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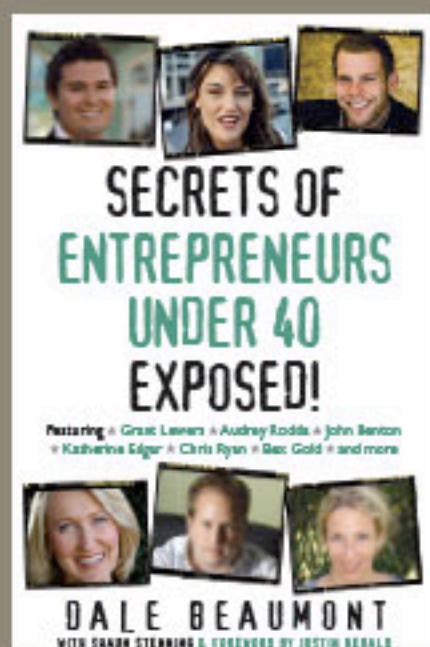
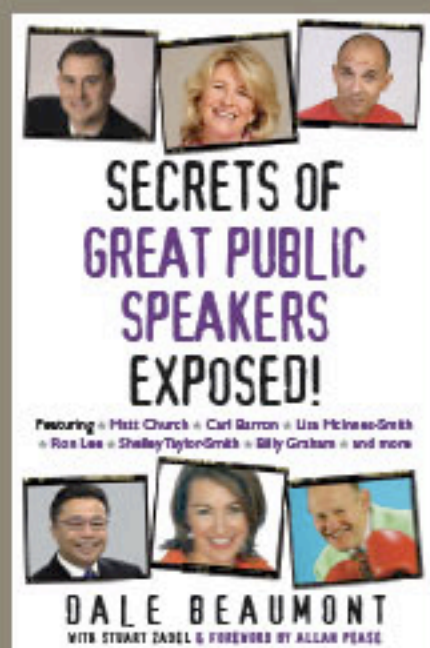
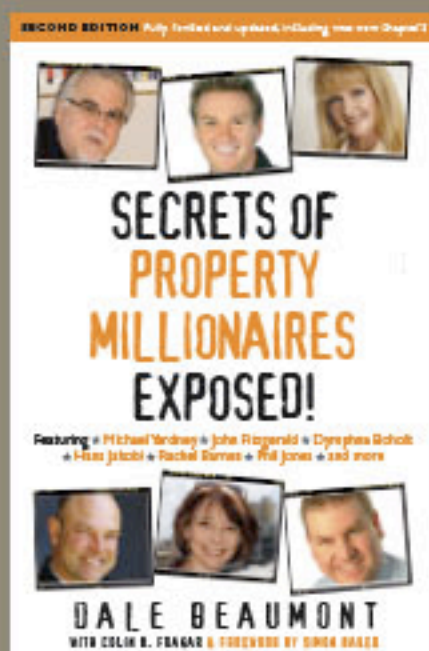
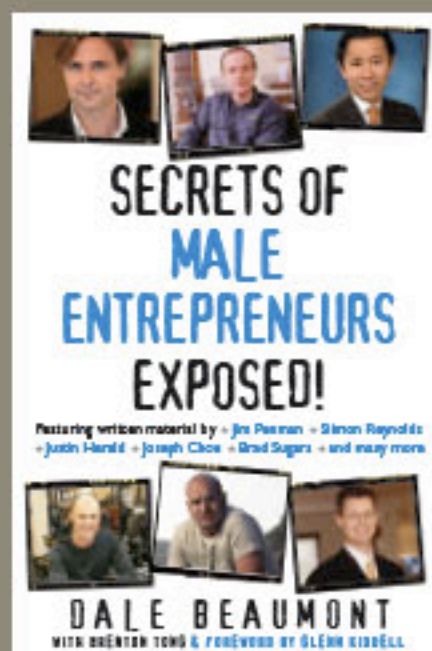
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★ Jody Elliss ★ Cydney O'Sullivan ★ Nik Halik ★ and more



DALE BEAUMONT

WITH WARREN STOKES & FOREWORD BY RON IANIERI

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Praise from readers of the 'Secrets Exposed!' series

“I believe that the path less trodden is the most rewarding, however it can be quite daunting, especially in business. I found the ‘Secrets Exposed!’ series a breath a fresh air among the countless business books that fill the shelves. It’s great to find an easy read which makes small business owners not feel so alone and helps explain the end worth of building a business.”

Jason Ham – Uniforms.com.au

“As a business owner and investor, I’m always looking for ‘new’ information in order to set my goals, and improve my knowledge and financial position. I found that by reading your books I was able to gain some valuable information from mentors who have been there already, which I believe will assist me in achieving those goals in the future. Reading gives you the spark to create ideas, the knowledge to make plans and the impetus to take action.”

Perry Hartikainen – Multiple Business Owner

“A riveting series of books that I am in awe of – I am ecstatic about them; they have turned me into a bookworm. They will show you how everyday people just like you and me can achieve amazing things. If you’re seeking inspiration and motivation to achieve your dreams then you have just found what is needed to take you to the next step in your journey.”

Sharon Barlow – Bouncing Bodz Pty Ltd

“Because of the ‘Secrets Exposed!’ series I have been able to make changes in my life. I have realised that up until now no one believed in me, so therefore I did not believe in myself; however, that has now changed! I have learnt so much from the contributors, which has helped me in determining where my life is going and how I am going to get there.”

Tracey Thompson – Account Manager

“I find the ‘Secrets Exposed!’ series to be very rewarding. Not only have such genuine and well-known people given to this project, they have given wholeheartedly and help people realise that with focus and direction, they can achieve their ultimate goals as well. Thanks to this series, my career is now full-steam ahead.”

James Lantry – NLP Master Practitioner, Hospitality Trainer

“I really enjoyed reading about how seemingly ‘normal’ people were able to leverage their time and talents to create hugely successful businesses. Normally you read about these people and their success in BRW and the like and you think, ‘If only I knew how they did it’, and then you read a book like this and you think, ‘Hey, I COULD do that’.”

Effrim Alex Volkoff – Managing Director, Wolf Business Group P/L



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STOCK MARKET
TRADERS
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WITH WARREN STOKES & FOREWORD BY RON IANIERI

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PREFACE

If I were in your position right now I'd be wondering if I really needed to read this section. However, if this is the first 'Secrets Exposed!' book that you've read, could I ask you to please resist the temptation to skip ahead, as I'd like to briefly share with you why this book has been created and how you can best use it to impact your life.

When I was growing up I heard somewhere that there are two ways to live your life: the first is through 'trial and error' and the second is through 'other people's experience'. At the time I dismissed it as just another one of those sayings that sounds good, but doesn't make much sense. Then, like most teenagers I finished school with stars in my eyes thinking, 'This is great! My education is over – no more books, no more lectures, no more people telling me what to do'. How wrong I was. After a few months of bouncing around, not quite sure of what to do next, I stumbled across the idea of personal development and started to hear concepts such as:

- Formal education will earn you a living, but self-education will make you a fortune.
- Work harder on yourself than you do on your job.
- You will be the same person five years from now, except for the people you meet and the books you read.
- Don't wish that your job were easier, wish that you were better.
- You are your own greatest asset, so you must invest in yourself.

Since November 2000, I have been totally committed to becoming my own most valuable asset. After attending hundreds of seminars, listening to thousands of hours of CDs and reading shelves of books, I have discovered

that the people who truly succeed aren't any smarter, better looking or harder working than anyone else – they just think differently and have learnt to incorporate different values into their lives.

I am now in the very fortunate position of being able to travel internationally to present personal development seminars to teenagers and I am often asked, 'What is the one thing you need to know to be successful?' My answer is always the same: 'The one thing that you need to know is that there is not *one* thing that you need to know to be successful'. I've learnt that success is multifaceted and that mastering one principle of success or area of your life isn't going to take you to the top – the more you master, the more successful you will become. But if I *did* have to identify one of the most important success strategies, it would be this: '*Find out what successful people do and do the same thing until you get the same results*'.

That's what this book is all about. The only difference is, instead of you going out and finding successful people, we've brought them to you.

You see, whatever you want in life, whatever you are shooting for, chances are that someone else is already living it. They have already invested years of their life and probably hundreds of thousands of dollars, they've made lots of mistakes, learnt from them and eventually succeeded. So why would you want to waste your own time, money and effort through 'trial and error' when you can fast-track your success by learning from 'someone else's experience'? As Sir Isaac Newton said, 'If I have seen further it is because I have been standing on the shoulders of giants'.

Every time you pick up a book, attend a seminar or interview a successful person, you are compressing years of life experience into a few hours. With any of the 'Secrets Exposed' books, you can multiply that by between twelve and seventeen people and you're looking at around 250+ years of experience and wisdom ready and waiting for you. It won't prevent you from making mistakes of your own, far from it, but it will help you to make more calculated and purposeful decisions, rather than big, misguided and ignorant ones.

There is no shortage of information about how to achieve proficiency or even greatness in any area of life these days. Go to any bookstore or library and you'll find the shelves sagging with titles from experts, all with their own theories and ways of doing things. But what I have discovered is lacking in almost all of these books is INSPIRATION. What's missing is role models and mentors – the stories of people we can all look up to. People who started out exactly like you – with a dream in their hearts and with all the same fears and insecurities. Given the choice between reading a textbook or a dozen success stories about people who have actually done something, I'd take the success stories any day of the week. I'm not saying that theoretical information isn't important, of course it is, but having presented hundreds of talks to all different types of audiences, I can confidently say that it's always the stories that move people. It's the whole, "If he or she did it, then so can I" that gets inside people's hearts. When we're inspired we get motivated and then we take positive action which leads to results.

The 'Secrets Exposed' books are not intended to be a one-stop-shop. They are an introduction to the wealth of knowledge available to you and to some of the real success stories of people who have reached the top in their chosen field of endeavour. That's why at the back of each book you will find most of the contributors' contact details and some of their other products and services that are available to help you continue your journey.

So, how did the whole idea for the 'Secrets Exposed' books come about?

Well, in 1998, when I was around seventeen, my nan gave me a copy of a book titled *Collective Wisdom*, by Brett Kelly. In it were transcripts of face-to-face interviews with a whole lot of prominent Australian personalities. And it was a fantastic read. Since then I have seen a handful of random 'success story' books, but the challenge I find with most of them is that they are either transcripts of interviews, that never really make complete sense in the printed form, or they are written by writers who paraphrase someone else's story. The result tends to be a diluted message that doesn't really allow you to get a sense of the individual's personality or character.

In around 2001 I read my first *Chicken Soup for the Soul* book and realised that there were dozens and dozens of related titles designed to meet the needs of different people's areas of interest. I thought that was pretty neat.

It wasn't until January 2004 that the 'Secrets Exposed' idea boiled over. I was in my hotel room in Singapore relaxing after six straight days of presenting to hundreds of teenagers. I was reflecting on the ideas that had been shared with them. One of the most important was to seek out those who have already achieved what you want and ask them lots of questions. I was plagued by the thought that only a small percentage would act on that very valuable advice and that most would never take the step due to a lack of confidence, fear of rejection or an inability to contact the people they needed.

That's when it hit me... 'What if I could find the people and put together a number of books covering a range of different areas?' I knew it would take a lot of effort, so for the next three days, I sat in my hotel room and developed the basis of an entire system to make it happen.

Based on my experience with other books, I decided that these books had to be non-time specific and be written (not spoken) by the people themselves. This way the answers would be planned and well thought-out, providing richer content and more interesting reading. I also wanted to make sure that there was an even balance between practical 'how to' information and inspirational stories that gave an insight into the highs and lows of people's real journeys. I also wanted to ensure that a percentage of every book sold was donated to a charity relating to the nature of that particular book.

When I arrived home I got into action. However, between working out of a tiny one-bedroom flat and trying to manage two other demanding businesses, my plans were a little slow in the beginning and I had to be resourceful. So I bought a plastic tub and turned the boot of my car into a mobile office! Anytime I could find a spare hour or two, I'd park myself at the gym or a nearby coffee shop and make calls from my mobile phone.

Putting these books together has been both time-consuming and demanding, but it has also been a real privilege for me to have the opportunity to work with each of the people involved in the various books. Thank you, to each of you, for making it possible!

Well, I think you've heard enough from me. Now it's time for you to discover for yourself the wonderful wisdom contained in these pages. I hope that you enjoy the read as much as we've enjoyed putting it together. And who knows, maybe one day we will be reading your story?

Dream Big!

Dale Beaumont

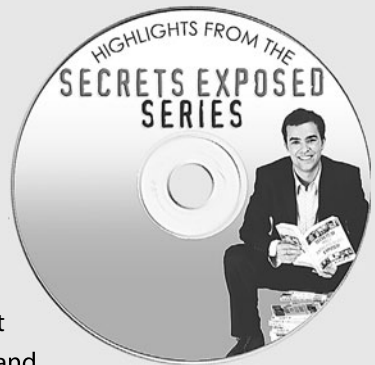
Dale Beaumont
Creator of the 'Secrets Exposed' Series
Sydney, Australia

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Exclusive to readers of the 'Secrets Exposed' series...

In this 1 hour 43 minute recorded interview, author Dale Beaumont intimately shares the inner workings of the 'Secrets Exposed' series. Discover in greater details how he came up with the idea, how he managed to secure personal interviews with over 200 of the countries most successful people and what he believes are some of the most important business and life principles from each of the books in the series.

Simply visit the web page below and follow the directions to listen to or download the entire interview direct to your Notebook or PC.



www.SecretsExposed.com.au

FOREWORD

They say that there is more than one way to skin a cat. If that is true, then there are more than one hundred ways to make money in the market. The goal for each individual investor is to find which one is right for them.

Over the years I have observed that what works for one may not necessarily work for others. Different traders/investors have different strengths and weaknesses. They have different likes and dislikes, different philosophies, different risk tolerances and even different capital. I have therefore come to the conclusion that being exposed to a variety of information illuminating those differences is by far the best way for students to learn to become consistently successful investors and traders.

In *Secrets of Stock Market Traders Exposed!* Dale Beaumont and Warren Stokes have assembled ten very successful traders. Traders like Kim Reilly, Cydney O'Sullivan, Daniel Kertcher, Lyn Summers, Peter Elsworth, Nik Halik, and others represent educator-traders to private traders. Most importantly, the featured traders in this book are investors we can all relate to. They did not start out trading as a career but as a secondary source of income, and did it so well that trading has become their career.

Dale Beaumont introduces us to each of these traders and delves into their secrets. All the traders carefully detail different successful styles, disciplines and philosophies. More importantly, all acquaint the reader with different philosophies, strategies and disciplines that have worked.

Secrets of Stock Market Traders Exposed! is an excellent resource for new traders and experienced ones alike. The ten success stories demonstrate

Dale and Warren's keen understanding that there are many ways to succeed in the market, none necessarily right and none necessarily wrong.

These ten stories offer a broad range of secrets. Readers have an opportunity to pick and choose information from the traders' secrets and experiences. They can look at multiple ways of trading successfully without bias toward one particular style or discipline.

In my options courses I stress education. *Secrets of Stock Market Traders Exposed!* offers a chance for investors to learn from the successful experiences of others.

There is no 'one style is right' message here. This book proves that there are many ways to win in the market. And all of them are the 'right' way!

Ron Ianieri

Ex-Philadelphia Stock Exchange Floor trader (Foreign Currency Options;
Equity Options)

Author of Option Theory and Trading Courses

Co-Founder of The Options University

Private trader that has executed over 100,000 trades

INTRODUCTION

Since the world's first shares were issued on the Amsterdam Stock Exchange in 1602, there has been a global fascination in the stock market. People have marvelled at how instant fortunes have been made and how companies have grown from nothing to become household names.

In more recent years, people have watched as barriers preventing entry into the world's stock markets have lifted. And in the last decade, through the power of the internet, they've discovered how it's now possible to trade just about every major market in real time and in the comfort of their own home.

Most have simply observed these developments. Then there have been others who have made a decision to acquire some skills and get in the game. It is no secret that many have failed, however there have been those who have stayed committed to the task and amassed small or even large personal fortunes of their own.

In *Secrets of Stock Market Traders Exposed!* we've assembled an amazing group of ten highly successful stock market traders who are eager to share their experiences and pass on what they've learnt.

By reading each contributor profile you'll see that we have covered a lot of ground:

- They range in age from 23 to 70.
- Some started learning about the stock market in their teens and one started at the age of 64 – without even knowing how to switch on a computer.

- For some it is a full-time career and for others it is now merely a sideline activity around a business or other hobbies and interests.
- Some exclusively trade the Australian market and others trade various international markets.
- All are successful in their own way, with portfolios ranging in size from \$100,000 to well over \$5,000,000.

If you are relatively new to the stock market, you will soon discover there are dozens of different markets open to investors. Within each there are hundreds of companies and commodities one can trade and a seemingly endless number of instruments and indicators that can be used to trade them.

In this book, the traders cover many of their major strategies, including stocks, options, futures, contracts for difference (CFDs), intra-trading, covered calls, SPI trading, e-minis, QQQQs, renting shares, naked trading and much, much more.

You'll soon learn that there is a language to the stock market. To fully explain each and every term throughout the book would be a near impossible task. So we have taken the liberty of writing and adding a glossary of terms. It can be found at the conclusion of the book, so please refer to it as the need arises.

To further assist you in your own endeavours, a number of contributors have also very generously offered valuable gifts to all of our readers. Each contains excellent information designed to further sharpen your knowledge and skills. To receive them, all you need to do is visit the specified website provided and then follow the steps to download the bonus gifts – absolutely free.

Plus, at the back of the book we have included the contact websites of many of the contributors. You'll discover that a number of them have their own books and educational materials, which we encourage you to investigate further.

In closing, it is important that you know this isn't a book that will tell you specifically what and exactly how to trade. And it is certainly *not* a book that will give you some underground formula or one-touch solution to making millions overnight.

This is a book that is designed to share the 'why', and to take you up-close with successful traders – so you can understand how they think and what drives them to achieve.

Combine these insights with further education and, of course, your own personal experience and you'll be on track to realising your own unique potential.

ENJOY THE READ!

Dale Beaumont and Warren Stokes

Email: info@SecretsExposed.com.au

TRADING THE SPI

Jody Elliss



JODY ELLISS

“ The weakest point in any trading strategy is the nut behind the keyboard. I can tell you what the market is going to do on specific days... however I can't tell you how you will react to a large win and how you will react to a large loss. ”

JODY ELLISS

Jody Elliss was born in Hobart, Tasmania, in 1962. In 1983, while establishing a career in corporate banking, he began trading, managing to sell his entire portfolio just before the 1987 crash. Since then he has experienced success trading options and contracts for difference (CFDs) and made tremendous returns on the share price index (SPI) market for both his clients and himself.

Based on his success, Jody has been a guest presenter for the Australian Stock Exchange (ASX), Australian Technical Analysts Association, and the Australian Investment Association (AIA). He presents topics on Gann and Fibonacci, CFDs, SPI futures trading, software introduction, trading opportunities and his 'follow the big money indicators' program.

Jody is the CEO of the Investment Centre, the largest provider of stock market and financial data in Australia. The centre supplies data to organisations such as Channel Seven, SBS and Paritech, as well as retail investment solutions with its software package, IC-Investor. He supplies technical trading and investment advice to the Australian Stock Report, the Australian College of Financial Education (ACOFE) and the Australian College of Share Trading. Over the last five years his forecasts have maintained an accuracy of over 72 per cent.

Jody has authored three books and had numerous articles published in magazines and newspapers. In 2003 he won the Australian Independent Analysts Award.

Jody lives in Brisbane with his wife, Megan, and his children, Porscha, Maclaren and Jordan (yes, they are all named after cars). Jody is passionate about his cars and has been a Porsche addict for more than 15 years. When he is not trading, lecturing or writing books, Jody enjoys sailing, boating and the occasional day on the racetrack in one of his favourite cars.

How long have you been trading and investing in the stock market?

I started investing in 1983 when I was working in corporate banking at ANZ. I received some ANZ shares and opened a broker account to sell them. I then started trading on the Australian Stock Exchange (ASX) and have been trading shares ever since. I now use shares primarily as an investment vehicle and have become a lot more focused on derivatives trading in the last ten years. I am regarded as a derivatives specialist, with more than 15 corporate clients whom I regularly advise.

When did you start to specialise in derivatives?

I was very successful with stock investments throughout the 1980s and managed to sell my entire portfolio just three weeks before the 1987 crash – a tremendous time to make profits in the market. By 1990 the market was in a slow sideways move – showing no sign of the incredible growth that occurred in the mid-80s.

I was looking for ways to make the huge returns that had occurred back then, so I started working on options. Basic options strategies offered huge opportunities for leverage and they resolved themselves very quickly, in the space of days and weeks rather than months and years. This had great appeal and not only offered increased profits, but became entertaining and enjoyable. It made share trading seem a bit like watching grass grow.

When did you become interested in contracts for difference (CFDs) and why?

By 1999 I was advising a number of brokers on options strategies for their big clients. This actually got me started as an independent analyst for brokers and corporate investors. I thought I would try to educate people about options for trading, but the intricacies and timing of options made it very difficult to teach. The options courses were well attended, but there

“ I was introduced to CFDs in 2002 and realised they were the way of the future. ”

is no simple and generalised approach to options – each options stock has individual traits and this makes general education difficult.

I was introduced to CFDs in 2002 and realised they were the way of the future. The average person could trade CFDs and get the basic trends right without worrying about timing, with the opportunity to make money in a downward market as

well. They also include stop loss and money management strategies that are just not available or applicable to options trading.

Since 2002 I have focused a lot more of my trading in this area because of the fantastic advantages in CFD trading and their ease of use. I wrote the best-selling book *Trading CFDs in the New Millennium*, which covers many of the fantastic opportunities for making money in the Australian market.

You have been a keynote speaker at ASX events and at trading and investing seminars Australia-wide. What do you find people are looking for when listening to your presentation?

I have become a very popular ASX presenter because I like to appeal to the ‘show me the money!’ in people. After all, this is what we’re there for. Many presenters want to provide information on how to invest with them – I like to tell people what I think will make them money. Over the years I have sustained more than 70 per cent accuracy with stock picks and market moves.

I like to advise people when the market is likely to turn and what will power the market – basically a top-down approach to where the market is going over the next 12 to 18 months and what stocks will excel. This has become the ASX’s most popular talk at the Investment Expos and we

now seem to have a loyal following of investors who return every year for these seminars.

You have been presenting for the ASX since 1993 but now you are doing more direct teaching – why?

In the last two years I have started to offer specific education for trading CFDs and futures in the Australian market. I have found that CFD providers make a lot of education available about these products, but their primary interest is not their clients making money! I have a passion for trading and the underlying principle for successful education is ‘show me the money’. I want people who attend my course to come back in a year or two and say, ‘I made money from that course’. We have had some amazing successes over the last two years and this has been magnified since I started teaching people about trading SPI futures in the last year or so.

What are futures and how do they work?

Futures were originally designed as an insurance policy and they run on a wide variety of commodities – like wheat, orange juice, gold and petrol, just to name a few – allowing people to hedge in forward movements in price. Futures are basically forward ordering, and originated with the agricultural market – basically, if I had a wheat crop and I wanted to secure a price today, then a futures contract would be established. That means a buyer would give me a price today for my crop even though it wouldn’t be available for harvesting for another couple of months.

Futures are now also available on indexes, offering the facility to get a guaranteed price today for a margin, and getting the difference in price at the time the contract is exercised. However, futures have evolved from this point – instead of waiting for the end of the contract, the contract itself becomes tradable. So you can buy something today because you think it is going to be more expensive in the future, then you can actually sell that contract tomorrow if a buyer offers you a good price for it. You

make a profit on the sale and the buyer has the benefit of the guaranteed price.

Can you give us an example using some numbers of how a futures trade would work?

If the index is trading at 6,300 points today and I am looking at a June contract (and I know that the Australian market is bullish in June), I might predict that the market will go up to 6,400 points in June. So I put \$6,000 into my account and secure one contract, which secures about \$150,000 worth of top 200 equity. Each point that the Top 200 Index goes up is worth \$25.00 – if I have gone long at 6,300 points and the market starts going up, reaching 6,400 points, I can sell that contract at 6,400 and I will take 100 points out of it, which is \$2,500. I used \$6,000 to secure that contract so my effective return from that trade will be in the vicinity of 33 per cent.

Do you recommend futures for a novice investor?

I recommend getting an education in futures first. The advantage of futures is that there is a lot of money to be made, however with any high reward there is generally a higher risk. So it's advisable for novices to get some education in futures trading before just stepping into the market. It's a lucrative market and benefits those who haven't had a lot of previous experience because they don't have a lot of preconceived ideas.

I spent a lot of time trading stocks and options and had preconceived ideas about how the market works. It took me about 12 months of losing money to figure out that my systems didn't work. I believe futures trading represents a fantastic wealth creation mechanism for novice traders and that it bears a lot of investigation.

Have you ever lost a significant amount of money in the futures market?

Absolutely, you can make a whole lot of money in the futures market, but there is a bigger risk. In 2003 I lost \$165,000 in one weekend because the market was quite strong in the morning and toward the afternoon it started to turn against me. I thought I knew better than the market and increased my position, thinking that it would work out on Monday – but it absolutely did not. The market knew much more than I did and went completely against me – it took me about three months to recoup that money.

I was absolutely devastated and I tell people that I didn't have grey hair before this trade. The thought of telling my wife wasn't too thrilling either. Worse than that, I had even devised a back-up plan for use if I stopped following my original plan and went belly-up. The day after I lost the \$165,000, if I had stuck to my original trading plan, I would have made back \$90,000. However, I changed my plan and tried to make the money back with smaller contracts, even though I had the resources and the capital to keep trading my original plan. In hindsight, this was a big mistake.

You have also been very successful trading the SPI futures – what is the SPI and how would traders enter the market?

I would just like to say the SPI is great! The SPI is the share price index futures contract on the Top 200 Index in Australia (XJO). This means traders and investors can participate in the activity of Australia's top 200 stocks without having to use a fund manager with expensive fees and costs.

The best part about trading an index future is that we know the ultimate destiny of the index is up! An individual

“ The market knew much more than I did and went completely against me... ”

stock might be good or bad, but a whole range of internal and external factors affect it that traders are not aware of. However, the index is always made up of the best 200 stocks. If there is a stock that behaves like HIH or Pasmenco and starts to perform poorly, it is dropped and replaced with stocks that are performing well in the current market. This means that you can invest in the overall potential in the Australian market, which is huge, and likely to remain so for some considerable time.

You can trade long (upward) or short (downward) in the SPI, anticipating moves in the market. As it is a derivative, only about three per cent deposit is required to control about \$150,000 worth of top 200 stock. The profits that can be made here are enormous.

How did you get started in SPI futures trading?

I had been trading with futures and currencies since 1995 and made good money in these areas using the same principles that I had been using for stocks – it all seemed relatively easy. I was doing some presentations for the ASX and Sydney Futures Exchange (SFE) and one of the SFE brokers asked if I actually believed in technical analysis and if I really made money from it. He went on to say that he knew no one in the Australian futures market that made money that way. I was so surprised with this statement that I opened a futures account on the SPI and started trading to prove to myself that the basic strategies of money management and wealth creation would work on any market at any time!

I was surprised to find that I consistently lost money on the SPI. It was so consistent that I tried doing the opposite of what I thought, but that didn't work either. Ultimately, I became determined to find out what the SPI was doing that made it so impossible to trade. My tenacity over time provided a number of revelations about the SPI and the market in general that I never before considered. I then set about finding strategies that did work in the SPI and this has become very lucrative over the years – but it is unlike any other instrument to trade.

What are the benefits of trading the SPI?

The benefits are that it is a leveraged instrument, unlike CFDs where you have to pay interest, and that you have the ability to use a small amount of money to manipulate someone else's money in the market. If you have a margin account then \$6,000 gives you control of over \$150,000 of top 200 equity.

What are some of the drawbacks of trading the SPI?

The majority of technical and day traders are eliminated from the market. It's very hard to be a day trader and make money in the market. Most SPI trades tend to be very short term – two to three hours, and a maximum of eight hours.

We have developed strategies that have a much more long-term view for trading the SPI and the rewards these offer are just extraordinary.

How does one go about setting up an SPI trading account?

I actually find the online accounts much better – they have really come into their own, giving you access to real-time information. I use Broker1 and Halifax and they both have online trading platforms that are excellent. They have stock, money management and trading platform facilities that all come onto your computer. The whole process can be automated if you like and you don't have to speak to a person if that's what you want. It's just straight online trading.

Is there an SPI index in every country?

The SPI index in Australia is known as the XJO, while the US market index is more commonly known as the S&P 500. The Australian market is one of the most lucrative indexes in the world because our market is the strongest in the world.

“The Melbourne Cup is a bullish period in the index – every year!”

We have a situation here in Australia that is unique in history where there are a large number of resource stocks performing well in response to the globalisation that's been happening since 1999.

If oil prices and gold prices go up overnight then our market goes up, whereas in the US this situation would adversely affect their economy. If the

market in the US goes up on banking and finance then our market is equally strong and goes up as well. We have a win-win scenario in the Australian marketplace.

Can you give us a bit of history about when the SPI market started?

The SPI market had been going well before 1990, but changed its nature in 1992. Originally, it was \$100.00 a point, so you needed \$10,000 to trade; then it changed to \$25.00 a point so you only needed \$2,500 in your trading account, revolutionising the SPI and allowing a lot more people to access it and use it as part of their overall wealth creation strategy.

What sort of time frames do you use in the SPI?

Most people who trade the SPI try to day trade it. I found very quickly that this was consistently unprofitable, and it was more like having a bet than trading. You were either lucky or you weren't, and trading for a few points was ultimately a death sentence because your stops are all-too-likely to be hit. However, it is an ideal mechanism for three to five-day trades when the market is moving in a known direction. Quite often I will stay in the market in a single position for two or three weeks.

What makes the Australian market sensational is its seasonal nature! There are certain times of the year that the market does the same thing

– every year! You don't know if an individual stock is going to conform to these trends, but there is a high probability that the index will move in the general direction. These can yield some amazing returns on the SPI because you have enormous leverage; a move of 150 points in a week can give you a 50 per cent return on margin.

How important is emotional intelligence in trading?

One of the big things we cover in our SPI education program is how to deal with the emotional side of trading, because the weakest point in any trading strategy is the nut behind the keyboard. I can tell you what the market is going to do on specific days, what the overall direction of the market is, the seasonality of the Australian market...I can tell you all that, however I can't tell you how you will react to a large win and how you will react to a large loss and that will be the secret to whether you will be successful or not.

Can you give some examples of this 'seasonality' in the Australian market?

I have a course that teaches these exact trends and the specific times they occur every year, so I don't want the information out there for everyone – it will reduce my profitability!

However, I can say that at the end of February every year, profit takers come in after a bullish run and the market drops back either 50 or 100 per cent of the original move – every year! The Melbourne Cup is a bullish period in the index – every year! There are actually more than 30 of these periods – every year!

The course I run is called the Trading Tigers and we say that the gazelles (market) run out on the fields and are chased by the hyenas and lions (traders) but the tigers sit in the shade by the river and wait for the gazelles to come down and drink and that's when you hunt (trade) – when you get the high probability trades for the lowest possible risk.

You developed software to help people trade. What differentiates your software from other software on the market?

The software has been developed from my own needs. I need to know certain critical things about stocks in the Australian market and be able to evaluate them quickly – like when and where the ex-dividend is going, what the current PE Ratio is, and how stocks perform compared to others in the sector. The IC-Investor software provides all the technical and fundamental information on every stock in the Australian market at the push of a button.

I wanted to analyse the market and look at stocks very quickly – I didn't want to spend two or three hours evaluating a trade. The program does all my basic technical analysis, like trend lines, support and resistance, and Fibonacci retracements automatically – I need to plan my trade, and the software does that with a trade planner. It even calculates effective stops for you if you want it to, and then it tracks all your trades and produces a tax report at the end of the financial year.

The software has been created from the knowledge of people who are actually making money in the market, and is used by people who are actually making money.

You have some unique 'Jody Elliss' indicators that you have made available. One of these – The 'Elliss Big Money Index' – is getting very strong recommendations from your clients. Can you tell us what it does?

The Elliss Big Money Index tracks big money in the market (it only generates buy signals though). It looks for corporate buyers and when they invest. We can assume that someone investing \$5,000,000 into a stock might be slightly more informed than the average trader and investor. We know for a fact that they are not doing it to lose money.

Time and time again we see big money signals that seem to pre-empt beneficial announcements, new trends and sudden stock price movements. All of these are very powerful wealth creation mechanisms. The big money does not always get it right, but you know that you are better off going in favour of the big money than against it.

Can you give us an example of using the Elliss BIG Money Index (BMI)?

The stock, Rinker (RIN), had been falling from \$20.00 and there had been no corporate big money activity in it for about four months. All of a sudden, RIN showed up in my BMI scans with a few days of very heavy corporate big money buying! I went long with CFDs at \$13.28. It went up from that point to plateau at about \$14.30 (still a good trade for a CFD).

I usually wait for an announcement, which will generally occur within about 30 days of these signals. I was still in the trade after 22 days, when Cemex announced a takeover on RIN and the market opened at \$18.50. I sold that morning and the profits were extraordinary.

How accurate is this indicator and what do you primarily use it on?

The Australian College of Financial Education (ACOFE) has been using the software for more than 12 months and announced to its members that it has recorded 79.3 per cent accuracy on picking stocks using the Elliss Big Money Index.

I find it's good for stocks between \$0.10 and \$5.00 outside the Top 20 stocks (as they have too much corporate money on a daily basis so it is difficult to interpret). And I have found it's good for about four out of five picks – which makes it very accurate.

“ I sold that morning and the profits were extraordinary. ”

It's also ideal for CFDs as the trade will generally develop somewhere between three and 30 days, which is an ideal period for CFD trading.

You also teach Gann and Fibonacci strategies, can you tell us a little about what these are?

In my best-selling book, *Trading Fibonacci in the New Millennium*, I explain that Fibonacci came up with a number sequence that repeats over and over again and provides ratios which work extremely well in forecasting the current financial market. So we can tell where the markets are likely to retrace and move to in a forward strategy.

Gann had very similar concepts in the market – he was trading at the turn of the twentieth century and is recognised as one of the most successful traders that ever lived. He came up with strategies very similar to Fibonacci in forecasting turning points and likely support and resistance points in the market.

Both strategies can be very powerful in determining forward movements in the market.

Are Fibonacci indicators useful for new traders and can you explain how they would apply to a trading strategy?

What you look for primarily is high points and low points. The market will remember those high and low points and move in specific ratios to these points within that period.

If the stock has moved \$2.00 in the last couple of days, it's probably likely to move another dollar backwards to a new point, which is a retracement of 50 per cent. From there it will extend to a new point and retrace back from there. These repetitive patterns occur time and time again.

What types of markets and financial instruments do you trade?

From a wealth creation point of view, 50 per cent of my trading is in the SPI. I also trade CFDs and the S&P 500, which is an index in the US market, however I tend to stay away from the individual stocks in the US market.

I find that we have a fantastic market in Australia. It's got the right amount of liquidity to allow you to see corporate buyers going in, without it being inundated as happens in the US. There is so much money going into the US market from every direction, it's very hard to determine what is going on.

With SPI in the Australian market there is a unique situation occurring that is unprecedented in any other market in the world – it will go up on a specific day every year because of particular reasons.

How many active trades would you recommend people should have going at any one time?

I would never have any more than 20 trades going at the one time. Australia is a very seasonal market – May isn't one of the best months to trade for me, so I would maybe have one or two open positions. June is a great month and typically I might increase the number of open positions back up to 20 as opportunities present themselves.

What profit margin or return on investment do you look for when you place each of the trades?

It depends whether you are talking about stocks, CFDs or futures. I try to make between 20 and 33 per cent per annum with my DIY superannuation fund. With CFD trades I look more short term, something that would give me around 50 to 60 per cent return on the margin. With the SPI, you need to be more tactical in the market, waiting for specific timing. My worst year was 80 per cent, and my best year was 2,000 per cent.

“There’s a huge advantage with the SPI – you don’t have to be in the market all the time.”

There’s a huge advantage with the SPI – you don’t have to be in the market all the time. You just trade at certain points. We are teaching this to our students in the courses that we run and they are having some amazing results.

In your opinion, is success in trading more about talent or hard work, or a combination of the two?

The biggest component of making money in the market is money management. It’s the discipline to know that this is a numbers game, not every trade is going to be a winner, and not every trade is going to be a loser. You need to have your risk/reward ratio set up so that if you are going to risk a dollar, you need to ensure that you are going to make more than a dollar in that trade.

It’s a relatively simple process, otherwise it simply comes down to gambling. Ideally if you can increase the percentage accuracy of your trades, you will have a smaller risk and a bigger reward, which can be repeated. Sure there will be losing trades, but that’s the secret of the business.

What are your top five tips for trading the futures market?

1. The futures market is made up of corporate sellers and private traders who like to buy. The traders want the market to go up to make a profit and the corporate sellers use the futures market for insurance. If the index is going up, they want to insure it and will sell the SPI down. There are times when one of these forces will weaken and one of those is Melbourne Cup day. So on Melbourne Cup day, go long and win. It’s quite an amazing day in the sense that everything just goes up.

2. If you look at the SPI and think that the ultimate destiny of the market is up then it should be part of your DIY superannuation strategy for investment because it gives you an enormous amount of leverage; a very small amount of money can make a lot of money. If you have taken a long position in any 12 months over a period of five years you would have made more than 500 per cent on your position. The SPI is about the long term, not day trades.
3. One of the most powerful forces in our market is the corporate buyers. If you have an opportunity, have a look at corporate buying and use the Elliss Big Money Index to find when the corporate buyers are coming into the market and go with the big money.
4. Only invest what you can afford to lose – over-committing your funds in the futures market is a cardinal sin – punishable by destruction of your trading account. If you fully commit to a trade with no reserves and there is a margin call, you will be closed out at the worst possible time. Quite often, if there is a sudden adverse move in the market, it will rally back for a day or so on the fact that it is oversold. This can save you a fortune, or even make you a fortune, as long as you are still in the market. Keep money in reserve. If you have no reserve, reduce the size of your trade. If you don't have enough money to do the trade, then don't trade.
5. The SPI is the SPI – it is not an index CFD. Many traders switch from the SPI to CFDs operated on indexes as they are much cheaper (this is true for all indexes). The futures will behave in a manner that is dominated by the market forces of that index. An index CFD is always an artificial construct operated by the CFD provider, and it is in the interest of the CFD provider for the client to lose – if the client wins, the CFD provider loses. It is an artificial environment (unlike stock CFDs) and the market maker can bend it any way they choose. Consequently, winning trades on the index futures (like the SPI) may well end as losing trades with an index CFD.

What was your biggest trade?

I did a trade at the beginning of this year and in the space of a week-and-a-half made more than \$160,000. The exposure on that trade was very low – I stood to lose somewhere in the vicinity of \$8,000. From an emotional perspective, it came in two waves, the first was, ‘That was excellent, that worked out how I planned and hoped!’ followed by the second (from my wife) ‘It’s time to upgrade the house’. So I made all of that money and now I am going to watch my wife spend it (ha ha).

Do you have some general trading rules that you live by?

First, always have a trading plan. Second (and this has come from my marriage), don’t take your partner on the emotional roller-coaster ride. My wife came to me a couple of years ago and told me that I needed to get off the ride and even myself out.

It all comes back to realising that trading is a numbers game. You are always going to have some wins and you will always have some losses. It is critical to remember that the market does not owe you a living and a stock does not ‘owe’ you money if you lose in it. Never send good money after bad if a trade is running away from you.

I also like the rule of nine – never put more than one-ninth of your capital in a single trade. I work out the total of my trading account and divide by nine – if I have \$50,000 in the account, I will not put more than \$5,550 at risk in a single trade. This is not the total amount of the trade, this is the difference between my entry and my stop loss.

For example:

I am entering a trade on a \$10.00 CFD

My stop is \$9.50

My target is \$11.00

I will then buy 10,000 CFDs as it places about one-ninth of my capital at risk in a single trade.

Are there any motivating factors that you have about trading the markets?

I am a bit of a car junkie and I like expensive, exotic cars – they are a passion I have in life. I have a separate trading account that is powered by the car I am driving at the time. My wife is a chartered accountant and is conservative by nature, so she is just happy with the Mercedes – for me, it doesn't matter what car I have I am always looking for the next one. I consider cars to be a bit like golf clubs, you can't have enough. You have a car for doing this, a car for doing that. I wanted to get myself a new Jeep and I had a couple of really good weeks trading the Aussie dollar on the SPI so I went out and bought myself one. It was great because when I drove the car I knew where the money to buy it came from.

I currently have a Porsche GTR and there are only four of them in Australia. I was able to buy it through trading the SPI index, so when I have a bad day I think of the car and it puts a smile on my face.



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Pete Elsworth



PETER ELSWORTH

“ Trading offers great excitement and an adrenaline rush unmatched in any other business activity in my experience. But time out is important. Family, friends, golf and movies (in that order) are essential for me to achieve the right balance in life. ”

PROFILE

PETER ELSWORTH

Peter Elsworth was born in Melbourne, Victoria, and spent his childhood growing up in the footsteps of his two elder brothers – so much so that he was even given the hand-me-down nickname of Barney, which has stuck with him for life.

Peter viewed school as a means to an end rather than a desirable place to be. Apart from showing a great enthusiasm for football, cricket and golf, he regarded school as a daily duty and not a stimulating experience. After leaving school, Peter studied a Bachelor of Commerce at university, majoring in economics and accounting. His casual interest in the stock market rapidly transformed into a passion when he realised that learning about stocks meant he could generate income without actually having a job. He had finally found something that rewarded learning.

After completing his degree, he went on to complete his MBA at the University of Melbourne. His end-of-year thesis, *Use and Limitations of Published Financial Accounts for Investment Analysis*, helped him develop a trading software program.

Today, Peter is the CEO of Traders International Futures Pty Ltd. With a strong bias for teaching clients trading strategies, his organisation also offers the truly unique feature of a live trading room. This room allows clients to log in and follow the US share index futures market in real time. It also includes the input of a professional trader who marks buy and sell signals on live charts. The Traders International motto is 'do as we do' – Peter backs his teaching with actions, providing 100 per cent transparency on the results.

Why did you decide to start trading the share market and how did you start?

When I was still at school I earned extra money by mowing lawns and weeding gardens. I wanted to make even more money so I started trading after I saw my dad making money on shares. I knew a stockbroker who lived around the corner and decided to go around and ask if I could buy some shares. I was only 16 at the time.

It was pretty unusual for a kid of my age to ask to buy shares, but rather than laughing at me the stockbroker simply smiled. I had about 25 pounds to my name at the time and while that was a reasonable amount of money for a kid of my age in those days, it still wasn't enough to buy the minimum tradeable quantity. If you wanted to invest an amount this small, it had to be done in the odd-lot market, which was basically a raffle where your marble was drawn out of a barrel and the odd-lot available would be allocated to you. I still remember how excited I was when the broker rang me and told me I had some shares!

My first shares were in GJ Coles (now Coles Myer). They went up in the first week and I made a one-pound profit, which was 20 times what I was earning each week in pocket money. I was very excited, became hooked and my trading career truly began.

Did you continue investing through your educational years?

My strongest subjects in high school were accounting and economics, and I went on to study a Bachelor of Commerce at the University of Melbourne. During my university years I became increasingly interested in making money (I figured that my life would be a lot better with more of it than less), so during my vacations I worked a range of labouring jobs from carting hay, to working on an icy-pole making machine, to working on a pneumatic drill in a road construction gang. During this time I got into a great habit of saving part of my earnings and investing some – looking back, I realise that this was very important. Throughout my time at

“These roles gave me tremendous insights into how corporations worked...”

university I studied, worked and watched the share market. My initial investments were in stocks like BHP, Woodside (in its very early days), a couple of banks and of course the inevitable ‘penny dreadful’ on a tip supposedly from the ‘inside’. What did it teach me? Don’t take tips!

After graduating with a Bachelor of Commerce I went on to complete my MBA, focusing my thesis on the use and limitations of published financial accounts for investment analysis. The research, which included numerous discussions with some extraordinarily patient research analysts, gave me a terrific insight into the basic tenet that there is no substitute for doing your own homework (this includes technical analysis as well as fundamental). I also learnt the importance of listening to others and that subscribing to tip sheets was as useful as getting out a pin and stabbing the quotes page when selecting the next addition to your portfolio.

What did you learn from those early years of investing and what advice can you offer to new traders starting out?

There were two things I learnt in the early years that would be good advice, or at least a caution, to anyone starting out in the stock market.

1. Every time I listened to a tip from someone and then bought a speculative stock based on the tip, it was a disaster.
2. I consistently made money from the unimaginative and unexciting types of stock, such as banks or established resource stocks.

Keeping these two points in mind, I believe that an important factor, extremely valuable for timing an entry into a market, is the use of technical analysis around points of resistance and breakouts. For example, if you look at a daily chart for any stock that has been trading within a narrow

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About the authors

Dale Beaumont



Dale Beaumont was born in Sydney in June 1981. Growing up, he participated in a number of sports and at the age of nine was selected for the elite NSW Gymnastics Squad. Training 34 hours per week, he soon learnt the value of discipline, hard work, having a coach and most importantly, delayed gratification.

After six years of intensive training, Dale changed his sporting focus to competitive aerobics so that he could spend more time on his studies and pursue other interests. In 1998 he became the National Aerobics Champion and the youngest Australian to compete at the World Aerobics Championships, where he placed eighth.

After finishing high school, Dale began attending various personal development and success seminars, where he learnt from people such as Jim Rohn, Michael Rowland, Bob Proctor, Robert Kiyosaki, John Maxwell, Brandon Bays, Brad Sugars, Mark Victor Hanson and many others.

At the age of 19, together with good friend Brent Williams, Dale wrote his first book titled *The World at Your Feet*, and co-founded Tomorrow's Youth International, which now runs educational and self-development programs for 13 to 21-year-olds in four countries. Dale has been featured on the *Today* show, *Sunrise*, *Mornings with Kerri-Anne*, as well as in countless newspapers and magazines.

Most recently, Dale has been hard at work developing the 'Secrets Exposed' series, to bring together the very best material from hundreds of Australasia's most successful people. With more than twenty books planned for the next three years and an up-coming seminar series, Dale is now a sought-after speaker on topics such as: start-up business, networking skills, book publishing, internet marketing and generating publicity.

Dale lives in Sydney with his beautiful and very supportive wife, Katherine. With a baby next on the 'to-do' list and lots of international travel plans, Dale is looking forward to the challenges ahead, and to spending more time enjoying life.

For more information about Dale's workshops and educational materials, or to book him as a guest speaker at your next conference or event, please visit: www.DaleBeaumont.com

Warren Stokes



Warren Stokes has a rich and varied business career ranging from mineral exploration to venture business start-ups. While at university studying honours psychology, with the goal of becoming a clinical sports psychologist, Warren was offered a professional sports coaching and development role in field hockey – despite the fact that he had never even seen a game of hockey until he was 16. By his mid-twenties Warren had various roles in the sports industry

from development and administration through to sponsorship, marketing, merchandising and player management. He coached state teams, coordinated the coaching at Australia's largest girls' school program, and developed training programs for beginners, teachers, national representatives and Olympians. His business sports career culminated with events management (including the World Corporate Games) and three years as the European marketing manager of an Australian sports company.

Warren completed his first trading program in 1996 and was immediately struck by one factor: one of the participants, a woman with basic education and virtually no business background, was able to outperform the majority of males, including three in the legal and medical professions who had considerably more education and business skills. Why was this so? The answer came after years of attending and organising programs in the wealth creation and personal development industries with industry leaders, including Bob Proctor, Brian Tracy and Anthony Robbins.

Warren has spoken directly with over 1,500 Australian traders as to why they succeed, or not, and interviewed and worked with more than 20 of Australia's most successful private traders.

Warren is the managing director of Universal Trading Solutions (UTS), an organisation focused on assisting private traders and investors achieve greater success with less stress and time. UTS represents a dozen of Australia's leading trading educators, promoting over 200 seminars a year. Warren is also the founder of various trading events including Traders Congress and Expo, Traders Workshop and programs such as TradeCoach. He is married to Jackie, and has three children, Tom, Harry and Emilia.

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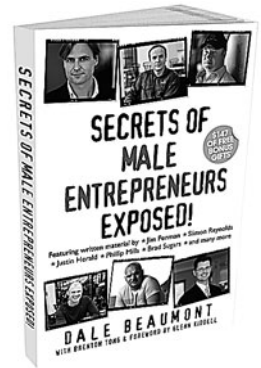
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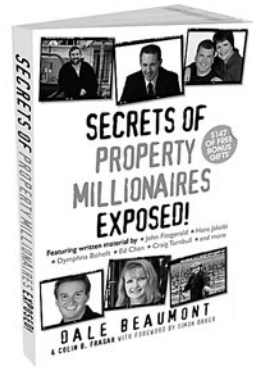
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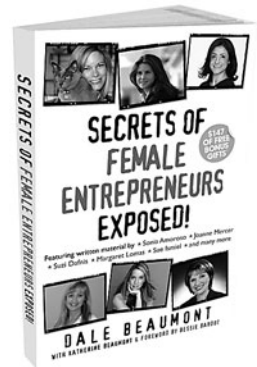
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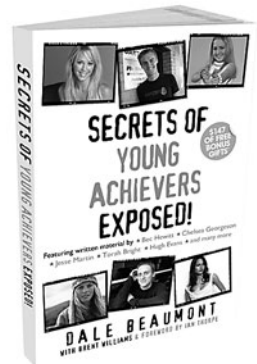
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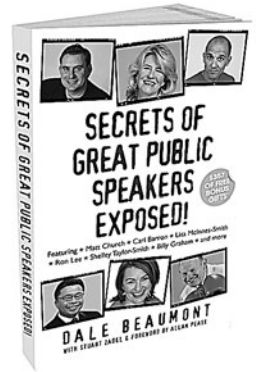
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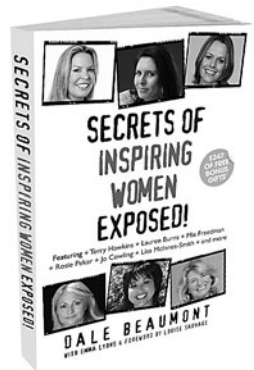
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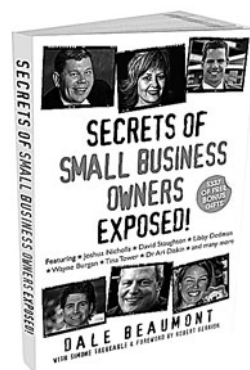
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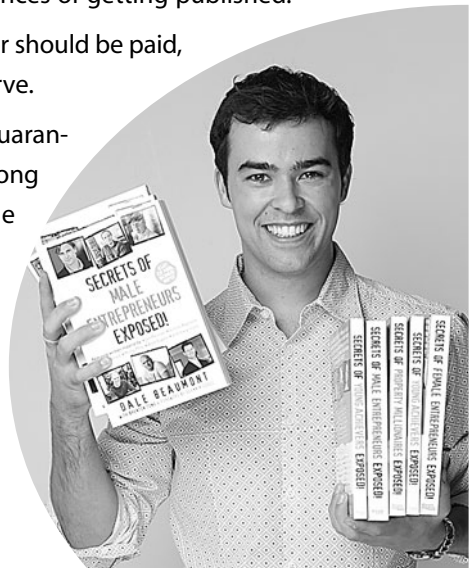
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