

Barnaby Kalan

From: Bernie Schaeffer [enews@schaeffer.com]
Sent: Tuesday, October 19, 2010 9:12 AM
To: BARNABYKALAN@ROGERS.COM
Subject: There's always a "bull market" here...



from the desk of
Bernie Schaeffer

There ARE stocks that have skyrocketed this year. Even when the market moved sideways. Here's how to find them and multiply your profits dramatically...

Dear Barnaby,

I don't know about you ... but I'd say the market's performance this year is nothing to write home about. Even with the recent run-up in stock prices.

The S&P 500 is up only about 4% year-to-date. The Dow Jones Index isn't much better at 5%.

Are these the kind of returns you're looking for in your trading account?

I didn't think so.

But there ARE a few stocks out there that have absolutely skyrocketed since the beginning of the year. Even in this sideways market. I'm talking about stocks like...

- ARUBA Networks (ARUN) – up +85% YTD
- VMware Inc (VMW) - up +78% YTD
- Lexmark International Inc. (LXK) – up +68% YTD
- F5 Networks (FFIV) – up +76% YTD

What do all these stocks have in common? What's their "secret sauce?"

One word: momentum.

Momentum keeps them moving. It blasts these stocks out of the pack of "also rans" in the choppy market we've been witnessing.

At Schaeffer's, we have a proprietary and award-winning method for uncovering these hidden momentum stocks.

I'll tell you what that is in a moment.

But first, here's the important point:

When you combine the power of momentum with the leverage of options, you have an opportunity to dramatically boost your profits.

Let me give you an example:

Aruba Networks (ARUN) had been steadily rising all year. But in July, it pulled back to its 50-day moving average.

Investors got cold feet and went heavy on the puts, thinking the best days were behind. In fact, Schaeffer's put/call open interest ratio for Aruba hit 4.59. That's the highest reading we'd seen all year!

We felt that any positive news from Aruba would trigger a fast unwinding of these bearish bets. And drive the stock price even higher. So we told our subscribers to buy a January call.

Sure enough, just two days after we opened the position, Aruba announced earnings estimates that beat analysts' expectations. The stock jumped 18% in the next six weeks.

But thanks to the leverage power of options, we closed the call on October 7th for a tidy +44% gain!

If you'd bought 10 contracts of Aruba, you'd be sitting on a \$2,640 profit just 42 days later!

And Aruba isn't an isolated case.

Traders who've taken advantage of my PowerTrend service that focuses on momentum plays have enjoyed a steady stream of winning trades since the beginning of the year. Including...

- \$2,495 in extra cash on Green Mountain Coffee Roasters. You could have spent \$1,925 on 1 contract and sold for around \$4,420.
- \$1,182 in extra cash on Starbucks. You could have spent \$2,458 on 4 contracts and sold for around \$3,640.

- \$4,125 in extra cash on priceline.com. You could have spent \$4,080 on 1 contract and sold for around \$8,205.
- \$1,425 in extra cash on Southern Copper. You could have spent \$4,335 on 6 contracts and sold for around \$5,760.
- \$3,102 in extra cash on iShares Dow Jones U.S. Real Estate Index Fund. You could have spent \$3,960 on 4 contracts and sold for around \$7,062.
- \$1,368 in extra cash on Armstrong World Industries. You could have spent \$2,914 on 4 contracts and sold for around \$4,282.
- \$2,874 in extra cash on Cheesecake Factory. You could have spent \$3,870 on 6 contracts and sold for around \$6,744.
- \$2,470 in extra cash on Polo Ralph Lauren. You could have spent \$2,260 on 2 contracts and sold for around \$4,730.
- \$1,140 in extra cash on Whole Foods Market. You could have spent \$6,120 on 8 contracts and sold for around \$7,260.
- \$1,505 in extra cash on Broadcom. You could have spent \$5,415 on 10 contracts and sold for \$6,920.
- \$2,740 in extra cash on BHP Billiton. You could have spent \$3,900 on 4 contracts and sold for around \$6,640.
- \$13,260 in extra cash on Baidu. You could have spent \$7,675 for 1 contract and sold for \$20,935.

That's a total of \$37,686 in extra cash ... based on actual trades closed by PowerTrend since January 1, 2010!

How would you like to "test the waters" of momentum trading for yourself? And do it for an unbelievably low price?

An offer like this won't last long

As you might expect, a service generating these kinds of profits — using such a powerful strategy — is pretty valuable.

And subscribers happily pay \$295 for a quarterly subscription.

But until midnight tomorrow, I'm going to let you try my PowerTrend service for three full months for just \$149! That's a savings of \$146!

Trade for real or trade on paper. At this price, it's a great way to check out momentum investing and see the advantages for yourself.

I think you'll agree that's a very fair offer.

But you need to act quickly because this offer expires at midnight tomorrow.

[Just call 1-800-448-2080 Ext. 1251 from 8:30 am to 8:00 p.m. ET or click here to join the savvy traders who are using my PowerTrend service to potentially multiply their gains.](#)

Read on and I'll show you the secret to uncovering the "hidden bulls" even inside flat markets...

Uncovering fast-moving options in a flat market

By now you're probably wondering what this momentum trading strategy is all about.

It's the same strategy that Forbes magazine says generates a "pile of money" at "staggering" speed.

It lets you pick stocks that can turn a small pile of cash into a big one. In a hurry.

Stocks like BHP Billiton. Baidu. And Polo Ralph Lauren.

And VMware. M&T Bank Corp. And Whole Foods Market.

All these stocks had one thing in common: momentum. Serious momentum.

The kind that has made an elite group of investors some solid cash since the beginning of the year.

The secret is pretty simple, really. As I already mentioned, it lies in Isaac Newton's first Law of Motion.

It goes something like this: an object in motion remains in motion...unless acted on by an outside force.

The same applies in trading. A stock in motion tends to remain in motion. ...UNLESS it's acted on by an external force.

Of course, the external force has to be strong enough to stop the momentum.

Fortunately, in trading, there's a trick to discovering when a stock has enough momentum to continue rolling even in the face of some unexpected bad news or a downturn in the overall sector.

You simply add a little "Expectational Analysis®" to Isaac Newton's Law of Motion.

Schaeffer's approach to momentum investing

Here at Schaeffer's, we have a proprietary award-winning method called "Expectational Analysis®."

We use this method to figure out whether investor sentiment is strong enough to keep a stock moving fast, no matter how many speed bumps it hits.

We look at things like short interest. Options put/call ratios. And Wall Street's ratings on the stock.

Then we comb through technical indicators...like key support and resistance levels on the stock's price.

But here's the key:

When we find a combination of strong price action with bearish sentiment (or vice versa), we know that the stock's momentum is highly likely to continue.

Expectational Analysis® works so well that The Market Technicians Association recognized me with a "Best of the Best" award for my unique methodology.

Let me give you an example of Expectational Analysis® in action...

We had our eye on priceline.com back in January of this year. Since hitting its 52-week low in February 2009, the stock had climbed an amazing 215%.

In January, priceline.com hit a speed bump when its stock took a hit over concerns that a stronger dollar might hurt its bottom line.

So the stock pulled back to its 80-day moving average.

But we knew that speed bump couldn't stop priceline.com's upward momentum.

Why?

First, its 80-day moving average had served as support before, and we knew it was likely to do so again.

Second, despite the strong price action, investors were skeptical of this stock.

In fact, with option puts in high demand and 14% of the stock's float sold short, we knew a continued rise in the shares' price could spark a short-covering rally.

Third, the company was scheduled to report earnings on February 17. And we knew a positive earnings surprise could move the stock as well.

It was the perfect combination of strong price action with bearish sentiment...meaning that the stock would likely continue to climb upward.

So we told subscribers to buy.

But we didn't tell them to buy the stock. We told them to buy the OPTION...so that they could make a much bigger gain on any upward movement.

And they did. Just 3 months later, our subscribers cashed in their priceline.com calls for 101%.

Meanwhile, those that bought the stock made just 23%.

It's why we trade options rather than stocks on companies that have momentum.

By trading options, you can multiply your profits and double your money (or more) in just 3 months or less.

Now most investors are content to wait years for even the fastest-moving stock to deliver that kind of return.

But if you're like me, you don't want to wait. You want your profits NOW! And I have the best way for you to get big, fast profits...

Get the best price for PowerTrend ever offered ... It's the perfect way to try it out for 90 days

Until midnight tomorrow, you can try three months of my PowerTrend service for just \$149.

In those 90 days, we'll send you 12 PowerTrend trades. Each with the potential for +100% to +300% gains.

At that price, how can you afford NOT to see what momentum investing can do for your trading profits?

But you need to act quickly...because this amazing offer expires at midnight tomorrow.

[Click here to get in now!](#)

Why This Strategy Works Well in All Markets

This last month was the perfect example of how this "Newton money multiplier"

strategy works when the market is going up...and even when it's in the middle of a correction.

The market went completely wacky these last couple of months. And PowerTrend STILL delivered!

It works because it uncovers stocks that are immune to the overall whims of the market. Sure, it's great in an up market.

But even in a down market, we find stocks that have downward momentum and cash in big on those too — by buying option puts instead of calls.

That's why this strategy works particularly well with options.

And even in a sideways market — like the one we've been experiencing until recently — you can find individual stocks with upward or downward momentum and still reap big rewards.

The bottom line is that we help you use the right strategy in the right market environment to maximize your gains.

Whether it's a 4-winner run of triple and double-digit gains like we closed this summer:

- +103% GAINS on VMware calls
- +58% GAINS on M&T Bank Corp. calls
- +29% GAINS on Whole Foods Market calls
- +28% GAINS on iShares Dow Jones Real Estate Index Fund calls

Or the jaw-dropping gains we made during the market freefall that began in 2008 and continued through early 2009:

- +301% GAINS on Freeport McMoRan Copper & Gold puts
- +410% GAINS on iShares MSCI Mexico Investable Market Index
- +154% GAINS on MasterCard calls
- +183% GAINS on Petroquest Energy calls
- +119% GAINS on Darden Restaurants calls
- +197% GAINS on International Game Technology puts
- +217% GAINS on Retail HOLDRs Trust puts
- +167% GAINS on J.C. Penney puts
- +151% GAINS on CNH Global puts

- +179% GAINS on Central European Distribution puts
- +102% GAINS on Potash puts
- +152% GAINS on MGM Mirage puts
- +152% GAINS on Rockwell Collins puts
- +244% GAINS on CIENA Corp. puts

You can see for yourself how momentum trading can act like a secret weapon in ANY market environment.

Consider this: You could have turned \$7,125 into \$28,571 on the Freeport McMoRan Copper & Gold trade alone. In just 10 weeks.

Not to mention the "little" increments of \$1,000, \$2,000, \$4,000 or more that subscribers to PowerTrend racked up with the trades I listed above.

It's simply the power of momentum!

[If you want to discover how to make a big pile of cash by trading on momentum, sign up to try PowerTrend Service now!](#)

Of course, not every trade in this service will deliver winners like we've outlined above.

There will be losing trades along the way too. That is just the nature of options...particularly when stocks are the victim of a totally unexpected speed bump such as a major oil spill in the Gulf of Mexico...a surprise FDA ruling...a CEO sex scandal...or a flood, earthquake, tornado or another Act of God that wreaks havoc with a company's business.

But the great thing is that the wins can easily overpower the losses. And that even if momentum stocks suffer a slight pullback beyond their control, they often quickly start to rise again.

TAKE ADVANTAGE OF MY 30 PLUS YEARS OF INVESTING EXPERTISE

I've been trading options for more than 30 years and I can honestly say it's a better, faster way to make big money in the stock market.

I hope you'll bear with me a minute while I blow my own horn here...because my success with options trading has earned me an industry-wide reputation for profiting from market timing.

I'm a 3-time Wall Street Journal Stock-Picking Contest Winner.

I was invited to be 1 of only 5 esteemed market panelists for USA Today's 8th Annual "Investment Roundtable," where my stock recommendations delivered an average gain of +59% for the year.

I've received the prestigious Traders' Library "Trader's Hall of Fame" award for significant contributions to the field of trading.

I am also a CNBC "Market Maven" and regularly appear on The Nightly Business Report. My views on the stock market and the economy are regularly quoted in the Wall Street Journal, BusinessWeek, Investor's Business Daily, and USA Today.

Of course, what really matters is the feedback I get from my happy subscribers:

"When my wife and I have to make decisions involving our retirement investments, it is very simple...we follow the advice of the best long-term market timer in the world, Bernie Schaeffer. After years of using his services and advice, it feels like he is a member of our family. Thanks Bernie." S. Bevilacqua, Pleasant Hill, CA

[Click here to start profiting from my 30 plus years of trading experience today!](#)

5 More Reasons to Become a Schaeffer's PowerTrend Subscriber Today

Look at all you get when you subscribe to Schaeffer's PowerTrend service:

- **AN AVERAGE OF 4 TRADES EVERY MONTH.** We'll provide you with an average of 4 real-time trade recommendations each month. We'll scour the market each day for the best momentum-based buys. Then notify you immediately when we see an opportunity.
- **TARGETED PROFITS OF UP TO 300% — WITH LOWER RISK.** Our PowerTrend service targets profits of 100% to 300% in a time frame of 3 to 6 months — which gives the momentum plenty of time to play out in the market.
- **DETAILED COMMENTARY** outlining why we believe the stock and the recommended option have the power to generate sizzling returns for your portfolio.
- **PROFIT IN BOTH DIRECTIONS.** With options, you have the flexibility to profit in both directions. So you can also profit from momentum stocks that

are headed on a downward trajectory. When we see a stock that's ripe to continue falling, we'll recommend you play a put option.

- FREE TRADING HANDBOOK — which provides everything you need to successfully trade our Schaeffer's PowerTrend service, including our specific money management guidelines!

[Don't miss this opportunity to uncover momentum- based investment opportunities that are poised to deliver money multiplying gains!](#)

If you are already trading options, this is the perfect way to expand your portfolio by targeting exponentially larger, longer-range returns.

**Plus You Can Profit From This Service...
Even if You Don't Trade Options!**

There's one more reason to try PowerTrend. It may be the most efficient way to find the best momentum stocks for your portfolio.

So even if you aren't quite ready to start trading options, you can use this service to profit from stocks that are likely to continue their already significant momentum.

You won't have to stay glued to CNN and MSNBC.com or the Wall Street Journal to find sectors that are headed upward, or wonder which stocks are a good buy.

Because you'll get the very best profit opportunities delivered right to your inbox every month.

And then after a few months, when you are ready to make some really big money, you can multiply those profits by using options.

I promise you, when you start to experience the big gains delivered by options trading, you'll never go back to just trading stocks.

Why not get started today learning about momentum trading and seeing what it can do for your trading account.

Especially now, when you can "test drive" this service for just \$149 for the next three months. That's \$146 off the regular price!

But you need to act quickly. Because the chance to get three months of hot momentum trades for just \$149 ends at midnight tomorrow.

[Just call 1-800-448-2080 Ext. 1251 between 8:30 a.m. and 8:00 p.m. or click here to join the savvy traders who are taking advantage of the opportunity to cash in on money multiplying gains with my PowerTrend service.](#)

Yours for bigger, better profits,

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P.S. This powerful momentum trading strategy delivers double- and triple-digit winners even during a sideways market. And when you join now for just \$149, you get 12 trades hand- selected for gains of up to +300% in the next three months. But to get in, you must let me know by midnight tomorrow!

[Don't miss out on this special offer! Call 1-800-448-2080 Ext. 1251 from 8:30 am to 8:00 p.m. ET or click here right now!](#)

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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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