

# Day Trading 101

## *Myth VS. Reality*

*with David Nassar*

## Why Trade Electronically?

- ? Its exciting, challenging, and potentially very rewarding
- ? It's an Opportunity to Beat the Spread. Buy Wholesale, Sell Retail.
- ? Controllable Downside/Liquidity
- ? Avoid MIC - Market Impact Cost
- ? Take Control of Your Portfolio
- ? Nobody Cares About Your Money More Than You
- ? Freedom, You Can Trade Full-Time (Career Alternative) Or Part-Time (Secondary Income Source)

## How the Market Works

- ? Market Maker/Specialists
- ? NASDAQ/NYSE
- ? Value of a Seat
- ? The Role They Play
- ? Supply/Demand in Real Time

## What is a Market Maker/Specialist and their Role

- ? A Dealer for Stocks and Bonds

## Primary Purpose of a Market Maker

- ? To Fill Customer Orders at the Best Possible Price
- ? To Match Buyers and Sellers

## Secondary Purpose of a Market Maker

- ? Trade for Their Own Account to Make Money
- ? Make a Two-Sided Market

## The Market Maker and the Level 11 Screen

- ? The BID and ASK
- ? Buys at BID (Wholesale)
- ? Sells at ASK (Retail)

## The Tools and Systems of the Electronic Trader

- ? SOES
- ? SelectNet
- ? SuperDot
- ? ECN Executions - Island, Instinet, Archipelago,
- ? Redi

## Direct Real-Time Order Executions After Hours Trading

### The Level II Screen

- ? Transparency, you see the entire market
- ? Breadth of market
- ? The trend (momentum) is your friend, ride the wave Levels the "playing field" with the Market Makers

### The Market Wise 7 Steps to EDAT Trading

- ? Blueprint
- ? Technology
- ? Psychology
- ? Simulator Research
- ? Support Education

### Professional Tools, Comprehensive Education

- ? Markets and Market Participants
- ? Types of Securities: *Common Stocks, Preferred Stocks, Options*
- ? Understanding Economic Data
- ? Trading Basics/Trading Styles
- ? The NYSE vs. The OTC Market
- ? Introduction to Level II
- ? Discipline
- ? New Sources: TV, Print and Radio News
- ? Technical Analysis
- ? NASDAQ Level II: Market Breadth and Volume Theory
- ? The Real Time "Trade Wise Simulator"
- ? Earnings, Splits, Rating Changes, IPO's and Secondary Offerings
- ? Managing Risk
- ? Trading Psychology
- ? Advanced Trading Strategies ("Dog-Fighting")

**Precision Execution, Take Control!**

# Course Offerings

## E-Trading 101 (One-Day Course)

- ? Market Vs. Limit Order Technology
- ? Learn To Do Research
- ? Learn How to Read and React to the News
- ? Trading Strategies
- ? Prepares You to Trade

## Electronic Direct Access Trading (Four-Day Course)

- ? Level II
- ? S&P Futures
- ? Picking Tradable Stocks
- ? Live Trading and Simulation
- ? Trading Strategies
- ? Prepares You to Trade
- ? Shorting Strategies
- ? Hybrid Trading
  - o Daytrading
  - o Momentum Trading
  - o Swing Trading
  - o Trend Trading
- ? 3 Weeks of Mentoring Included

## Technical Analysis (Two-Day Course)

- ? Chart Formations
- ? Indicators
- ? Stochastics
- ? Oscillators
- ? Supply/Demand Imbalance
- ? Relative Strength
- ? Setting Up Your Technology

- ? Bollinger Bands
- ? Gann Lines And Much More....

## Options (Two-Day Course)

- ? Options Strategies
  - o Covered Calls
  - o Buying Calls and Puts
  - o Calendar Spreads
  - o Strangles
  - o Straddles
- ? Options Basics
- ? Electronic Options Order Execution
- ? Using Technology To Trade Options

## Continuing Education/Mentoring Program

- ? Breakfast of Champions
  - o Every Friday at 6 AM
- ? CDROM's on Market Strategy
- ? Web Sites ([www.getmarketwise.com](http://www.getmarketwise.com), [www.marketwise.com](http://www.marketwise.com))
  - o Web Based Research
  - o Document Downloads
- ? Trade Analysis
- ? Daily Interaction with Professional Traders
- ? Automated Emails with Market Updates
- ? Real Audio Market Commentary
- ? Moderated Forum with Professional Traders
- ? Free to Active Traders

## The Program

- ? Get The Knowledge
- ? Get The Technology
- ? Get The Support
- ? Get Smarter