

THE MONEY PRESS METHOD™

HOW TO GENERATE CONSISTENT INCOME USING
WEEKLY OPTIONS
NO MATTER WHAT THE MARKET DOES

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PRESTON "PIRATE" JAMES

The Money Press Method™

How To Generate Consistent Income Using Weekly Options No Matter What the Market Does

By Preston “Pirate” James

Published by COD Holdings, LLC
Licensed by Traders Edge Network, LLC
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Starting today you can:

- Double Your Income (Rate of Return) -- With No Additional Risk!
- Only Deal With The World's Top Stocks
- Start With A Small Account Size
- Sleep Like A Baby At Night
- Not Have Hefty Margin Requirements
- Only Operate With Basic-Level Option Approval (meaning anyone can do it)
- Spend Only 20-30 Minutes Per Week On Trading
- Do This While Traveling, Or From Almost Any Location In The World
- Trade As Much Or Little As You Want
- Use the Income As You Wish (to spend, to grow your account size, or both)
- Have FUN again with your trading and investing

Further, it doesn't matter how many people decide to do this . . . since WE (individual investors) only make up only 20% of the market's volume.

Finally, institutions (the 80%) CAN'T RUIN this (meaning: they can't start doing this like you and I). In fact, all this opportunity exists today BECAUSE of their "rigged" system!

The Money Press Method™

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Introduction

Hello, my name is Preston James and I'm really excited to have you here! I've got some power-packed information you'll want to pay close attention to.

In fact, I sincerely believe this is the last way of creating and growing wealth (and income) in the market today-

Chances are, even if you're an experienced trader or investor, you probably haven't heard or seen anything quite like what you'll discover in this guidebook (and included instructional videos).

You'll find out these reasons as we go along.

I don't say any of this to brag or imply you're not knowledgeable or up to speed. I say this out of respect, from one fellow trader to another.

The fact is, how to get ahead as an independent trader/investor has changed drastically! And just having this Money Press Method in your hands right now is proof you sense things are different.

The saying "wealth comes from chaos" has never been more true. Artificially low interest rates, combined with the majority of today's volume being pushed around by the big institutional players (ie, a "rigged" & volatile market) has created plenty of chaos.

But the exciting part is: there's new tools and edges that have come together that allow you and I *to profit in ways we couldn't even have imagined just 5 years ago!*

And that's downright exciting! What you're about to learn has:

- Created millionaires . . .
- Taught people how to retire on FAR LESS than they ever could have dreamed . . .
- Created new and unending streams of income people can spend, help grow their account or invest elsewhere . . .

I invite you to read and evaluate this information very carefully. Go through it all a second time, setting aside as much time as you need. Feel free to mark this manual up with lots of notes.

When I think of you exploring this new information for the first time, I think about my friend Jeff, from Asheville, NC. A couple of years ago he heard about this manual/method just like you are now. At the time, Jeff was a super successful (and busy) sales rep. He was also finally starting up his dream business idea on the side (that needed capital). And for investing, he was hooked on options.

(Why options? Because they're aggressive and hard-working just like Jeff is. His thinking was he could use their added leverage to super-charge the returns in the opportunities he was seeing in the market.)

However, pretty soon it was consuming him – with plenty of nights waking up at 3 o'clock in the morning just to check the futures quotes.

On top of that, he just couldn't figure out why some trades were homeruns, and why others crashed and burned for no apparent reason.

Then there was the stress of when to sell, especially since options can move quickly in either direction. His account wasn't growing at all, *all while the overall market was going up!*

With trading hogging up a lot of his spare time (including the new restless and sleepless nights), Jeff was almost ready to give up on trading.

Fast-forward two years. After implementing the Money Press Method (and primarily using it for all of his option trading), Jeff's been able to quit his busy job as a sales rep.

He's also been able to be home with his wife and two busy teenage daughters (who are both members of club softball teams requiring lots of travel), and it's freed him up to focus solely on launching and funding his new business venture.

He's also been able to buy a dream fishing boat in the Dominican Republic and dock it at his 8-bedroom house down there. He's turned one of his life-long passions into a reality! (captaining his own boat, booked solid with deep-sea fishing charters whenever he chooses to go to "the D.R.")

What's important is a "some day" dream was able to be implemented NOW!

That's quite the turnaround . . . and in a very short period of time! Jeff's confessed to me (maybe a dozen

times) how he doesn't know where he'd be without finding this information.

*The very same information you
now have in your hands!*

I'd like to hear your turnaround story too, so don't be shy and don't forget to send a note my way!

Perhaps down the road a little bit, when things start changing for you, you can dust off your passport and hunt down Jeff's charter operation in the D.R. I can see you now reeling in some magnificent Marlin and talking some "Money Press" ideas with the skipper!

You may be closer than you think to the freedom you've so desired. And when the day comes to celebrate (with a drink in hand and plenty of that crystal clear, turquoise water beneath you), I'll be glad to give you the name of Jeff's charter operation and website!

The bottom line is this is real, and it's making a huge difference in real people's lives – whether they're looking for growth, income or both.

I'm glad you discovered this when you did. Make sure to watch the included instructional videos to enhance your learning about this most important money making method. Let's begin . . .

Enjoy!

--Preston James

I Said “No Thanks!”

A few years ago, I was approached by some friends who were looking for investors to open up a Buffalo Wild Wings franchise. “B-Dubs” was going to be brand new to our city, and they were looking to open 12 restaurants in different locations.

I would be one of a handful of investors with the first crack to get involved with this popular franchise.

At the time, I’d been doing my Money Press Method for a couple years. I’d nearly tripled the size of my brokerage account PLUS was making 5-10% per month on an ever increasing pile of money.

During the previous 20 years as an active investor, I’d never seen my account perform like this! Not only the gains, but the steady, clockwork-like feel to it.

Being the “foodie” I am, I loooooove me some Buffalo Wild Wings! But no matter how excited my friends/investors got about this location or that, and all the possibilities with franchising a “B-Dubs,” I kept doing the mental math.

The investment was close to \$200K, and I asked myself, “Will I be able to double my investment every 6-12 months like I am with my Money Press Method?”

And not only that, the Money Press Method requires maybe 20-30 minutes per week of my time—not to mention I can also sleep like a baby at night.

Then I started finding out more about what my investment into a new restaurant franchise would mean. I discovered I’d have to:

- Be present at a ton of freaking meetings...
- Deal with a bunch of different egos at those meetings
- Find out about the slew of new state and federal regulations I'd have to deal with
- "Meet" new insurance agents, lawyers, more accountants, people from "corporate", building and food inspectors (with their surprise visits)
- Hear about the horror stories of what these said inspectors have done at other restaurants
- Decide on hiring and firing a new revolving workforce of over 100 people, including teenagers
- Risk getting named in a lawsuit if someone tries the 'Buffalo Wild Wings Challenge' and gets sick because the sauce was too hot. Or an e-coli breakout happens . . . and makes the news.
- Hope the local economy around the restaurant stays healthy & vibrant
- More and more meetings...and more and more decisions
- (and likely 23 more things I can't even fathom!)

NO THANKS!... you've got to be kidding me!?

The bottom line is:

It wasn't even a close decision. When I added up what the \$200K investment capital would probably be worth in my brokerage account in 5 years, compared with all the new headaches listed above,

. . . It wasn't even close! (Plus, I figured if I got a real hankering for some spicy wings and a cold one, I could always drop in anytime I wanted to, and enjoy a meal just like any other paying customer, thank you very much!)

With that said,

Not one of my friends could understand it when I told them the news and said, “No thanks.” For them, it all sounded like it was the opportunity of a lifetime.

I think it’s important to talk about decisions in life that crop up like this. I just want to take a few minutes here to perhaps drill down to life’s very core—especially as it regards your financial future and the decisions that have to be made.

This will only take a minute, but I think it’s important ground to cover -

Last January I cranked my ankle at one of those indoor trampoline warehouses. It swelled up twice the size of normal and had an array of colors you don’t like seeing on your ankle. I knew I had to see a doctor!

As I was hobbling into the orthopedic center for my first rehab appointment, I walked past two **overweight doctors** that were standing in front of the hospital doors – **smoking in their scrubs**.

At first it didn’t hit me, but then I couldn’t help contemplating the irony. “There it is!” I thought to myself. The world is full of authority figures telling you what to do. Doing the opposite of what they tell everyone else.

And this all points to what I call the,

“The Carbonized Shit Theory”!

All your life, particles of BS are hurled your way. About what you should do, think, buy, and how you should live. They are disguised and beautifully packaged. They are in the form of commercials with vivid colors and expert production. Some of the most famous and dashing people on the planet are the pitchmen.

Conventional wisdom is formed. People you love and trust accept it and form their opinions, then spread it along giving it “social cred.”

And the B.S. spans all subjects. (It’s also important to realize there’s an agenda behind how humans come to think, act and behave in certain ways—and this agenda always BENEFITS those behind it!)

So back to my theory . . .

What happens over time is enough BS particles form and become compacted. Then they harden and carbonize, making it damn near impossible to break up or dislodge.

When it comes to investing and financial goals, chances are, more BS particles have flown around than all other areas combined! Which means if you’re alive and human, you’ve got a collection of compacted and (depending on your age) carbonized bullshit that you’ve got to deal with.

Probably near IMPOSSIBLE to dislodge.

One of the “BS particles” I’ll visit here is the “retirement calculator.” As an investor, this is the end-

all, be-all concept you've got to haul around in your brain forever more. It's basically where you scrimp and save, and send your money off to some big-wig Wall Street firms (ie, mutual funds).

And then, after like 30-40 years (with their mitts on your money), you should have a pile of money amounting to X that you're then supposed to live off for the rest of your days.

Geeeeee just think, a lifetime of taking advice from people you don't know, and who you'll *never* meet. Telling you to send them your hard earned money, all the while gleefully racking up outrageous hidden fees, charges, loads, and a “%” of this and a “%” of that . . . and there's no agenda here? Hummm.

Well good grief, I showed you (*on the training video*) an account that grew from \$57,000 to \$209,000 which is over \$152,000 in profits *in only 9 months!*

The point is, so what if you haven't saved up the \$2 or \$3 million the “retirement calculator” says you need to have? . . . by the date you're supposed to have it?

With a concept like the Money Press, you can run circles around everyone else (MAKE MORE MONEY) with just 1/10th of what the calculator says you need.

In fact, you could be in a situation RIGHT NOW where you NEVER have to touch your capital again, setting things up where it throws money in your direction, almost at will . .

Money to use for whatever you want!

To pay down bills, or to use for travel. Or, to plow your gains right back into your account and do more “Money Press” trades.

Think about it... that was with just \$57,000!?

So what if you have “only” \$300,000? And let’s say you do half as good as what I’ve shown you?

You could BOTH grow your \$300K AND tap it for \$5,000 to \$10,000 per month in income.

This is for real!

So are you still sitting there “bummed out” that you haven’t saved up \$3.1 million?

I’m here to tell you – (guess I should just repeat the typical disclaimer here . . . I’m not a registered investment advisor... I’m not a licensed stock broker. This is educational material. There is NO ADVICE GIVEN OR IMPLIED) – ok,

All I’m saying is if you “only” have a couple hundred grand (not millions), and even if you dialed this waaaaay back, money problems –as you know them- can be a thing of the past.

It just depends on you, your plans, how much you need to live on, etc.

On the other hand, if you’re just beginning with a small account (\$5K to \$10K), you can start growing the size of your account with the very same method you’ll be learning in this guide.

In almost ANY market!

But your biggest battle? You are going to have to peel apart all that carbonized BS that's been hardened and carbonized (according to my theory!)– which may be your biggest challenge!

However, while that sounds daunting, I believe in you. And I believe with some cutting-edge education and a little guidance, I can show you where the light switch is so you can see all this come alive in front of you.

“Having Cash Solves Problems the Lack of Having Cash Creates”

When first starting out in the business world, I heard this said: “having cash solves problems the lack of having cash creates.” Read that again, slower.

Man isn't that true. This deals with the all-important, number one goal of cash flow. And how it's the single biggest remedy for almost any business problem!

Another piece of business advice I'll never forget is about the bottom-line purpose of a having a business in the first place:

To Take Money OUT Of The Business, Not To Keep Putting Money INTO It!

When you master today's circumstances and begin to use the information you're about to learn in this how-to guide – you'll become more confident and in control like you always hoped you'd be.

Keep in mind with the Money Press method you can choose to do anything with the cash flow: spend it

or plow it right back into your account for growth. Or both. (You won't have to ask your rich uncle, or any kind of bank for a loan!)

What's Possible for You?

In history, I don't know of any famous committees. It is individuals that are remembered.

I want you to think about it – and seriously consider what it would mean if your cash flow woes were SOLVED.

What if you could be the best you? What would it mean to the ones you love? What would it mean for you? Who do you want to become? What do you want to do?

How could you uniquely help others? How could you inspire others if money were not a problem?

I want you to think about that really hard because I'm about to show you a vehicle that is going to do it.

Okay, let's keep moving.

Becoming a Master of Circumstances

Horace was a famous poet who lived during ancient Roman times.

One day, I read this quote and stopped dead in my tracks, it said: "To be a master of circumstances, and not its slave, that is my aim."

We live in a very complex and hurried world today. A world with tangents and variables, abundant in circumstances!

– Especially in the financial markets. And if you don't stop from time to time to ask questions, and critically think about what's really going on (choosing instead to continue doing things like you've always done them), *you'll unknowingly fight against these circumstances instead of embracing and using them for your benefit.*

Here are 3 circumstances you **MUST** be aware of:

Circumstance #1. Abnormal/Artificially Low Interest Rates.

Ever since the Great Recession of 2008, the government (the Federal Reserve and the powers that be) have meddled with interest rates. All in an effort to navigate the U.S. economy through the financial wreckage and upheaval of the housing market.

Here's the takeaway: artificially low interest rates, for extended periods of time, *creates volatility*. The main reason behind this is money does not earn anything sitting around in cash (or in the form of CD's, checking, or savings accounts).

Money is mobile.

It hops from one market to another. Money moves into stocks, then hops into currencies, jumps into bonds, then over to futures.

*With near zero interest rates,
money doesn't sit idle!*

All this movement creates waves and makes a roller coaster ride out of price quotes as money enters in, then suddenly exits a given market.

And even though rates will be creeping up gradually, they're still artificially low, rigging the market with stomach churning volatility. This is the "new normal," and it never used to be like this.

On top of all this, record sized hedge funds and mutual funds battle head to head in an ultra competitive environment to claim the best returns. Which leads to circumstance #2 -

Circumstance #2. The "80/20" Reality.

What is the 80/20 reality?

It's another "new normal" where today **80% of the trading volume is pushed around by gargantuan-sized institutional investment firms.** That's the reality.

This means 20% of the volume is you and me... the little guy – the old fashioned, independent investors.

It's rather astonishing, but according to Jupiter Research and TrimTabs investment research (and even several recent 60-Minutes episodes and best-selling books), today it's an **80/20 reality.**

So things are different. Stocks trade differently today because of the sheer size of these ultra-competitive institutional players with their billions at stake.

The important takeaway from this circumstance is:

- We (the 20%) aren't them, and they aren't us, and
- We *can't* be them and they *can't* be us.

Put another way, they can't trade like us and we don't want to trade like them! This will all come together and make crystal clear sense by the time you're finished reviewing the Money Press Method.

The takeaway here is it's a GOOD thing! And it's the reason why there's such tremendous opportunities for you and me BECAUSE these circumstances exist.

There's a completely different way of creating and growing wealth today (because of these circumstances) that didn't even exist 5 years ago – and that's downright exciting!

Circumstance #3. The Overloading, Circuit-Breaking, Avalanche of Information In the Information Age.

With the internet, social media and the half dozen financial TV stations covering the live stock market every day, there's an avalanche of stock market predictions, ideas, warnings, tips, upgrades, downgrades, etc that never seem to end!

It's a million ideas per minute. What's the information you really need? How do you filter it all down? What do you tune into? Who do you listen to?

It's easy to burn-out and become frustrated with all the noise going on!

So how do you deal with this circumstance? Do you want to be running ragged in a million different directions all the time? I don't. So . . .

How Do We Master These 3 Circumstances for Maximum Money in Minimum Time - All While Sleeping at Night?

The answer is to do my “Money Press” Method which we’re now about to cover!

That’s the answer.

The Money Press brings to the table yet another circumstance (with uncanny timing I might add) that allows us as individual investors to see crazy growth AND income in ways you’ve never been taught or thought was possible.

And that’s exciting!

On a final note. . . while it’s a thrill to make money in a way you never thought possible –after doing it over and over again, *the method can get kinda boring!*

But you want to know something? I think that’s a good thing. Warren Buffet would probably tell you his investment method is pretty boring too.

I’m not saying being a billionaire is boring! I’m talking about his investment mechanics. At the end of the day it’s rather boring doing what he does– but something tells me that’s a good thing.

With that said, let’s dive in. Keep in mind what you’re about to discover wasn’t even possible just five years ago.

Which means this will be nearly impossible to explain to your spouse, co-workers, neighbors, even your investing friends you bounce ideas off of.

****IMPORTANT NOTE HERE****

Because the Money Press involves the use of options, the following is important!

If you're brand new to options, stop right now and check out the special Appendix: "Why I Love Options" starting on page 63. This will explain how options came to be, why they are so important to the economy, and help get you oriented a little bit more with the options world.

(even if you have experience with options, you still might want to check this out!)

Again, that's the "Why I Love Options" Appendix starting on page 63.

Take as long as you need. It's ok, I'll wait for you. When you're done, I'll meet you right back here.

Onward.

Breaking Down The Money Press

Ok, in order to understand what really drives the Money Press Method machine, we first need to break things down.

If you're somewhat familiar with options, you probably know they are very versatile. Among the most popular features is they can:

- Take the place of stock (securing your right to buy a stock at a locked-in price by a certain date).

- Be used as insurance (securing your right to sell a stock at a locked-in price by a certain date).
- Be used to collect premiums (think of a toll booth)

Moving into the mechanics of a Money Press, it will always involve 2 option trades, or positions, existing at the same time.

One is a weekly option, the other is a longer-term option (say, 3-6 months until expiration).

This may sound a little tricky at first, but give it some time.

What's more, the weekly option will always be SOLD, and the longer-term option will always be bought.

The traditional option slang for this type of order/trade/position is called a "calendar spread."

"Calendar" because it spans time on a calendar, and "spread" because it involves two option positions which are spread apart.

(I coined the term "Money Press" because of the ability to sell options on a weekly basis. Just like it sounds, think of a printing press, legally spitting out the Benjamins each and every week!)

Stick with me, this will all start to come to life as we move along.

Another important thing to realize is if you decide to do a Money Press on Apple stock, you won't actually be buying Apple stock (even though at the time of this printing, Apple is over \$100 a share!)

Instead, you'll be using Apple options. Putting this into real numbers, instead of needing \$100,000 to deal with 1,000 shares of Apple stock (at \$100 per share), a 10 contract Money Press (dealing with the equivalent of 1,000 shares of Apple) can be done with perhaps \$4,000 to \$6,000!

Let's now dive into some more Money Press mechanics, and talk about—

The 3 Certainties Of Life:

You might have thought of only two:

Death & Taxes

However there are really 3!

Death, Taxes & the Time Decay of Options

Since ALL options deal with happenings in the future, ALL options have a time decay factor. It's built right into the price, it's in-escapable.

By the way, this reality is CENTRAL to how the Money Press cranks out the dough.

So let's talk about this reality. Just like most everything else, when you buy in bulk, you get a discount.

On the other hand when you're desperate for something that's last minute (like an in-demand concert ticket), you're going to pay top dollar.

Since I dream of ice cream, let's look at it this way:

Consider the ice cream giant Baskin Robbins. How have they managed to stay in business since 1945, and now sell ice cream in over 50 countries . . . ?

Well, the 31 flavors are only part of the story!



In the pic you see a 5-gallon tub of Baskin Robbins ice cream. Maybe when all's said and done they can produce and ship these 5-gallon tubs of ice cream to their stores for \$20-\$30 bucks each. That's called ice cream in bulk (I want one!)



However, when customers come in on a hot summer day, they're eager and willing to pay \$2 for a single scoop. And each tub contains over 100 scoops!

Do the math. That's called margin and that's what keeps you in business!

It's the same thing with option pricing. When you buy option time “in bulk” you pay way less.

Here's what I mean: I just now looked at the price quote of a 6-month option on Netflix (NFLX). The price is \$15.70.

Next, I looked at the price for a 1-week option (for the very same strike price). That price is \$3.10.

Now, realize a 6-month option has 26 weeks of time (1 year = 52 weeks, $\frac{1}{2}$ year = 26).

When you take the weekly quote of \$3.10, then multiply it by 26 weeks it comes out to \$80.60!

\$80.60 is the “retail” price if you were to buy 6-months of option time -a week at a time- . . . Insane!!

However, by buying in “bulk”, the market's willing to let you buy a 6-month option on NFLX for only \$15.70.

These are real numbers,

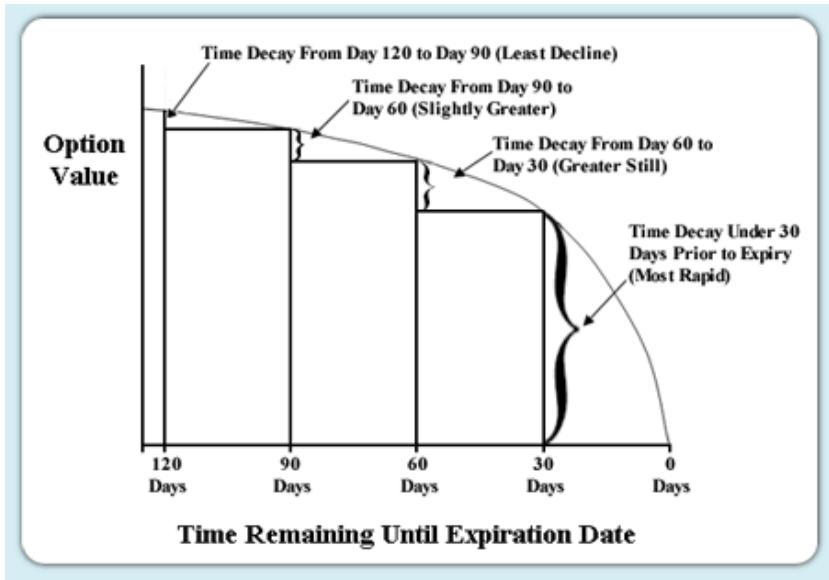
That's staggering math!!

You can see how this “retail/bulk” concept comes alive in option pricing. What this means is there's a huge line-your-pockets factor. (collecting \$80.60 while spending \$15.70 is a rather nice proposition . . . all inside of 6-months!)

- We buy option protection in bulk (3-6 months away) - this is cheap
- We sell weekly option premiums that are pricey and expensive

Now that we've talked about bulk pricing vs. "retail" pricing, it's time to talk about another one of life's certainties: the time decay of options.

Here is an example of the "time decay curve" for an option contract:



You'll notice that time decay doesn't take place in a straight line.

Also, note there is very little time decay happening for several months of time. But probably the most drastic thing in the graphic is how **fast and steep** the curve gets as the options nears expiration!

Now let's bring this full circle. Look at the final week of the time decay curve. Now picture weekly options.

By selling weekly options week in, and week out, we're able step in and greatly benefit from life's third

great certainty (after Death & Taxes): the “Time Decay of Options!”

Little by little we’re putting this all together. You’re beginning to see more of the mechanics of how the cash gets cranking using the Money Press method.

Collecting Weekly Tolls – Becoming A ‘Time Merchant’

In effect, you’re setting up to become a “time merchant”, collecting weekly tolls –a process that’s never ending, something you can do for the rest of your life!

But . . . there’s more about the weekly’s, specifically 3 REALLY COOL things you need to know about them.

And I figured since they are going to become your buddies, and your #1 way of hauling in some of the market’s treasure, why not cover these important things here.

After, we’ll jump right into some Money Press examples (and other street smarts I’ve learned along the way that’ve helped form and shape my method).

Why Weekly’s Are So Cool, Reason #1:

Weekly options are truly unique. For some reason, it’s always been that options *closest to expiration* attract the most interest and volume. (Back before weekly options existed, it was the nearest MONTHLY expiring options attracting the highest volumes compared to all the other options).

But today, it's the current week's options (the ones closest to expiration) that are the most chased after. It's a beautiful thing . . . especially because we are the sellers of these in-demand, little hot potatoes!

Why is this so important? Because just like any kind of hot product or service (the sold-out concert, the hot restaurant, etc.), the market commands a premium . . . i.e., the price goes up.

So here's one of the biggest breakthroughs I've had in my over 20 years as an active trader and investor . . .

It's time to do a little more mental math! You see, options have always been spaced out with monthly expiring options.

So as an option seller, "back in the day" you sold premiums (collected cash) a month at a time. So here's what I want you to do:

Take the price of a weekly option, and mentally times it by 4 (meaning 4 weeks in a month).

Next, hunt down the price of the exact same option (the same strike price) that expires in 1 month.

You'll inevitably see that FOUR WEEKLY OPTION PREMIUMS = DOUBLE THE 1 MONTH PREMIUM!

An example is seeing a weekly option quoted at \$4. And multiplying \$4 by 4 weeks = \$16. However, when you hunt down the quote for the one-month option, you see it priced at \$8.20!

This is one of the most exciting and compelling aspects of the Money Press. The ability to make **DOUBLE THE INCOME** (as compared to before) with **NO ADDED RISK!**

When weekly's first came out during the spring of 2010, this is the **ONE** thing that kept me up at night with excitement, my mind racing with the possibilities and the luck of being alive during this time!

But let's back up... you might be wondering why there is NO increase of risk?

Well... because the other half of the Money Press Method is to own a longer-term option (the protection) for your "insurance." And the cost of this is the same as it's always been.

The 6-month price for the option is still the 6-month price for the option! – and when you sell the weekly's (*instead of the monthly's*) magically what happens is you're now taking in double the premium.

You are doubling your return with no added risk. You can't even explain that to your finance professor!

Why Weekly's Are So Cool, Reason #2:

We already looked at the time decay curve, however here's something you'll find very interesting and valuable (I know I do, especially as it relates to doing *other* strategies. Yes, there's actually some really killer strategies you can do, in addition to the Money Press, as these weekly's near expiration!)

I'll explain. The weekly option has a *very unique* time decay curve all its own. In fact, when you

condense down some very thick books about options, you discover that the two biggest points in time where option time decays happens MOST is:

- 1) Over the weekend BEFORE heading into the option's final week of expiration, and
- 2) Specifically *overnight* between Thursday and Friday during expiration week.

Now while this might sound a little crazy (believe me, you don't want to read those thick option books!), it's exactly what happens. And guess what?

The weekly option has BOTH of these huge time declines built right in!

That is important to us because the “Money Press” is not about buying weekly options – it’s all about being positioned to be a Seller. Which means to collect premiums (Benjamins!) and having BOTH of those time decay hits work for us in a very fantastic way.

(Sorry... sometimes I can get a little too excited about all of this!)

Why Weekly's Are So Cool, Reason #3:

Another huge edge that works in our favor using weekly's (and the Money Press) is the effect of the 80% -- basically how they buy and sell.

With the weight behind these institutions throwing around money, it creates incredible volatility.

And guess what extra volatility translates into the option market? More expensive option premiums!

So as option sellers, we're able to put more premium in our pockets because this 80/20 reality simply exists.

This is the reason for the eye-popping quotes on NFLX we talked about a few minutes ago. It's almost unbelievable, but it's the new reality today!

I also want to be crystal clear about something. It does not matter how many of you's and me's trade these weekly options because the market has been taken over by this institutional trading volume.

In an 80/20 world it spells amazing cash flow and dream incomes for us 20% if you know what you are doing. Isn't that exciting!?

No matter how many of us are trading these today, we are dwarfed by the institutions... this is the reality.

And get this: the 80% simply CANNOT trade like we do! (there are bonafide reasons for this that I don't want to take time to cover here). Just know it's because of their action, their behavior, and the tracks they make that there are opportunities for us.

Look at this picture of the big oil tanker coming at us – that is institutional trading. Now imagine a tanker this size with a broken rudder, stuck going around and in circles inside of San Francisco Bay!?



That's the kind of churn and volatility of today's market reality!

Now, picture you and me on wave runners (as individual players in the market). That's an accurate look as to how we're profiting on the waves these gargantuan creatures create!



Some final thoughts here—

How long would it take that oil tanker to steer around to the right or left (for you sailors to the starboard or port)? To be able to profit off of their own activity, off their own waves?

They simply cannot do it! They are who they are. We are who we are. And it's kind of a beautiful thing in my opinion.

They cannot do what we can do and we cannot do what they can do – So it's a very, very interesting time in the world that we live in.

Ok, now we're ready to see what a Money Press trade actually looks like.

We've covered some important ground. We talked about paradigm shifts and how hard it is to dislodge BS that's been built up in our heads.

We talked about Horace and mastering circumstances. We talked about weekly options and the breakthrough they've been.

We talked about pricing (bulk vs. retail), and the certainties of life, namely the time decay of options.

And finally we talked about more specifics with the weekly's.

Hopefully this has been eye-opening and very worthwhile!

Next let's look at two Money Press examples using TripAdvisor (TRIP) and Green Mountain Coffee (GMCR). After seeing what a Money Press trade looks like, I'll cover a few important takeaways and implications . . . maybe the most important part of this entire Money Press Method guidebook!

Let's first look at:

Example “Money Press” Trade: TRIP

Creating a new Money Press position is easy. You can do so on any stock that offers weekly options.

However, it’s of supreme importance to answer the two questions:

- 1) Why this stock?
- 2) Why now?

In order to make maximum money in minimum time, it’s critical to know what makes a good “Money Press” candidate. We’ll cover that after I show you these example Money Press trades.

When I look at TripAdvisor (TRIP) it has a lot of edges I like to see. Here’s a 1-year chart for TRIP:



Chart courtesy of StockCharts.com

At this time, TRIP trades at \$103.76 per share. Now let’s take a look at what both options look like. These are the two options that will comprise our new Money Press on TRIP. First the weekly option:

TripAdvisor Inc										Time & Sales		Chart		Volatility		View		News	
Symbol	Last	Change	Bid	Ask	High	Low	Volume	Chart											
TRIP	103.76	-1.44 ▼	102.21	106.97	105.54	102.89	1,338,721												
TRIP Expiration Months: MarWk4 AprWk1 AprWk2 AprWk4 MayWk1 Mar14 Apr14 Jun14 Sep14 Jan15 Jan16																			
Calls										Puts									
Last	Chg	Bid	Ask	Vol	OpInt	Action	Strike	Last	Chg	Bid	Ask	Vol	OpInt	Action					
MarWk4 Calls expires 3/28/2014										TRIP @ 103.76									
0	0	8.70	11.50	00	0	Trade Detail	94.00	3.50	0	0.10	0.35	00	2	Trade Detail					
8.10	0	8.00	10.70	00	16	Trade Detail	95.00	0.60	0	0.20	0.40	00	15	Trade Detail					
3.40	0	7.00	9.70	00	4	Trade Detail	96.00	0.75	0	0.25	0.50	00	28	Trade Detail					
7.60	0	6.30	8.80	00	29	Trade Detail	97.00	0.60	0	0.30	0.65	00	18	Trade Detail					
9.96	0	5.40	8.10	00	15	Trade Detail	98.00	0.61	0	0.45	0.80	00	22	Trade Detail					
0	0	4.60	7.20	00	0	Trade Detail	99.00	0.65	0	0.60	1.00	00	77	Trade Detail					
7.80	0	4.30	6.30	00	13	Trade Detail	100.00	0.95	+0.11	0.80	1.20	16	53	Trade Detail					
2.25	0	3.80	4.50	00	1	Trade Detail	101.00	1.10	-2.70	1.05	1.45	06	11	Trade Detail					
0	0	3.10	3.80	00	0	Trade Detail	102.00	1.26	0	1.35	1.75	00	9	Trade Detail					
4.10	0	2.60	3.00	00	6	Trade Detail	103.00	1.45	-0.24	1.70	1.10	19	87	Trade Detail					
3.30	0	2.05	2.50	00	19	Trade Detail	104.00	2.60	0	2.20	2.55	00	72	Trade Detail					
2.13	-0.67	1.65	2.00	49	107	Trade Detail	105.00	2.85	-0.50	2.75	3.10	10	104	Trade Detail					
0.50	-0.35	0.35	0.80	04	71	Trade Detail	110.00	6.30	+0.80	5.90	7.60	01	14	Trade Detail					

Weekly Options Chain for TRIP

Note: Circled is TRIP’s current stock price – also circled is “MarWk4” which displays the option chain for the week of “March Week 4” for TRIP.

Next, you’ll see the strike price \$104 circled, and the bid/ask quote circled for the TRIP March Week 4, \$104 puts (\$2.20 X \$2.55).

For the other option (the protection), here’s a look at the option chain for TRIP for the month of June:

TripAdvisor Inc										Time & Sales		Chart		Volatility		View		News	
Symbol	Last	Change	Bid	Ask	High	Low	Volume	Chart											
TRIP	103.76	-1.44 ▼	102.21	106.97	105.54	102.89	1,338,721												
TRIP Expiration Months: MarWk4 AprWk1 AprWk2 AprWk4 MayWk1 Mar14 Apr14 Jun14 Sep14 Jan15 Jan16																			
Calls										Puts									
Last	Chg	Bid	Ask	Vol	OpInt	Action	Strike	Last	Chg	Bid	Ask	Vol	OpInt	Action					
Jun14 Calls (93 days to expiration)										TRIP @ 103.76									
15.00	0	12.90	14.90	00	240	Trade Detail	95.00	4.60	0	4.70	4.20	00	201	Trade Detail					
12.00	0	11.70	12.50	00	108	Trade Detail	97.50	5.47	0	5.60	6.10	00	186	Trade Detail					
11.40	-0.40	10.40	11.10	02	797	Trade Detail	100.00	6.50	+0.08	6.60	7.10	09	568	Trade Detail					
8.90	0	7.90	8.40	00	865	Trade Detail	105.00	9.50	+0.70	9.00	9.60	120	165	Trade Detail					
6.66	-0.34	5.90	6.30	01	221	Trade Detail	110.00	12.45	+1.40	11.90	12.50	01	127	Trade Detail					

Protection Option Chain for TRIP

Note: The stock price is circled again. Also circled is “Jun14” which stands for June 2014. The options for June are then displayed.


Next, you'll see the strike price \$97.50 circled, and the bid/ask quote circled for the TRIP June \$97.50 puts (\$5.60 X \$6.10)

Here's what a combined quote looks like for the Money Press we want to do on TRIP:

Quotes		Refresh		
	Last	Bid	Ask	Vol
TRIP	103.76	102.21	106.97	1,338,721
TRIP Jun14 97.5 Put	5.47	5.60	6.10	0
TRIP MarWk4 104 Put	2.60	2.20	2.55	0
Quotes delayed at least 15 minutes.				
NBBO Quote		3.05	3.90	

Finally, here's a look at the order screen. The layout your broker uses will look very familiar to this one:

A new Money Press!



Spread
Combo
Straddle
Butterfly
Condor
OCO

Symbol

TRIP

Find Chain

Jun14

97.5

Put

Action

Buy To Open

Quantity

10

Symbol

TRIP

Find Chain

MarWk4

104

Put

Action

Sell To Open

Quantity

10

Price

Market

Limit/Credit* \$

Limit/Debit* \$

Even

Duration

Advanced Orders

protection

the weekly

Doing two options like this is called an option “spread”.

Notice the weekly option, and that it’s “sold to open”. And notice the protection, and that it’s “bought to open.”

You should always do a limit order when doing an option spread like this!

A new money press is always entered as a “debit” or “net debit”. Notice how the limit of \$3.45 is entered here (*see the combined quote for TRIP above for reference*).

Let’s do another example “Money Press” trade, just for sake of clarity—

Example “Money Press” Trade: GMCR

At this time, looking at Keurig Green Mountain, Inc. (GMCR), lots of things jumped out.

The most compelling was the announcement Coke was buying 10% of the company, and giving GMCR a whole new level of distribution. The crowd loved it.

The stock had also made a really compelling price jump higher following their earnings announcement, as you’ll see in the upcoming chart.

Take a look at this 1-year chart for GMCR:



Chart courtesy of StockCharts.com

Note the price of GMCR at \$115.21 per share.

Now let's take a look at what both options look like which will comprise the Money Press. First the weekly option:

Keurig Green Mountain Inc														
Symbol	Last	Change	Bid	Ask	High	Low	Volume	Time & Sales Chart Volatility View News						
GMCR	115.21	-0.58 ▼	114.15	115.08	116.82	113.45	2,070,674							
GMCR Expiration Months: MarWk4 AprWk1 AprWk2 AprWk4 MayWk1 Mar14 Apr14 May14 Jun14 Sep14 Jan15 Jan16														
Calls					Puts									
Last	Chg	Bid	Ask	Vol	Opnt	Action	Strike	Last	Chg	Bid	Ask	Vol	Opnt	Action
MarWk4 Calls					GMCR @ 115.21					MarWk4 Puts				
10.09	-1.91	8.85	10.90	01	103	Trade Detail	105.00	0.40	-0.02	0.31	0.47	20	610	Trade Detail
10.33	0	7.90	10.40	00	39	Trade Detail	106.00	0.60	0	0.37	0.60	00	175	Trade Detail
9.70	0	7.30	9.05	00	36	Trade Detail	107.00	0.74	0	0.47	0.70	00	173	Trade Detail
8.50	0	6.70	8.15	00	163	Trade Detail	108.00	0.88	-0.22	0.59	0.73	04	484	Trade Detail
7.88	-0.36	6.75	7.15	01	84	Trade Detail	109.00	1.00	+0.22	0.77	0.88	119	142	Trade Detail
5.62	-0.69	6.10	6.50	05	250	Trade Detail	110.00	1.25	+0.20	0.97	1.10	161	359	Trade Detail
6.85	0	5.25	5.80	00	68	Trade Detail	111.00	1.33	+0.04	1.21	1.42	43	66	Trade Detail
4.85	-0.80	4.65	5.05	01	166	Trade Detail	112.00	1.70	+0.12	1.50	1.69	11	324	Trade Detail
3.45	-1.35	4.00	4.40	02	59	Trade Detail	113.00	2.58	+0.68	1.86	2.08	33	381	Trade Detail
2.98	-1.12	3.45	3.65	20	178	Trade Detail	114.00	3.00	+0.26	2.27	2.45	745	261	Trade Detail
3.10	-0.40	2.93	3.25	76	620	Trade Detail	115.00	3.20	+0.41	2.77	3.06	20	549	Trade Detail
2.14	-0.72	2.47	2.74	27	202	Trade Detail	116.00	3.43	+0.08	3.25	3.45	03	54	Trade Detail
2.29	-0.17	2.08	2.26	202	65	Trade Detail	117.00	3.90	+0.15	3.80	4.15	13	25	Trade Detail
1.78	-0.28	1.72	1.93	42	147	Trade Detail	118.00	4.40	0	4.40	4.80	00	167	Trade Detail
1.38	-0.42	1.41	1.65	230	207	Trade Detail	119.00	5.10	-0.95	5.10	5.50	04	244	Trade Detail

GMCR: Weekly Options Chain

Note: Circled is GMCR's current stock price, also circled is "MarWk4" which displays the option chain for the week of "March Week 4" for GMCR.

Next, you'll see the strike price \$116 circled, and the bid/ask quote circled for the GMCR March Week 4, \$116 puts (\$3.25 X \$3.45).

(Selling the \$116 puts is slightly more aggressive for the week. I do this opportunistly, based on the situation of the individual stock).

For the other option (the protection) here's a look at the option chain for GMCR for the month of June:

Green Mountain Coffee Roasters Inc				Time & Sales		Volatility		View		News				
Symbol	Last	Change	Bid	Ask	High	Low	Volume			Chart				
GMCR	115.21	-0.58 ▼	114.15	115.08	116.62	113.45	2,070,674							
GMCR Expiration Months: FebWk4 MarWk1 MarWk2 MarWk4 AprWk1 AprWk2 Mar14 Apr14 May14 Jun14 Sep14 Jan15 Jan16														
Calls				Puts				Disable Roll Overs		Streaming				
Last	Chg	Bid	Ask	Vol	OpInt	Action	Strike	Last	Chg	Bid	Ask	Vol	OpInt	Action
GMCR @ 115.21														
16.45	-1.00	15.90	17.30	02	171	Trade Detail	105.00	7.45	+0.50	7.00	7.30	04	424	Trade Detail
14.10	-0.60	14.10	14.40	34	1,010	Trade Detail	110.00	9.55	+0.43	9.05	9.35	104	1,677	Trade Detail
12.00	-0.50	11.60	11.85	09	914	Trade Detail	115.00	12.10	+0.75	11.55	11.90	03	1,473	Trade Detail

GMCR: Protection Option Chain

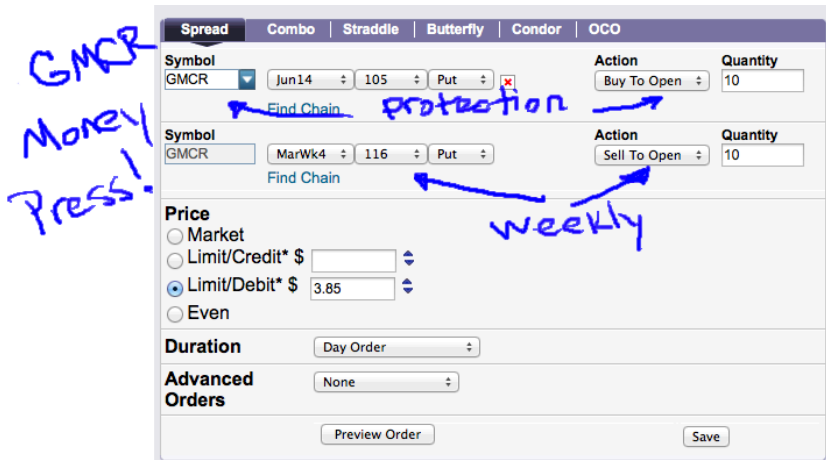
Note: The stock price is circled again. Also circled is Jun14 which stands for June 2014. The options for June are then displayed.

Next, you'll see the strike price \$105 circled, and the bid/ask quote circled for the GMCR June \$105 puts (\$7.00 X \$7.30).

Here's what a combined quote looks like for the Money Press we want to do on GMCR:

Quotes				Refresh
	Last	Bid	Ask	Vol
GMCR	115.21	114.17	115.69	2,070,674
GMCR Jun14 105 Put	7.45	7.00	7.30	4
GMCR MarWk4 116 Put	3.43	3.25	3.45	3
Quotes delayed at least 15 minutes.				
NBBO Quote		3.55	4.05	

Finally, here's a look at the order screen. The layout your broker uses will look very familiar to this one.



Very important, you should always do a limit order when doing an option spread like this!

A new money press is always entered as a “debit” or “net debit”. Notice how the limit of \$3.85 is entered here (*see the combined quote for GMCR above for reference*).

“Money Press” Mechanics: How It Makes Money

The Money Press makes money with flat to upside action in the underlying stock. You’ll notice we’re dealing with put options. (There are two kinds of options: calls and puts. Each means a different thing depending on if they’re bought or sold.)

While it might seem confusing, it’s really kind of straight forward and routine. As you sell a put, you collect money, or a premium. There is risk in this.

However, with an “option spread”, you automatically engage protection to guard against downside (which includes any kind of unpredictable event and worst-case-scenario). THIS is the “sleep like a baby” element unique to the Money Press method.

(Keep in mind while the “worst case scenario” can always take place...ask yourself about the possibility that Apple won’t sell anymore phones, that people will stop searching for answers on the internet, or that hamburgers will stop being consumed)

As each week comes and goes, a weekly put option flares out and dies a death of time decay. As sellers of these weekly options, this directly benefits us!

And what makes it all possible is buying an *equal amount* of puts. Owning puts is the same as bona fide, iron-clad insurance, just like Allstate and GEICO offer. In fact, your brokerage account won’t let you structure a Money Press trade without paying for this all-important protection!

To re-cap: the “Money Press” trade is two option trades. You are selling a weekly put and you are buying a longer-term, protective put.

With a Money Press position, the total risk becomes the difference between the strike price of the weekly options SOLD, compared to the strike price of the long-term put OWNED.

The mechanics become the selling of fresh, new put options each week— right after the expiration of the previous week’s options.

The process for this is often called “adjusting” or “rolling out.”

Even if the stock doesn’t do what we want it to do (throws us lemons), in a lot of cases we can turn around and make lemonade out of the situation.

Now that you’ve seen these two examples and know more about the Money Press mechanics, the most important question becomes: Why This Stock And Why Now?

In fact, the real secret to the returns I’ve shown you (and the reason why so many others are finding extreme success with my Money Press Method) is answering the above question.

The 7 Street Smarts For Earning Maximum Money In Minimum Time

After much trial and error, here are the 7 Street Smarts to earning maximum money in minimum time with the Money Press method. These street smarts help narrow down which stocks to get involved with and when:

- 1) I use the prevailing “market cycle” for an edge. The market has gone through cycles for the entire time it’s been in existence. This is important to accept and realize. Markets cycle. Further, spanning many decades, it’s been proven 3 out of 4 stocks go along with the market cycle. So it’s important to be aware of this! (especially when the market cycle turns).

- 2) I use good old price action and volume, and pay extra attention when the stock is near it's major moving averages (specifically the 50, 100 and 200 day moving averages).
- 3) I note the crowd's reaction to earnings, and to the pre-announcements of increased or decreased earnings in the future (earnings revisions). *This is incredibly powerful.*
- 4) I keep tabs on new and exciting emerging industries, and the companies/stocks who've elbowed their way to the top.
- 5) I notice how new or old a company is – keeping in mind it's the young bucks that can cover a lot of ground quickly.
- 6) I watch for breakouts to new 52-week highs.
- 7) I watch for crowd reactions (and over reactions) to news. (I have an “all weather” set-up called the Sunrise/Demise that fits with this perfectly.

With the Money Press, you can still partly suck as a trader and still make money. How? Because when you add up the amount of premiums you'll be collecting week to week, it doesn't take long to get ahead of the game *no matter what happens next.*

Again, keep in mind there's a pre-defined risk area *you decide on* BEFORE you ever hop into a Money

Press trade. (The difference between the strike price you sell and the strike price of your protection)

Translated into English, this means you can actually begin to make money as a trader, DESPITE if you have bad luck, if you're lazy, or for any other reason.

4 Important Lessons Learned

I've learned some critically important lessons during the last several years using the Money Press and weekly options (*and not to toot my own horn, but I have to be one of the first traders to pull some all-nighters – racing around the house and experimenting my ass off when the weekly's first came out during the spring of 2010.*)

Here they are:

1) I go after fewer “Money Press” trades, opting instead for the bigger-name, more expensive stocks. Usually the larger the stock price, the better the performance.

There is a reason Google is over \$700. For Money Press purposes, triple digit stocks perform better than two digit stocks. I believe it's because there's more interest, opinions and volatility there in the pricier stocks.

I also like to think of Warren Buffet. With all his billions he could be investing in hundreds, if not thousands of companies. But instead, he only goes for a dozen or so.

2) Fitting a Money Press in-between earnings announcements is a game changer. Think about this, since earnings announcements are spaced apart every 3 months (and since earnings announcements can have such a drastic effect on the stock price), consider the length of time in-between earnings announcements to be 12 weeks of paycheck opportunities.

(In the olden days, using monthly options, a calendar spread meant a trade spanning 9-12 months...which means 3-4 unpredictable earnings announcements along the way! Not to mention the old-fashioned monthly options *compared to today's weekly's*. . . where double the premiums are now the norm.)

So an important lesson learned is you can structure a Money Press so that there's never a reason to deal with the unpredictability of an earnings announcement again.

We can step right in and do twelve paycheck periods in between earnings! Try to get that through your noggin. That is amazing.

3) I avoid doing Money Presses on commodity-related stocks. This would include gold, gold miners, silver, copper, oil, oil exploration, natural gas, fertilizer/crops, well . . . you get the picture!

Why? Because I haven't made the kind of money with them over time compared to normal stocks. (which is the best reason!) Your experience may

differ, but I think there's several reasons for avoiding commodity related stocks.

Mainly, commodity prices can be affected by government legislation, political coups, elections, abnormal weather, acts of God and a host of other jokers.

Sudden, unforeseen, and uncontrollable news events like this can jack prices around and kill the edge you had when you started the position. And who wants to feel out of control like this?

What's worse is for all this extra danger and risk, you don't seem to make any more money.

Finally, maybe the worst aspect unique to commodities is— you'll often see prices move to extreme levels (either to the upside or downside), then *STAY THERE* for an *abnormally long time . . . defying fundamental reasons like supply and demand.*

4) Also, ETF's mostly suck for the Money Press Method. I trade Exchange Traded Funds (ETF's) from time to time, but for Money Press purposes, I generally stay away.

What's the reason? I just haven't found the kind of returns I need for the risk and for the capital it ties up.

(So what is the absolute worst thing to work with for a Money Press? Exchange Traded Funds (ETF's) that are also commodity based – YUCK!!)

“Money Press” Warnings

1) Friday’s – if it’s not already, Friday’s going to become your favorite day of the week. It’s also going to become a little busier, the day you will be adjusting and rolling out of your trades.

2) Honey Do’s... Once you get these “Money Press” trades rocking and rolling – and if you do this from home like I do – you will **SOON** become very visible in your home. And if you start acting too happy around your spouse (*if you happen to be married*) you’re probably going to find yourself running a LOT of extra errands and “honey do’s” that you usually would not have to run.

Or, just maybe you’ll be “volunteered” to wait around for the cable guy. (*“Will someone be at home between the hours of 10:00 a.m. and 4:00 p.m.?”*)

Just a word to the wise – freedom is the goal – but you might have to get creative on how you *enjoy* your freedom!

3) When the Market Gets Choppy – There are of course times when the market will get tossed around to and fro and nothing seems to make sense.

Well you know what?

Big deal!

You’ve got your protection underneath and that is your cue to go out and throw the Frisbee, barbecue some more, or finish that big thick book you keep starting. **The hidden silver lining when the market gets rocky is this:**

The premiums for weekly options
WILL GO UP IN PRICE – which
benefits you doing a “Money Press”!

So when the market is acting crazy and being
tossed around – just do yourself a favor and go do
something else.

Just realize... you don't have to be plugged in and
biting your fingernails at every last thing the market
does.

“Money Press” Take-Aways & Wrap-Up

In closing, every day will cost you until you start
using these weekly windfall methods for both growth
and income! Starting today you can:

- Double Your Income (Rate of Return) -- With
No Additional Risk!
- Only Deal With The World's Top Stocks
- Start With A Small Account Size
- Sleep At Night
- Not Have Hefty Margin Requirements
- Only Operate With Basic-Level Option
Approval (meaning anyone can do it)
- Spend Only 20-30 Minutes Per Week On
Trading
- Do This While Traveling, From Almost Any
Location In The World

- Trade As Much Or Little As You Want
- Use The Income As You Wish (to spend, to grow your account size, or both)

Further, it doesn't matter how many people decide to do this . . . since WE (individual investors) only make up only 20% of the market's volume!

Finally, institutions (the 80%) CAN'T RUIN this (meaning: they can't start doing this like you and I). In fact, all this opportunity exists today BECAUSE of their "rigged" system.

Before we finish, I want to make this observation:

In case you are not aware, there are more "have's" and "have not's" today than at any time in history. The middle class out there is truly getting squeezed like at no other time.

There's a record number of people using food stamps, applying for welfare and who can't qualify for traditional loans.

But on the other end of the spectrum consider this:

- There's a 2-3 year waiting list for new private jets, the longest it's ever been,
- There's record sales for the most expensive cognacs, whiskeys and wines.
- The world's most expensive penthouse suites are constantly sold out.

- Big corporations and wealthy people are donating more money than ever before to charity.

So my point here is this:

There are more “haves” and a lot more “have-nots” than at any time in history. Whether you and I think that’s fair or not, it doesn’t matter... I’m just pointing out the reality on the ground.

So how does this apply to your investing and making money? Here’s how:

Evidence of this “have and have not” world is reflected in the fact Google currently trades over \$700 a share. Chipotle, a burrito maker, is over \$500 a share. Not to mention Priceline that tips the scales at \$1,200 to \$1,300 a share!

These are elite stocks – and it’s the multi-billion dollar institutions (the “have’s”, obscenely wealthy hedge funds, endowments, insurance companies, even the Fed!) who can afford to take positions and own these kind of stocks.

What I’m saying is this: **while the world has moved to the extremes that it has with have’s and have not’s... weekly options allow you to go into that flow – up there where supposedly just the elites are moving their money back and forth.**

And again it doesn’t matter how many “you’s” and “me’s” there are. That’s the beauty of it!

When I first started trading 23 years ago, I never could have imagined something like the Money Press. It wouldn't even be able to fit into my brain!

I've never made so much money in so little time, with so little stress. I honestly never could have imagined it!

But most of all it's fun! It's fun making money and to actually see your account balance rise and rise some more!

I hope this information blesses your life like it has mine. There's been a lot of trial and error involved in tweaking and testing my "Money Press" method.

You're just shy a little experience, but that can change in a hurry!

My very best to you,

A handwritten signature in blue ink, appearing to be 'Preston' or 'PJ', written in a cursive style.

Preston "Pirate" James

So What's Next?

Final Thoughts

Phew!

That about covers the Money Press Method. I sincerely hope you “go forth and prosper” with what you just learned.

But before you do... I also want to share with you how to double, triple, or even quadruple the profits you make with your Money Press, and grow your account as quickly as possible – right here, right now.

It's true that the Money Press is very powerful, and it's currently the strategy I'm using about 70% of the time in today's market.

But the other 30% of my trades make for some massive windfalls – and I figured I would be doing you a terrible disservice if I didn't let you in on them.

The fact is: there are five other strategies I use that are EQUALLY as effective as the Money Press, depending on the current market environment.

You can take what you've learned from the Money Press training – and you can even go out there and make money with it starting tomorrow morning if you want to! In fact, I HOPE YOU DO!!!

Because the Money Press really kicks ass and works like gangbusters... and I WANT you to prove it for yourself.

But if you're serious and want to multiply your profit-producing arsenal by a factor of FIVE, and be able to adapt to ANY market condition... you're going to really like what I have to share with you next.

The first of the five trading strategies I use is called “The Crowbar.” Now at any given time, there's only a couple stocks that qualify as Crowbars.

The Crowbar is designed for unlimited upside gains. It's the leverage of the Crowbar that gets you right in there to enjoy the treasure.

Very few stocks qualify for this, but it's uncanny how things work out over and over again.

And if the stock has Weekly Options available on it, you can enhance your gains along the way.

Just using a small percentage of your account for “Crowbars” can really help magnify your returns.

The second strategy is what I call “Pinning.”

Around 80% of the market's trading volume is pushed around by the institutional-sized investors. They create unique trading opportunities every single Friday.

Especially on the bigger stocks, and especially later in the trading day as they start settling close to a strike price.

And the opportunity here is there's still a lot of premium left even with an hour or two left before expiration.

And with “Pinning” I teach you how to go in and capture this premium and put it in your pocket.

Now this can result in 30-40% gains in the money invested in just an hour or two.

It is hard to beat the rate of return on a “Pinning” trade on Fridays. It is downright exciting.

The third strategy is what I call “The Tip-Toe Burglar.” It helps you capture maximum gains for the current week, and to get next week’s windfall started.

If you’re able to put away an extra \$500, an extra \$1,000, an extra \$1,500 each week on top of what you’re already doing...

When you multiply that by 52 Fridays in a year, it starts to be very significant. This is just a little trick that once you learn it, you’ll wonder how you ever did without it.

The fourth strategy is something I call “The Couch Slouch.”

This takes advantage of a unique feature in all options that are getting ready to expire.

It takes place overnight between the last Thursday and Friday that an option has life.

And of course with Weekly Options, this is now a reality every Thursday and Friday.

The fifth strategy is what I call “The Sunrise Demise.” What I love about “The Sunrise Demise” is it hardly matters what kind of market we have on our

hands. There are always “Sunrise Demise” opportunities.

In fact, they work best when the market is at its worst. The same kind of returns I’ve shown you with my “Money Press” is the same kind of returns you get with “The Sunrise Demise”

And the greatest benefit is you can do this no matter what the overall market is doing.

Each of the Five strategies are EQUALLY as powerful and EQUALLY as effective as the “Money Press”... the only difference is in WHEN you’ll use them... and all that will depend on the current stock market environment.

At this point you may be asking:

How Do I Get Started Making Money With All Of This?

As you can probably tell, I’m on a mission of sorts. A mission to rescue traders one at a time, before it’s too late. To sound the warning bell about the current state of things, the rigged market and how it’s a different playing field. And how it’s time to embrace this new reality and THRIVE *because of it!*

I’ve shown you video proof of how crazy well this works in today’s market. In this guide book, I’ve revealed the incredible Money Press method, and how it can kick out gains of 2 to 5% PER WEEK. I’ve showed you each step of the way with trade examples, the pitfalls to avoid, lessons learned, etc.

At this point, you really have two choices:

- 1) You can decide to do all this by yourself. There will be a learning curve to get through, including some new jargon and other things. In addition, you'll have to decide on which stocks to get involved with and when. But if you're somewhat familiar with options and have a little experience and comfort level, you can begin to use the information you've already learned to get started by yourself.

Or,

- 2) Instead, you can join me along side a growing number of Weekly Option Windfall "insiders" and leapfrog over many months of trial and error –

The Insiders get to look over my shoulder at all of my live trades in both my personal and business trading accounts.

They get to meet up with me each and every Friday on a live-trading, interactive webinar.

They also get to hop right into the driver's seat with Insider's only online access to over 35 in-depth training videos (including the 5 other weekly option methods I just mentioned), a 24/7 forum, and a place to look in on my trading journal updated with all my current positions!

This has been my pride and joy. It's taken several years to implement all of the wonderful ideas the Insiders have requested.

I'm also proud to report that nearly every single amazing success story I hear comes from a WOW Insider!

Truly, what's more valuable than gold itself is learning and applying the right information at the right time. There is no limit to what you can accomplish!

Designed From the Ground Up ... Based On Feedback From Real People Just Like You!

Here are the complete details of the Weekly Option Windfall ('WOW') Insider service:

- ✓ You want to be able to learn each strategy and method on your own time and convenience. (With ongoing edits so the training videos never get stale or outdated).
- ✓ You want to get real-time email updates on each trade I do in my personal and business trading accounts. You want to see HOW this kind of trading unfolds and *how the money gets made*. Plus, you want the ability to check in on my trading journal –at any point in time- and see the complete rundown of each position I'm in.

- ✓ You want to be able to hang out on Fridays (your new favorite day of the week!) via a real-time webinar. You want to see live trades being made, ask questions, share compelling ideas you may have discovered with the group, all in a power-packed hour.
- ✓ You want a 24/7 forum where you can get your questions answered, share ideas and get the help you need. (And once you get some experience under your belt, it may be YOU who's the one offering help and assistance to a newbie). After all . . . you can't talk about any of this stuff with the neighbors!

Given the unique circumstances of the market today – it's the ONLY service of it's kind, period, bar none! It's the exact kind of service I wish I'd had when I first started trading weekly options.

And not to toot my own horn, but you really have to be careful who you follow/listen to out there these days.

I've been an active trader for 23 years. Here's what one of the most respected option authorities, Jon "Dr. J" Najarian, recently said about me and my WOW methods:

"Preston (aka The Pirate) is a guy you can trust. I've known Preston for over a decade now and he's one of the sharpest option traders around. He's constantly creating opportunities – he is also one of the best I've seen at exploiting those opportunities. I've met hundreds of folks face-to-face that subscribe

to his services and I can honestly say that his subscribers speak EXTREMELY highly of him and the results they've gotten using his systems."

And here's a sampling of just what a few WOW Insiders have to say:

(Ask 71-year old Dorothy from Hackensack, NJ if her WOW Insider membership has paid off!)

"Friday's WOW webinar was awesome!!! Did you by any chance tape it? It moved so fast, I can't read some of my notes! Everything moves along quickly, but I did jump in and do 4 trades with a \$3,840 gain."

"I am so excited about this program I can't thank you enough. I'm 72 in January and still working full time because we can't afford to retire. My husband is 74 and still working also."

"We figured we'd have to work until 80 and then hopefully retire. I'm now looking forward to retiring in one year since even though I'm retired, I can be at home making trades."

"Then I can also teach this to my 3 children so they don't have to struggle either. You are the answer to my prayers. Thank you and God bless! Warmest regards, Dorothy S."

How about this email from fellow Weekly Windfaller Ricardo Trujillo, from California:

“Trading your way simply KICKS ASS... I have been able to log net gains (after commissions) of about \$56k in all my accounts combined.”

“If I do the math right, that’s more than double what I started with. THIS IS ONLY DOING MONEY PRESS TRADES along with some of the one shot trades (buying plain calls) from your WOW website.”

“You’re simply a genius and a great person.....I would love to meet you in person one of these days.”

And here’s another one from Jon Sundstrom, from Maryland:

“I just want to send along a note to Preston that his advice and counsel is outstanding. I started my account with \$50K the last week of August but over the next 2 weeks I sold my other brokerage account and put a total of \$110K into my trading account.

So from early September up until now, I have increased my account by \$45K. I am continuing to grow the number of money presses that I have, and soon I will need to start taking some income out of the account but I just wanted to convey to the group of followers that the webinars and the lessons that Preston gives are terrific.”

And there are many, many more of these.

So if all of this sounds like a dream come true to get started on the right foot making money,—that’s exactly what my Weekly Option Windfall (WOW) Insiders enjoy!

How do I know? Well according to the industry average, the typical investor subscribes to an advisory service for only 3 months.

However, the average length of time for a WOW Insider is over 14 months!

The WOW Insider service is EXACTLY what I wish I had when I was first diving into weekly options.

Now you might be thinking this is going to cost an arm and a leg. After all, you've seen some mind blowing results in one of my real brokerage accounts. Plus you've seen the success other people just like you are having with it.

You also know there's other services that charge \$5,000 per year (mostly for their opinions on gold and oil, predictions on the market, then a few dozen lousy stock picks – yuck!)

On the other hand, WOW Insider access is easily worth TWICE that amount! Why? Because a) I've seen people make hundreds of thousands, even millions of dollars with my information – meaning it actually works, and b) there's nothing else out there as cutting edge –not even close- that spells out where the true opportunities are in today's market.

But this won't cost anywhere near \$10,000 a year. Not \$5,000. In fact not even HALF that.

I know if you've read this far you are most likely qualified and stand to benefit immensely by becoming an "Insider."

I wanted to make this possible for everyone who's ready to get going. Which is why for a limited time, I've decided to offer access as a WOW Insider (which right now includes everything I mentioned just a few minutes ago), all for only \$97 per month!

I've charged much more than this for just the access to see my personal trades. Which means at anytime I can change my mind and increase the cost.

However, when you join in and become an Insider, my promise to you is you'll lock in this low, \$97 per month rate for as long as you like.

There's no fine print and you can cancel at anytime. I'm super passionate about what I can teach you, but you have the ultimate decision as judge and jury here.

So now that I've told you all about my WOW Insider service and how it can have a substantial impact on your trading future, here's how to get started!

For the fastest and easiest way:

Go to my 100%, safe-n-sound, totally secure order page here:

www.InsiderMembership.com

That website is the fastest way to start the Insider service, which means: getting instant access to the WOW Training Library, the daily email updates (which contain my real-time trades), and the live Friday Webinars.

Or, if you're more comfortable, feel free to call my office at 801-733-4190, and my friendly assistant will help get you started.

My Traders Edge staff has been with me for nearly 10 years now, they are extremely friendly, and will be happy to take care of you and answer any of your questions.

Don't miss out on this. You won't regret it!

Take care,

A handwritten signature in blue ink, appearing to be 'PJ' or 'P. James', written in a cursive style.

Preston James

P.S. Here are the most asked questions when it comes to people like you considering the WOW Insider membership:

WOW Insider FAQ's

Q- How long will it take to start making good money with your WOW methods?

A- This will depend on how much time you devote to your trading. If you really dedicate some time to going through the training library, etc., you could be making money in 2-4 weeks.

However, we've had folks making money in 1-2 weeks that have participated in my Live Friday live Webinars. These are live sessions with me personally –on a Friday morning. You can do the exact same in your own account, right as the trades are being done. This really stomps down on the learning curve in a big way. And a confidence booster like no other!

Q- Everything has some drawbacks, what's the drawback with your WOW methods?

A- I'd have to say it's options. For some reason, options scare people. Despite the proof I show people, and how options are used for protection, real sleep at night protection –they're still misunderstood by most people.

While this can be a hang-up to some folks, maybe it's time you learned these WOW methods for yourself? If you have the intelligence, the discipline and planning to have a certain sized amount of money saved

up...there's no reason you can't jump in and grow your money with WOW!

Q- What does it cost to become a WOW. Insider member?

A- Only \$97 per month and you can cancel at anytime without any hassle.

Q- If I have questions, or are unsure about anything, can I speak to someone?

A- Yes. We're here for you and want to take care of you. You can call my assistant during normal business hours at: 801-733-4190.

Q- What if I've never had success trading options before, what makes this so different from my past experiences?

A- Perhaps the #1 reason this works for people is this: my WOW methods remove YOU from the equation almost entirely. My WOW methods (like the Money Press) takes advantage of the current "80/20" reality, rigged markets, and the extra volatility caused by the institutional players. It allows you to be involved with the market's top rung companies . . .plus, with sleep-at-night protection. The bottom line is this allows you to make money, over and over again, without all the headaches of trying to time the market, and without all the stress of option time decay, etc.

Q- Do you make predictions and try to forecast where the market will go?

A- No! Hell no! We follow our methods of becoming ‘time merchants’ and let the Money Press method work it’s magic.

Q- Who is the WOW Insider membership for?

A- It’s designed for traders of all different experience levels, and different brokerage account sizes. Whether you are new to options and only have a few thousand dollars to trade, or a seasoned veteran with millions in your trading accounts, this service can be a great benefit to you.

Q- What is the fastest way to get started? Where can I find more information about the Insider Membership?

A- Our website is the fastest way to become an Insider member, which means: getting instant access to the WOW Training Library, the daily email updates (which contain my real-time trades), and the live Friday Webinars . . . Here’s the web address:

www.InsiderMembership.com

Appendix

Why I LOVE Options!

Option Building Blocks (If You're Brand New to Options)

Across the board, options all have one very important thing in common: they all deal with the future!

The future price of corn, interest rates, or a share of stock.

Options can appear complex on the surface — as they have several moving parts.

They can also appear intimidating — likely due to the quick moving (*and magnified*) movements in price.

Today, more money is being exchanged in the options market than ever. It's a thriving industry that continues to increase in popularity each and every year (*this is easy to measure as option volumes increase every single year*).

To best understand options, we need a trip down memory lane. To get at the bedrock reason WHY the option market came to life in the first place.

Options have a simple and practical beginning. And today, the trading in options is still based on these same, simple and practical reasons!

Going back to the beginning basics will probably help you understand options from the ground up, in a way you've not considered before.

(Would you believe options have helped raise families: prepping a daughter for the prom, paying the mortgage, and sending kids off to college?!)

You'll see why in just a minute!

It all started with a financial instrument very similar to an option. A "future."

We'll take the Brown family as an example. The Brown's have 4 kids and run a farm in Iowa. They're in business growing corn and some other crops. Like with any business, there's an identified market to sell these goods/services to.

And like any business, there's variable and fixed costs in providing said goods/services to that market.

For a farming family, these costs include: mortgages on the house and farm, the monthly payments on the harvesting equipment, fuel, water rights, insurance, property taxes, etc.

Then there's the cost of seed and fertilizer to plant the crops in the ground (and I'm sure there's a dozen other hard costs).

For a given sized farm, an estimated number of bushels of corn is expected.

And of course the goal for the Brown family is to make a decent living and prosper. But their prosperity is based on getting paid down the road, in the future.

But the reality is, they have real costs now. To pay for and run their equipment, pay down loans, pay for the seed, unexpected repairs, etc. (*not to mention the costs of raising a family along the way!*)

Then, there's the "goods" they plan on selling at a future date. Corn.

The weather could suck, or be ideal.

Then there's the unknown price of corn down the road – caused by good 'ol supply and demand.

What if Congress passes a new law (*even if it's just rumors*) of mandating less corn syrup in certain products, or that gasoline must contain a higher percentage of ethanol? etc.

One fact always remains: **the future contains risk!**

These facts of life combined together created the futures market. (Interesting to note that Chicago, home of the futures and options markets, sits right on Lake Michigan, the perfect gateway to ship out all the Midwestern crops up through the Great Lakes and out into the Atlantic shipping lanes. It's been around so long, you can find Abraham Lincoln's signature in Chicago's mercantile exchange ledger showing him as a member!)

Futures and options trade in units called contracts. They're called contracts because that's essentially what they are.

Back to the Brown's. The Brown family can enter into a futures contract that basically agrees to pay them

a guaranteed payment for their bushels of corn, at a locked-in price, by a specified date.

What if the price of corn heads lower by harvest and delivery time? They are locked into their agreed upon price (*per the contract!*).

What if the price of corn is higher? They are still locked in to the agreed upon price!

It's a contract after all. Each party agrees and obligates to perform on each end of the contract.

For practical purposes, a corn futures contract pays a guaranteed sum for the product delivered, by a certain date.

That's pretty nice given all the hard work, sweat and tears it takes to farm the land and run a family!

That's basically it. And a market got started — bringing the producers of products and buyers of products together.

The concept of a “futures” contract brings peace of mind because you're able to plan financially. They're a simple, straight-forward financial instrument that helps the economy and industries grow!

While futures started with commodity items like corn, later, the concept caught on for stocks too.

Why couldn't there be the ability to lock in a price to sell a certain stock, on or before a specified date in the future? Or lock in the price you wanted to *buy* a stock for?

If you're just getting your feet wet with options, the **www.cboe.com** website is a tremendous resource of information.

And it's all free. I've found options are like learning to ride a bike. . .

You can learn about the history of bikes, and read the manual about how to ride a bike, however – you only really “get it” when you sit on the seat, push forward a little, wobble a few times, then actually keep your balance and ride the thing!

There is a slight learning curve to options, just like in riding a bike, however my guess is you'll start getting the hang of things in no time!

NOTE: Futures and options contracts are financial instruments known as derivatives – meaning they “derive” their value from the underlying security (corn, stocks, the direction of interest rates etc.).

Remember, you can check out more info at:

www.InsiderMembership.com

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