you're not happy with the profits we're delivering, then simply contact us to cancel. I'll return your entire subscription fee.

What's more, with my Double-Backed Guarantee, you're protected after 90 days, too!

If at ANY time during your subscription you're not satisfied with the gains we're delivering, you can cancel for any reason. You'll receive a prompt and courteous refund of the remaining unused portion of your subscription. That means you can try Schaeffer's Event Series entirely at my risk.

And that's why I want to make it as easy as possible for you to profit from my Event Series.

But you have to do your part and subscribe!

[Click here to secure your slot in Event Series right now!](#)
[Sign up now and get started right away with your free trade!](#)

Read on and I'll tell you how you can make money time and time again with these aggressive Event Series option trades.

Here's how you can turn surprising events into BIG profits all year long.

I know I've gone on and on about earnings season. That's because there is just so much money to be made on the surprises of who is going to beat or miss earnings.

But earnings season only comes around four times a year. I don't know about you, but I'd like to profit every day of the year.

That's why we play options on every kind of market-moving news you can imagine . . . like mergers, or acquisitions, or product announcements, product recalls and other business decisions that can move stock prices in a very short period of time.

I want you to profit month-in and month-out, during earnings season, and beyond. Here's an "event" that doubled subscribers' money in one day!

When news broke that AeroVironment was being added to the S&P SmallCap 600 Index, the stock started to move higher. That's good news!

We smelled a triple-digit hit in the making!

So we told our Event Series subscribers to purchase AeroVironment calls - fast.

Ten contracts would have set you back just \$1,675.

How did we do?

The very next day, AeroVironment moved up 6%. And we told subscribers to sell their option contracts for +127% gains!

That's a 127% GAIN in ONE DAY -- more than double your money in 24 hours!

How would you like to make money as fast as that?

Get 50% OFF your first year + your SECOND YEAR FREE. Plus my Double-Backed Guarantee. And Get Started Today With Your Free Bonus Trade!

The regular price for one year of hot Event Series trades is \$995. But, until midnight tomorrow, you can join Event Series At 50% OFF – just \$495 . . . and get a SECOND YEAR FREE.

That's \$1,495 in SAVINGS. And we'll keep sending you these hot trades for the next 2 years!

Plus I'll let you test drive Event Series risk-free for the next 90 days.

Trade for real or on paper. You must be 100% satisfied with the profits we're delivering or you can call to cancel and we'll rush you a complete refund of your \$495.

And when you sign on today, you can get started right away. That's because we just uncovered a trade with explosive earnings profit potential. And I want you to get this trade recommendation for FREE.

All you have to do is join Event Series right now with this special offer.

Once you're signed up, just go to "MY ACCOUNT" at the top

of SchaeffersResearch.com. After logging in, just click the link under "Free Services" to immediately see your FREE TRADE.

But you must act quickly – this offer will end at midnight tomorrow.

[Click here to position yourself to profit big from Earnings Season and other key stock-moving events – get started with your free bonus trade today.](#)

Let Me Be Honest With You . . .

With my Event Series, you'll receive an average of 2 to 4 blockbuster trade ideas each month. Each one is carefully researched and hand-picked for its potential for 100%+ profits.

But I do have to admit something right up front to you. While I love to talk about our big triple-digit winners, not every trade is a big winner. That's the way it is when you trade options.

But the important thing to remember is, your big triple-digit winners can overpower your losses . . . and in the end you can come out ahead . . . way ahead.

Sometimes, though, you may have to settle for "disappointing" trades like ...

- ** +73% GAINS on AutoZone calls in 8 days
- ** +54% GAINS on Shaw Group calls in 7 days
- ** +50% GAINS on Caterpillar calls in 12 days
- ** +71% GAINS on Trina Solar calls in 1 day
- ** +54% GAINS on Broadcom calls in 8 days
- ** +71% GAINS on Jo Ann Stores calls in 10 days
- ** +47% GAINS on Borg Warner calls in 17 days
- ** +44% GAINS on Smithfield Foods puts in 1 day
- ** +39% GAINS on Potash puts in 21 days
- ** +41% GAINS on Coinstar calls in 9 days
- ** +30% GAINS on Kohl's calls in 8 days
- ** +56% GAINS on American Superconductor puts in 1 day
- ** +61% GAINS on Palm calls in 24 days
- ** +82% GAINS on Darden Restaurants in 12 days
- ** +99% GAINS on Nucor calls in 9 days
- ** +95% GAINS on Ryland calls in 11 days
- ** +60% GAINS on Intel puts in 8 days.
- ** +66% GAINS on J.C. Penney calls in 7 days

Can you handle disappointment like that? I thought so!

Most investors would be thrilled with double-digit gains like these. And I know if you were trading just one of these double-digit nuggets every month, you could easily build a very solid portfolio.

But what gets our blood pumping here at Schaeffer's – and the reason we offer our Event Series – are the surprises that allow us to rack up BIG triple-digit winners, such as . . .

** +333% GAINS on Oxford Industries calls in 10 days
 ** +104% GAINS on PNC Bank calls in 29 days
 ** +211% GAINS on Potash puts in 7 days
 ** +129% GAINS on Silicon Laboratories calls in 7 days
 ** +189% GAINS on Merck puts in 16 days
 ** +139% GAINS on DryShips calls in 15 days
 ** +104% GAINS on Google puts in 16 days
 ** +130% GAINS on Bank of America puts in 8 days
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 ** +106% GAINS on Monsanto puts in 3 days
 ** +106% GAINS on Reliance Steel & Aluminum puts in 24 days
 ** +181% GAINS on Hibbett Sports puts in 2 days

. . . just to name a few.

[And if you act now, you can join these Event Series subscribers as they swing for the fences and huge option gains. Just click here to get started:](#)

Here's how easy it is...

As an Event Series subscriber you have a team of experts working for you . . . so you can just sit back, relax and rake in the profits.

1) We do the legwork for you and alert you the moment we see a situation that's ripe for making a profitable option trade. That happens 2 to 4 times a month.

2) We tell you when to buy in a timely e-mail with detailed instructions on how to enter each recommendation.

3) We tell you why you should buy so you can see for yourself the profit potential of each trade.

4) We send you detailed close-out instructions when it's time to exit the trade. (That's something other options services conveniently "forget"!)

Don't miss out on Earnings Season surprises to come!

There are thousands of companies about to release their Q2 earnings reports. Plenty of surprises to come. And plenty of money to be made.

So why not take advantage of my...

HALF-PRICE SAVINGS

FREE Bonus Trade

Double-Backed Guarantee

Second Year FREE

And get started!

[Simply click here to sign up today.](#)

You can also call 1-800-448-2080 Ext. 1251 Monday – Friday between 8:30 a.m. and 8:00 p.m. ET to place your order or ask any questions.

Hurry! This special offer ends tomorrow at midnight.

Get ready for big gains on earnings season's best plays – gains like **+333% in 10 days . . . +181% in 2 days . . . and +127% in a single day . . . just to name a few.**

Don't miss a minute of the big triple-digit profit potential of this earnings season. Join Event Series today.

Remember, with this special offer, you'll get your first year at 50% off the regular one-year price. Then, you'll receive these hot trades (an average of 2 to 4 every month) for another year – absolutely FREE!

[Just click here to get started right now!](#)

Or call 1-800-448-2080 Ext. 1251 Monday – Friday between 8:30 a.m. and 8:00 p.m. ET to place your order or ask any questions.

Yours for bigger, faster profits,

Bernie Schaeffer Chairman & CEO Schaeffer's Investment

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[Click here to join now and get started right away with your free trade!](#)

ABOUT BERNIE SCHAEFFER

Bernie Schaeffer has over 30 years of investing experience and an industry-wide reputation for profiting well from market timing.

Mr. Schaeffer has been tracked by Timer Digest since 1984 and his market timing has consistently been ranked among the top 10 of all analysts tracked.

He was invited to be one of only 5 esteemed market panelists for USA TODAY's 8th Annual "Investment Roundtable," where his stock recommendations delivered an average gain of +59% for the year.

He's also a 3-time Wall Street Journal Stock-Picking Contest Winner.

Mr. Schaeffer is also a CNBC Market Maven and regularly appears on The Nightly Business Report and Fox News Channel.

His views on the stock market and the economy are regularly quoted in The Wall Street Journal, BusinessWeek, Investor's Business Daily and USA Today.

Here's your chance to put our experience to work for your portfolio!

[Click here to join Event Series today.](#)

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Although there is significant profit potential associated with buying options, there is also the risk of losing the amount invested in any individual trade. In any option buying approach, it is expected that losing trades will be more numerous than winning trades. The goal is for the average gain to be significantly greater than the average loss so that the bottom line is profitable.

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