

Barnaby Kalan

From: Bernie Schaeffer [enews@schaeffer.com]

Sent: Thursday, October 07, 2010 7:18 AM

To: BARNABYKALAN@ROGERS.COM

Subject: An options "Red Tag" sale like no other



from the desk of
Bernie Schaeffer

Two forces are lining up this month to create a "Red Tag" options sale you don't want to miss. Here's what you need to know to profit from it...

Dear Barnaby,

It's really quite extraordinary.

This month, we could see a "Red Tag" sale on options like nothing we've seen in quite a while.

Two powerful forces are lining up that could slash the prices on options beyond anything you might expect. Starting with...

Red Tag Discount #1: Volatility at historic lows

In 2009, there was so much volatility priced into the market, if you were buying calls and puts, you were paying top dollar.

Then from roughly May 2009 to early this year, volatility calmed down. So the part of the option price that contained the volatility started dropping sharply, too.

The problem was, if you bought an option one day, two weeks later it would be worth much less. Not only because of time decay. But because of declining volatility, prices for the same option were dropping, too.

But over the past few months we've seen volatility approach multi-year lows and essentially stabilize. That means lower prices on options! Just take a look at the past 90 days on the VIX:

CBOE Market Volatility (VIX) As of 10/1/2010



If you're buying options today, you're no longer getting hammered by a steady erosion of premium. That's because the current low volatility is already built into today's option prices.

So this is an attractive environment, whether you're a call buyer or a put buyer.

Red Tag Discount #2: Options get "marked down" even further on Monday, October 11th!

As you may know, as Expiration Friday gets closer, the price for call or put options drops like a stone.

That's because time decay plays such a big role in how options are priced.

It also means that you can get in on some really lucrative trades for just a few hundred dollars.

Together, these two factors -- low volatility and expiration week discounts -- give you bargain basement prices on some of the juiciest options out there.

Of course, it does take some effort to find the right options. But there's a solution for that, too.

My research team is already hard at work identifying 10 trades designed to take full advantage of both low volatility and low options prices.

They're all hand-picked to deliver big returns to you on or before October 15th.

And all you have to do is join my Expiration Week Countdown service for 5 days to profit from them!

You'll start this Monday, get 10 trades delivered to your in- box, and have them all closed out by Friday...in time to enjoy your weekend!

Best of all, you'll pay just \$99 to get all 10 pre- researched, easy-to-understand trades delivered directly to your inbox.

[Simply call 1-800-448-2080 Ext. 1251 between 8:30 am and 8:00 pm ET. Or click here to get started now:](#)

Start Making Money TODAY with your FREE TRADE

Did I say that the action starts Monday? My mistake. For you, it could actually start a lot sooner...

Because You Can Start Making Money Right Away with your FREE TRADE

You see, my team and I just uncovered our first hot October expiration trade. It was hand-picked for its potential to deliver +100% profits by Friday, October 15th.

And I don't want you to wait until Monday to see this. You could miss out on some hefty profits if you wait and don't get in right now.

In a minute I'll tell you how to get your free trade. But first, if you want the opportunity to pay less for your trades and make some easy cash, you need to tell me right now.

Because the clock is ticking...

[Simply call 1-800-448-2080 Ext. 1251 between 8:30 am and 8:00 pm ET. Or click here to get started now:](#)

Impressive gains – trading just 5 days a month!

Traders who've taken advantage of my Expiration Week Countdown service have racked up some pretty impressive gains. And they've done it trading just 5 days a month. Gains like...

- **113.33% GAINS** - Buy 1 put contract of American Superconductor for an average of \$112.50. Exit with \$240.
- **57.75% GAINS** - Buy 1 call contract of T. Rowe Price for \$355. Exit with \$560.
- **42.52% GAINS** - Buy 1 put contract of Union Pacific for \$548. Exit with

\$781.

- **87.5% GAINS** - Buy 1 call contract of Palm for \$80. Exit with \$150.
- **100.0% GAINS** - Buy 1 call contract of Silicon Laboratories for \$170. Exit with \$340.
- **57.74% GAINS** - Buy 1 call contract of IntercontinentalExchange for \$575. Exit with \$907.
- **36.48% GAINS** - Buy 1 call contract of Green Mountain Coffee Roasters for \$392. Exit with \$535.
- **37.07% GAINS** - Buy 1 put contract of AutoZone for \$580. Exit with \$795.
- **33.64% GAINS** - Buy 1 call contract of Capital One Financial for \$275. Exit for \$367.50.
- **35.50% GAINS** - Buy 1 call contract of Atheros Communications for an average of \$384.50. Exit with \$521.00.
- **35.06% GAINS** - Buy 1 call contract of Kohl's for \$385. Exit with \$520.
- **57.11% GAINS** - Buy 1 call contract of Lennar Group for an average of \$242.50. Exit with \$381.
- **42.11% GAINS** - Buy 1 call contract of Nordstrom for \$190. Exit with \$270.
- **49.78% GAINS** - Buy 1 put contract of Monsanto for \$686. Exit with \$1,027.50.
- **73.14% GAINS** - Buy 1 call contract of U.S. Steel for \$350. Exit with \$606.
- **113.13% GAINS** - Buy 1 call contract of Exxon Mobil for \$217. Exit with \$462.50.

Did you notice how little they had to pay for many of these trades?

And the price of this service itself certainly won't break the bank, either. Just \$99 for a whole week of hot October expiration week trades. That's a whopping 50% OFF the regular price! Together with your FREE Bonus Trade, you get 11 trades for just \$9 each!

You'll get a complete do-it-for-you service that take just minutes to read and execute. That's about as reasonable as it gets.

All you have to do to get in on the action is to join my Expiration Week Countdown service today.

There's no time to waste. Expiration Week starts in just 4 days. And I want to send you our Top 10 picks for expiration week starting on Monday.

Remember, these trades will cost significantly less than if you'd executed them at

any other time in the month. In fact, most of these trades will cost you just a few hundred dollars to enter.

So even if you're in "cash reserve" mode and only want to invest a small sum, you can still rake in some big gains between October 11th and October 15th.

But you need to hurry—this offer ends at midnight tomorrow!

[Simply call 1-800-448-2080 Ext. 1251 between 8:30 am and 8:00 p.m. ET. Or click here to get started now:](#)

No long-term commitment, no tying up capital

With Expiration Week Countdown, every trade you enter is guaranteed to close by the end of the week. You are in and out in just 5 days. Or less.

- Like the +37.2% GAIN our subscribers made on a Cummins call in just one day in September.
- Or the +40% GAIN on a September Juniper Networks call in just 24 hours!

Expiration Week Countdown means quick profits, and no big commitment of capital.

And of course, as these options get cheaper, you get another big benefit as well.

You only need a small move in the stock price to get huge returns on the option.

We're talking a move of a few points here...from, say, \$25 to \$28. Or vice versa.

Do you think we could see a market move like that in the next few weeks? You bet! Here's why...

Three factors that could light a fire under these cheap options

If the market continues to trend like we think it will between now and the end of the year, you can party all the way to the bank. Here's what could drive it:

#1: Earnings season surprises

Q3 earnings season kicks off in October. And that means plenty of drama to go around.

Companies that miss the mark by a mile are punished severely. And companies that surprise the Street with dramatic out-performance get treated like royalty.

These surprises can mean big profit opportunities for option traders. Especially when you get in at these bargain-basement Expiration Week prices!

#2: Mid-term election fireworks

The odds are good that the Republicans will win big in November and bring gridlock back to Washington. And that's good news for options traders. Because historically, gridlock is good for the market.

And while the Republicans are out hitting the campaign trail, you can position yourself to profit from the election, several weeks in advance.

#3 The four-year cycle that sparks rallies

Every four years, beginning in 1998, the market has bottomed in the first half of the year, followed by a strong rally.

The market bottomed in October 2002 and again in July 2006...and now that four-year cycle is coming around again.

Schaeffer's Research has tracked this cycle and it looks like July, 2010, marked one of these bottoms. This, plus the fact that the S&P 500 Index's (SPX) 80-week moving average has been a reliable demarcation of bull and bear markets, means that...

... the next six to nine months could see some nice upward price action.

The good news for options buyers, of course, is that you can make money at both the top and the bottom. In fact, the more motion, the better.

Because you'll be placing trades as close to their expiration date as possible. That means you'll pay a lot less to make your gains!

So you have ultra-cheap options PLUS 3 triggers that could send the market skyward. I'd say that's one heck of an opportunity this expiration week! One that you don't want to miss.

And I want to help you get in on the action.

That's why I'm offering you my top 10 option recommendations!

These trades are best-positioned to take advantage of the unique market

conditions I'm seeing right now.

Join today and get a FREE Bonus Trade

In fact, I'm so eager for you to start profiting that I've asked my traders to release a bonus trade to you immediately.

And you can get it absolutely FREE when you sign up for my Expiration Week Countdown by midnight tomorrow.

Plus you'll still get at least 10 more trade recommendations Starting next Monday!

Get 10 – no, make that 11! – low-priced option profit opportunities for only \$99!

[Simply call 1-800-448-2080 Ext. 1251 between 8:30 a.m. and 8:00 p.m. ET. Or click here to get started now:](#)

Small Upfront Investment...Big Profit Potential

Expiration week options give you so many opportunities. The only thing better than the potential gains of up to 100% in just 5 days...is how little you have to invest to get into them!

For example...you could have gotten in on the +113.33% American Superconductor winner for the super-low price of \$113.

And get this — if you'd invested in their stock during that same week, you would have LOST money, not made it, as American Superconductor stock price dropped 5.6%, from \$24.04 to \$22.70 the same week.

Our money-doubling +100% trade on Silicon Laboratories would have only cost you \$170 to get in. And to get in on the +87.5% gains on Palm, you would have had to only shell out \$80 for 1 call contract!

Now not every trade we send you next week will be as cheap to enter.

Because the bottom line is that if we see a really good profit opportunity, we don't want you to miss out simply because it's a little higher priced.

But many will have bargain-basement prices. And every single trade will close by October 15th.

So if you want the opportunity to make Ferrari profits while paying Ford Focus prices, you'll want to sign up right now.

[Simply click here and get in line for profits, starting now!](#)

Five Days...10 Trades...Each with Double-Digit Profit Potential or More!

As you've seen, Expiration Week trades can deliver some really nice extra cash in just one week of trading or less.

You could have played for just hundreds of dollars and still raked in some big gains. Here's what I mean:

- +120.99% GAIN on Meritage Homes calls
- +145.00% GAIN on AutoZone calls
- + 83.01% GAIN on MasterCard puts
- + 72.82% GAIN on Western Refining calls
- + 57.75% GAIN on T. Rowe Price calls
- + 71.65% GAIN on DSW, Inc. calls
- + 39.11% GAIN on Cheesecake Factory calls
- + 47.25% GAIN on FedEx calls
- + 42.52% GAIN on Union Pacific puts
- + 61.64% GAIN on Whole Foods calls
- + 52.35% GAIN on KB Home calls
- + 87.50% GAIN on Palm calls
- + 57.74% GAIN on IntercontinentalExchange calls
- + 36.48% GAIN on Green Mountain Coffee Roasters calls
- + 37.07% GAIN on AutoZone puts
- + 33.64% GAIN on Capital One Financial calls
- + 35.50% GAIN on Atheros Communications calls
- + 35.06% GAIN on Kohl's calls
- + 57.11% GAIN on Lennar Group calls
- + 42.11% GAIN on Nordstrom calls
- + 73.14% GAIN on U.S. Steel calls
- +100.00% GAIN on Silicon Laboratories calls

- +113.13% GAIN on Exxon Mobil calls
- +113.33% GAIN on American Superconductor

And this isn't even close to a complete list of all our winning trades since this service began!

Now keep in mind that not every Expiration Week trade we recommend is a big winner. We have single-digit winners, and there are losing trades, too.

But when your costs are this low to get in, and you're getting as many double- and triple-digit hits as we do, the winners by far overwhelm the losers.

Not to mention the ease of participating, and the small amount of time and capital you'll tie up to make them.

The bottom line is this:

You have a chance to spend just five days in the market this month...with low, low prices to get into most of the trades...and have all the hard work done for you.

And it will cost you only \$99 for all 10 trades.

But remember, the clock is ticking.

You must let me know by midnight TOMORROW.

[To join Expiration Week Countdown now, call 1-800-448-2080 Ext. 1251 from 8:30 a.m. to 8:00 p.m. ET or click here.](#)

Look at All You Get When You Give Expiration Week Countdown a Try

Here's what you get when you join Schaeffer's Expiration Week Countdown:

- 1) You get my team of analysts at your disposal. My team and I are already scouring the markets looking for the 10 best option trading opportunities for expiration week.
- 2) On Monday, October 11th, we start sending you hot trading opportunities via e-mail. Each one targets gains of +100%.
- 3) We follow up quickly with commentary detailing exactly why the trade we recommended is positioned to produce substantial profits.

4) We monitor each trade, looking for the optimal exit point.

5) We e-mail you again when it's time to cash in the trade— with every trade closed out by end of day Friday, October 15th.

It's that simple. So mark your calendar right now.

Put a big red circle around Monday, October 11th. It's the start of something great for your portfolio.

No long wait for profits! No long-term commitment. In and out in 5 days.

[And the only "effort" you exert is clicking this link to get started now.](#)

There's No Time to Lose.

Remember, the action starts first thing Monday morning. You need to get registered right away so you don't miss a single trade.

I'm talking about a chance to pay a lot less per trade and get your capital out — along with the possibility of some handsome profits — in just five days.

Plus, join by midnight tomorrow and immediately get a bonus trade **ABSOLUTELY FREE!**

All for just \$99. That's a whopping 50% savings off the regular price. And just \$9 per trade for a whole week of hot expiration week picks!

You could easily line your pockets with extra cash in time for the weekend!

That's why I must hear from you by midnight **TOMORROW**.

[To get started is call 1-800-448-2080 Ext. 1251 between 8:30 a.m. and 8:00 p.m. ET. Or click here right now.](#)

I look forward to helping you save some money...make some quick extra cash...and dodge the downside of time decay while scooping the upside of low volatility right into your pockets!

This is one "Red Tag" sale you don't want to miss!

Yours for bigger profits, more often,

Bernie Schaeffer
Schaeffer's Investment Research

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P.S. You MUST sign up by midnight TOMORROW to be sure to get your trades when they start on Monday. So don't wait. You don't want to miss your opportunity to rake in some big profits in just 5 days or less!

P.P.S. Here are the instructions for your FREE BONUS TRADE: Once you've signed up, go to "MY ACCOUNT" at the top of SchaeffersResearch.com. After logging in, just click the link under "Free Services" to immediately receive your FREE TRADE.

[Click here to sign up now . . .](#)

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 his experience to work for your portfolio!

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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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