

Profit Strategies for the New Stock Market



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Project M

8:5 Rules of Reward and Risk

This is a special report for members of Project M.

Project M is short for Project Millionaire.

In this brief report we will cover specific strategies you can use to change your success rate in trading stocks. While the 8:5 Rules are based on mathematical models, you do not need to perform advanced calculations to understand them.

We have simplified the rules to keep your trading focused on one thing only: Taking money out of the market.

NOTE: This is NOT day-trading. On average, you will find yourself holding a stock from 5 days to 30 days to capture the profits of the strategy.

Goals and Objectives:

Your primary goal is to turn \$10,000 of invested capital into \$1,000,000 (or more) in 5 years (or less) by trading with a professional trader until you can trade like a professional trader yourself.

You'll discover you can also turn \$500 and \$1,000 into \$1,000,000 following this plan, but it will take you a little longer to reach your goal.

By following the 8:5 Rules you will put yourself in a stronger position to capitalize on the stock market with each trade you make and, you'll have a simple to follow plan for profiting from the stock market.

Your objectives are to learn the basic structure of the rules and to teach yourself how to follow them. You will learn to master the following concepts:

- Compounded Returns
- Risk to Reward Ratios
- Profit Strategies
- Account Management Strategies

But first, let me share with you some history lessons – because you'll need them.

A Quick Lesson:

While at a recent 2010 trade show in the financial industry, I had the opportunity to speak with a woman from Canada who was desperately seeking out ways to restore her portfolio following the 2008-09 stock market disaster.

I asked her why her portfolio was such a wreck and this is what she said: "I just sit there and watch my account go down because I don't know what to do..."

Many investors are caught in that same trap. It's a vicious cycle, especially if you have a significant amount of capital riding on a stock that is going the wrong way.

But – when you finish this report you will know what to do. You'll teach yourself to do it, each time, regardless of the situation.

You may be nervous because, like many investors, your portfolio has seen either no growth in the past 10 years, or suffered heavily from the 2 bear markets. As you can see, you're not alone struggling with this problem.

As an investor, you are probably under more pressure than ever, especially if you are nearing retirement, to try to 'get it back'.

In part, that's because more experts are coming out with you can't retire" or "you won't be able to retire" stories, almost every day, and they say you will likely need (according to them) 20 years or more to rebuild your portfolio.

But if you're like many investors, you probably don't have 20 years.

Plus, your fear as an investor may be that the next ten years could simply be a repeat of the last ten years - unfortunately, if history is any guide, you may well be right.

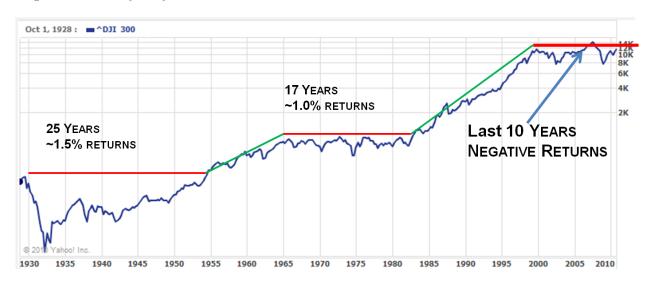
If that's the case, you could be looking at another near decade of a 'no growth' roller coaster stock market.

That makes it more difficult for investors like yourself to decide what to do, especially as you discover older strategies fail to provide the returns most investors were accustomed to generating in the great bull market of the 1980s and 90s.

It shouldn't be a surprise, however.

If you take a look back through history, you'll find that every major bull market "super cycle" has been followed by a "super sideways" market...

Super Sideways Cycles



The great bull run of the 1920s was followed by 25 years of sideways patterns, including of course, the Great Depression. But it wasn't until 1954 that market regained its 1929 highs.

The 1955 bull market, which lasted 11 years, was followed by 17 years of sideways malaise - including the economic turmoil in the 1970s (sound familiar?).

The 1982 bull market, which lasted until 1999, has been followed by a decade long sideways pattern.

Each of those super sideways cycles has included precipitous drops in the stock market, bear market rallies, and finally range bound markets and that's why it's critical for investors TODAY to understand and adjust their strategies to the current stock market cycle.

Each of those sideways cycles have lasted anywhere from 10 years to 25 years...and no one can predict when the current sideways cycle, already going on 10 years, will end.

That puts investors in an even greater bind as they seek answers to recover from their losses, or try to prepare for fast-approaching retirement years, or try to survive retirement now.

It also leads investors to make serious mistakes and take on too much risk. In range bound markets, many widely-held strategies face more severe difficulties in creating returns investors can count on.

And right now, the major indexes remain stuck in a Range Bound (or sideways) cycle.

How can you adjust your strategy?

Read on to find out...

An Analogy

I want you to bear with me while I explain in an analogy how you will use the 8:5 Rules to YOUR benefit as part of Project M. Let's remember first: our goal is to help you turn your portfolio into a million dollar portfolio.

Our analogy applies to (of all things) Horse Racing.

What happens in typical betting patterns in horse racing? Most people bet a horse to 'win', right? That's because the payout is larger on the "Win" bet – and everyone loves a winner.

But did you know that there are two other bets that are under-used? The "place" and the "show" bet – here's how it all works (and again hang on, I'll get back to stock trading in a minute)

The place bet means if your horse comes in second or first, you win.

The show bet means if the horse comes in third, second or first, you win.

Now, the payouts on those bets are less than the outright "Win" bet – which is why many bettors don't use them. Nobody likes a 'little' win, apparently.

A winning bet, however, makes more sense than a losing bet at 'higher odds' though, wouldn't you say? And that is the flaw in their thinking (and in the thinking of many stock traders):

If you bet three horses to SHOW, you're covering (on average) 30% of the field, with 9 possible winning outcomes. That's like leveraging the field.

- Horse 1 can Win / Place / Show / Miss
- Horse 2 can Win / Place / Show / Miss
- Horse 3 can Win / Place / Show / Miss
- Horse 4 can Win / Place / Show / Miss

Add in a fourth horse, and you're covering 40% of a typical field (10 horses per race), with 12 possible winning outcomes. As with any betting strategy, stock trading is about positioning yourself to come out AHEAD.

In stock trading, there are three possible outcomes:

- A trade can be profitable
- A trade can break even
- A trade can be a loss

Of those three – obviously you would want the first or at worst, the second outcome. Let's assume you're trading four different stocks simultaneously. Using the example above, you would have:

- Stock 1 can be Profit / Break Even / Loss
- Stock 2 can be Profit / Break Even / Loss
- Stock 3 can be Profit / Break Even / Loss

Stock 4 can be Profit / Break Even / Loss

Among the four trades you have 8 possible winning outcomes (for our purposes, a break even trade is considered a winning outcome because you have not decreased your capital base), and four losing outcomes. That means your odds of a winning outcome are 2:1 – you have more ways to come out ahead, and that's what you're always after.

This is where the 8:5 Rules come in.

The 8:5 rules will position you to 'cover' the field of our select group of stocks with better odds in your favor for walking away with a profitable trade or, at worst, a break even trade. And if you do have a losing trade (they will happen) you'll be better positioned to recover from a loss because of the use of the strategy.

8:5 Rules Background

In our experience, most traders try to get gains of 20%, 50% sometimes 100% on a single position. This often leads to traders being 'stuck' in trades if they aren't hitting these targets, or, worse, letting a gain get away and turn into a loss. They're great to have but there's another element at play:

Time.

How long does it take you to get that 20%, 50% or 100% gain? Once you have that gain, what was the average return per month for the time you were invested in it? The longer you hold a position, the lower your average return per month may turn out to be.

First Lesson: Successful growth of your portfolio is determined by increasing the Annual Rate of Return on your money.

Let's introduce the number "8" ... as in 8%.

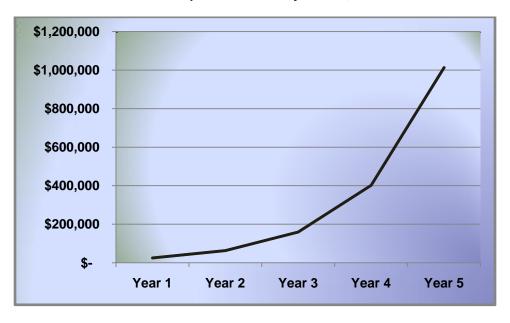
You probably think that's a ridiculously small number.

Would 152% suit you better?

If you earn 8% on your money each month your compounded rate of return for the year would be exactly that – 152%.

That's more than doubling your money each year.

If you start with \$10,000 and earn a **NET** 8% per month and compound your gains over time, in 60 months you'll have just over \$1,000,000, as shown in the chart below.



8% Compounded Monthly on \$10,000

This is the power of two forces at work in your favor. First, compounding returns and second, the speed of returns.

The Project M Objective: Create continuous *NET* gains of 8% per month through the 8:5 Rules and Profit Strategy.

As you become successful racking up constant gains you'll change your mind about those 3,000% winners you hear. Those are one-time events and they remain highly elusive for most traders. If you're serious about growing your portfolio, learn to be greedy the 'smart' way – take what the market will give you and get out safely.

The Second Number: 5

As in 5% -- this is the maximum RISK you will take in the 8:5 Rules. That means whenever you place a trade, you should place a corresponding stop loss order of no more than 5% below your entry price.

Why 5%?

As you'll see in the next section, you'll be spreading your risk out over multiple selections (or, horses). In fact, you'll be putting yourself in position to capture a Reward to Risk ratio of two to one (which means for every dollar you 'bet' you'll win two).

This is a conservative approach to money management in stock trading combined with an aggressive approach in profit management. You get the best of both worlds.

That's the overview of the 8:5 Rules – you'll be targeting 8% gains with 5% risk – but, it gets much better. The Step by Step rules are next up – followed by the Conservative Strategy and the Aggressive Strategy.

8:5 Rules - Step by Step Analysis

Step One: Divide your trading capital to 'cover the field'

Step Two: Calculate your Profit Target Price

Step Three: Calculate your Stop Loss Price

Step Three: Enter you orders

Analysis: Divide Your Capital

Our recommendation is to divide your trading capital into 4 equal parts. For our purposes, we'll use \$10,000 as a trading account balance.

By dividing your capital into 4 parts you accomplish the following:

- 1. You increase your winning capacity on each individual trade
- 2. You decrease your risk on each individual trade
- 3. You put less pressure for gains on each trade

You've heard the phrase: "Don't put all your eggs in one basket"

Trading stocks is no different. You don't want to put a massive bet on a single stock where a move against you can wipe out a significant portion of your trading capital.

So – don't do it.

Instead, divide your trading capital into four equal segments. You can also employ other strategies, especially as your account grows, such as segmenting your capital into 8, or 16 parts, but we'll perform that analysis later.

Why Divide Capital?

First – it significantly reduces the pressure of profit on any one trade you make.

Second – it provides you with more potential winning positions.

Third – it reduces your risk on each trade to acceptable risk: reward levels.

Consider it this way: If you've just bought Apple stock, AAPL, and put a \$10,000 trade on it, you're going to be nervous (if not panicked) the minute that trade begins to move against you.

But, if you've segmented your capital, and instead have a \$2,500 trade on AAPL, a minor pullback will not have the same effect on you because the impact to your capital base will be far less.

For example:

- If AAPL declines 5% on a \$10,000 position, you'll be down \$500
- If AAPL declines 5% on a \$2,500 position, you'll be down \$125

That difference shows you, too, how you are changing the impact of risk on each trade. The actual risk on a segmented trade using the 8:5 Rules is 1.25%, whereas on the full position trade, it is a straight 5%. You're risking 75% less capital, using the same stop loss strategy with the segmented capital position against the full capital position.

That's what many traders get so wrong. They think they have to MAX out their capital on a position. Nothing could be further from the truth. Let's look at another example of the power of segmenting your capital:

Remember the horse race analogy? What happens if you place 4 trades (at the same time):

- Stock #1 \$2,500
- Stock #2 \$2,500
- Stock #3 \$2,500
- Stock #4 \$2,500

On each of those trades, you place a stop loss of 5% below your entry price. Each trade now carries risk of 1.25% - so the total risk to your portfolio is 5% (if each of the trades turned out to be a losing trade). But if each turned out to be a winning trade, you have limitless profit options at your disposal.

Calculate Your Profit Target

The next step is to determine your profit target.

In the Project M, we're targeting a minimum of 8% profit, with a specific plan for being able to capture more when a stock runs hot.

Once you've calculated your Entry Price, multiply that amount by 1.08 to get your Target Exit Price (or Profit Target).

That's it on the profit side – you enter a Sell Limit Order with that profit target price and wait for the stock to hit it.

A quick note on 8% -- this is a high speed profit strategy where average trades will last 7-28 days (sometimes longer, sometimes shorter)

Why a Stop Loss

First reason: If a price declines by 5% (or more) within a week of placing a trade, the technical or fundamental validity of the trade no longer exists. In other words, the reason the stock was selected in the first place is no longer valid and therefore you want to cut your losses and move on to a profitable position.

That woman I talked to from Canada – when we had this discussion that was one of the first questions I asked her: How do you protect your positions? Her answer: I don't – and neither do most investors. This is the flaw in buy and hold philosophy: the longer you hold a position the greater your risk of it declining.

Never (ever) Chase a Loser

This is a killer for most traders. Imagine you held General Motors stock in 2001. Times were good, right? A near \$100/share stock. And then disaster – suddenly, GM nosedived to 60. And most investors held on. Many bought MORE shares (convinced a recovery in the price was just around the corner). And the stock continued to decline until, 8 years later, it became worthless.

Don't chase a losing position. The sooner you cut a loss, the sooner you can make up the loss in a profitable position. Trading is the art of percentages. If you put yourself at a percentage disadvantage, the percentages will destroy you. If you put yourself in a percentage advantage, the percentages will help you.

By placing a 5% stop loss on every trade you make, you are limiting your risk to in your account (or 1.25% assuming you segmented your capital). This is less risk than most standard risk management strategies.

Trading successfully means CONSISTENCY in profits.

Let's have some fun – how much does a \$10.00 stock have to rise in price to grab an 8% profit?

Eighty Cents. -- .80

But how do most people approach buying a \$10.00 stock? They think about numbers like: what if it goes up to \$15, \$20, \$30 or \$50 per share. Is that always realistic? In short – no. Does it happen? Of course – but the reality is, YOU the average investor are not likely to pick off the next major high flier on your own.

Plus: Remember that most investors have no plan – they don't know how to take profits (if they ever do). That's the importance of these rules – to teach you how to plan for profits and accept and recover from losses; and to put you in a stronger position long term to grow your capital.

If you take a consistent profit approach to your trading, you'll find the market will give you those 8% returns more frequently than it will give you those 50%, 100% or 1000% returns.

That's the purpose behind Project M – combining a smart profit strategy, a reward to risk strategy and putting it to work with the trading plan, discipline and consistency of a professional stock trader.

Enter Your Orders

You'll enter your orders in this fashion:

Typically you'll use Market Orders for your Entry Price; once you're filled, then place the following orders:

Stop Limit (In Dollars) – This is your stop loss price Sell Limit (In Dollars) – This is your profit target price

Project M Conservative Traders - Step by Step Rules

- 1. Divide your trading capital into 4 equal parts
- 2. Multiply your entry price by 1.08 this is your profit target
- 3. Multiply your entry price by .95 this is your stop loss
- 4. Enter all orders:
 - a. Market entry
 - b. Stop Limit (stop loss)
 - c. Sell Limit (profit target)

At this point, only one of two outcomes will be possible:

- 1. Your stop loss is hit, and the trade is over.
- 2. Your profit target is hit, and the trade is over.

How to Calculate Your Profit Target

The steps to calculating your profit target are to multiply your Entry Price by 1.08, which is your profit target (8%).

The formula is:

Entry Price	X	Profit Target	=	Exit Price
	X	1.08	=	\$ -

For example, if we were buying a \$10.00 per share stock, we would have the following profit target price:

Entry Price		X	Profit Target		Exit Price
\$	10.00	x	1.08	=	\$ 10.80

Once you have your target exit price you can enter a Sell Limit order to ensure automatic execution at the price you've set. This is the main step in guaranteeing your profit target.

How to Calculate Your Stop Loss

To calculate your stop loss, you will multiply your entry price by .95, which is your 5% stop loss.

The formula is:

Entry Price	X	Stop Loss	Stop Loss = Stop		
	X	0.95	=	\$ -	

For example, if we are entering a stop loss for the \$10.00 stock, we would set the following stop loss target:

Entry Price		X	Stop Loss	=	Stop Loss Price
\$	10.00	х	0.95	=	\$ 9.50

When to Enter Your Orders

For conservative traders, enter all of your orders upon your entry execution.

For more aggressive traders, follow the steps in the Aggressive Rules.

Project M Aggressive Traders - Step by Step Rules

- 1. Divide your trading capital into 4 equal parts
- 2. Calculate your trading cost for each trade you make
- 3. Multiply your entry price by .95 this is your stop loss
- 4. Calculate Your First Stop Loss Movement at +6%
- 5. Calculate Your Second Stop Loss Movement at +12%
- 6. The Trailing Stop

For more aggressive traders, these modified rules allow you active management of your trades to:

- 1. Get trades into a break even status to reduce potential losses
- 2. Allow fast moving winning trades to continue to run beyond an 8% gain
- 3. To protect as much profit position once you exceed an 8% gain

Steps 1 and 3 remain the same as in the conservative tactics section. You will not set an immediate profit target because you'll be managing the profit of the trade based on the calculations below.

Why Calculate Trading Costs?

Trading is a business and should be treated as one. One of the first steps you should take whenever you place a trade is to know your trading costs and add them into your position when possible.

For example, if you buy 100 shares of a \$10.00 stock and it costs you \$9.99 per trade, your cost in total to trade that stock will be .199 cents per share. So, right away, once you've placed that trade, you're already in a negative cash position. And, it's .199 because you would make two trades – one to get into the stock, and one to get out.

All trades begin as losing trades because of this and because of price spreads. So, the first step in the Aggressive Rules is to know the cost of your trading for each trade.

By recovering your cost on each trade you also ensure an accurate profit target; otherwise, if you set a profit target of 8% and don't account for the trading cost, you won't have an 8% Net Gain; it'll be closer to 7.25% (which is still fine – just understand why you want to calculate the trading costs).

In this way, you'll want to know three prices:

- Your Entry Price
- Your Break Even Price
- Your Profit Target or Action Prices

Entry would be the price you paid when you placed your order. Breakeven would be the price you receive when you exit your stock and would be your entry price plus your trading costs. Your profit target would be the percentage above the breakeven price you are targeting; for our purposes, 8%. Action Prices would be the price at which you would take an action with your trade.

How to Calculate Your Trading Cost:

In order to calculate your trading cost you need to know two things: the cost of a market order with your broker and/or the cost of a limit order with your broker and which order you'll be using to enter and to exit your trade.

Add the two order prices together and that total equals your total trading cost for a trade. Remember that trading is a business – treat it like one. That means you want to recapture your "production costs" on every trade event. This also assures that when you take an 8% profit, it is a true 8% profit on the trade. If you don't account for trading costs, your actual return will be closer to 7.2% (still not bad).

Here's the formula in a printable format:

Entry Price Cost	(+)	Exit Price Cost	/	Number of Shares	=	Trade Cost Per Share
	(+)		/		=	

Example:

Your trade costs are \$9.99 for a Market Order and \$19.99 for a limit order and you buy 100 shares:

Entry Price Cost	(+)	Exit Price Cost	/	Number of Shares	=	Trade Cost Per Share
9.99	(+)	19.99	/	100	=	0.2998

In this case you would add .30 to your entry price (after you've entered the trade) to calculate your breakeven price. You'll use this in our Aggressive Rules, primarily, but from time to time, for Conservative Traders, we may suggest moving stop losses up to your breakeven point.

This is important for any of the three following reasons:

- 1. When you take a profit, you'll have the option of allowing the market to cover your trading costs.
- 2. When a trade is in a profitable position, you can adjust your stop loss to include your trading costs (a true breakeven proposition).
- 3. If you raise your stop loss to a breakeven point or a higher profit target, you can now cover your trading costs.

Think of it as an opportunity to allow the market to PAY you for the privilege of trading.

Step 4: Calculate Your First Stop Loss Movement at +6%

Once a trade is running, your first goal is to protect your trading capital. To do this you will multiply your Entry Price + Trading Cost by 1.06 (a 6% gain).

Once your position is ahead by 6% or more, you then move your stop loss to a Trailing Stop of 5%.

Part 1: Calculate Your Break Even Price

Entry Price	+	Trade Cost	=	Break Even
	+		=	

Using our running example, we already know that our Entry Price is \$10.00 and our trading cost is \$.30 – so our break even would be **\$10.30**

Part 2: Calculate Action Price 1 to Move Stop Loss

We call this the **Target Action Price 1**: When the stock hits this price at the **CLOSE**, you then take action to move your stop loss to the Break Even price you calculated above

Break Even Price	X	First Target	=	Action Price 1
	X	1.06	=	\$ -

Example:

Break E	ven Price	X	First Target	=	Action Price 1
\$	10.30	X	1.06	=	\$ 10.92

In this example, once the price of the stock has risen 6% above your entry price plus your trading cost, it would reach \$10.92 per share. AT THIS POINT, you would move your stop loss to a 5% Trailing Stop.

By rolling up your stop loss, you've now ensured that your trading capital is protected and your trading costs are covered. You've eliminated downside risk and are now positioned to determine how much profit to take.

Step 5: Calculate Second Action Price, Move Stop Loss to 3% Trailing Stop

Now that you're in position to maximize gains, you also need to begin protecting profits. This is the second part of the strategy to allow rising trades to keep rising while simultaneously allowing you to increase your profitability in a trade.

This is the calculation for Target Action Price #2

Break Even Price	X	Second Target	=	Action Price 2
	X	1.11	=	\$ -

And the example with our \$10.00 stock:

Break Even Price		X	Second Target		Acti	on Price 2
\$	10.30	X	1.11	=	\$	11.43

Once the CLOSING price reaches \$ 11.43, you would then move your Trailing Stop Loss up from 5% to 3% and let the rest of the trade play out.

Step 6: Set a Trailing Stop of 3%

Once the price of your stock breaks the 11% gain barrier, you should set a trailing stop loss of 3%. You can now do no worse than an 8% gain on your trade, and will give your trade enough breathing room to continue to run.

For best use, wait until the price closes above 11% over your Entry Price + Trading Cost.

How Trailing Stops Work:

They only move in the direction of price in your favor. That means, if you're long, a trailing stop will only go up, it will never go down.

Making A Million Dollars

Now, you're on the path to making a million dollars, but you need two more things:

- 1. A measurement for progress
- 2. Larger account management

Measuring Your Progress

In the chart below, you'll see where you should be in relation to your target goal of making a million dollars in 5 years as you close out any 12 month period. It doesn't matter when you start – as long as you stick to the rules and net 8% per month, you can hit these targets.

Starting Capital	Year One		Year Two		Year Three		Year Four		Year Five	
	\$	10,000	\$	25,182	\$	63,412	\$	159,682	\$	402,106
Month 1	\$	10,800	\$	27,196	\$	68,485	\$	172,456	\$	434,274
Month 2	\$	11,664	\$	29,372	\$	73,964	\$	186,253	\$	469,016
Month 3	\$	12,597	\$	31,722	\$	79,881	\$	201,153	\$	506,537
Month 4	\$	13,605	\$	34,259	\$	86,271	\$	217,245	\$	547,060
Month 5	\$	14,693	\$	37,000	\$	93,173	\$	234,625	\$	590,825
Month 6	\$	15,869	\$	39,960	\$	100,627	\$	253,395	\$	638,091
Month 7	\$	17,138	\$	43,157	\$	108,677	\$	273,666	\$	689,139
Month 8	\$	18,509	\$	46,610	\$	117,371	\$	295,560	\$	744,270
Month 9	\$	19,990	\$	50,338	\$	126,760	\$	319,204	\$	803,811
Month10	\$	21,589	\$	54,365	\$	136,901	\$	344,741	\$	868,116
Month 11	\$	23,316	\$	58,715	\$	147,853	\$	372,320	\$	937,565
Month 12	\$	25,182	\$	63,412	\$	159,682	\$	402,106	\$	1,012,571

Large Account Management

Once you've amassed more than \$100,000 in trading capital, you'll need to use advanced tactics for putting that capital to work.

One tactic will be to split further your trading capital into more trading groups. For example, on a \$100,000 account, you can split your capital into 8 equal parts of \$12,500; this is to ensure that you can get your orders executed in any stock you buy/sell and to further reduce your risk on any single trade as your capital base grows.

We suggest the following:

Capital Base	Divide By	Capital Groups			
\$ 10,000.00	4	\$	2,500.00		
\$ 50,000.00	8	\$	6,250.00		
\$ 100,000.00	12	\$	8,333.33		
\$ 250,000.00	16	\$	15,625.00		
\$ 500,000.00	24	\$	20,833.33		
\$ 1,000,000.00	32	\$	31,250.00		

You can make multiple purchases with capital groups of a single stock; or widen your selections to more stocks. As Project Millionaire grows, we'll help you with these advanced strategies for account management.

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