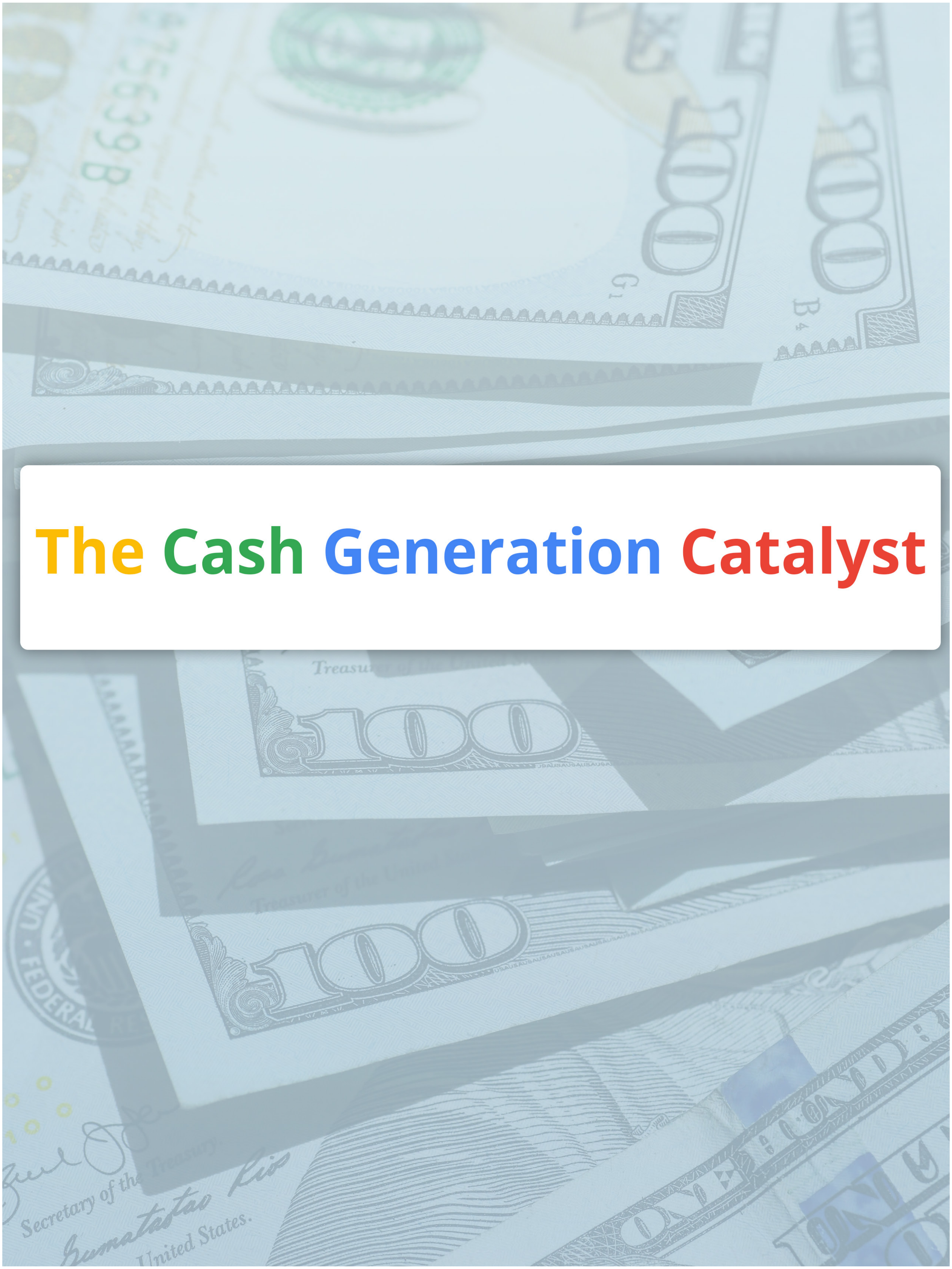

The Cash Generation Catalyst

The Power of This Strategy

Imagine an investment strategy that pays you instantly... without ever buying any stock.

Or ever buying options.

Some say it’s the closest thing to the market’s “ free “ money.

In fact, it’s considered conservative.

It can out-perform the market.

It has already generated billions of dollars for investors.

Professionals use it too.

Warren Buffet made $5.7 million using this strategy on Coca Cola.

John Paulson took it to another level and made $13 billion dollars.

Now you can use the exact same strategy.

And like I said, it does not involve buying stocks.

But it does involve stocks.

How It Works

Our strategy involves selling puts. And before you get concerned about some of the misleading rhetoric you’ve heard about selling puts, let me give you the rundown of what we’re actually talking about.

When you sell a put, you are making a conditional offer to buy a stock at a certain price for a certain amount of time.

When you make this conditional offer, you get paid instantly. This is called collecting a premium.

The first thing to understand is that an option is nothing more than the right, but not the obligation, to buy or sell a stock for a specified price on or before a specific date.

That's all it is.

An option BUYER owns the RIGHT to buy or sell a stock at a fixed price until the option expires. An option buyer pays money to own those rights.
An option seller owns the OBLIGATION to buy or sell a stock at a fixed price until the option expires. An option seller receives money to take that obligation.

This is how we collect a premium.

With this strategy, we will only be dealing with Put options.

And we will only be selling Put options.

When we sell a Put option, we sell someone the right to "put" the stock to us at a strike price until the option contract expires and collect the premium exchange.

Important Terminology

Here are a few more things you need to know about Put options...

The premium is the price of a Put option contract, as quoted by the exchange it trades on. It's the price that the buyer of the Put option pays you for the rights to "Put" the stock to you until the option contract expires.

Put Options are in-the-money, at-the-money, or out-of-the-money, depending on where the stock price is relative to the option's strike price.

"In-The-Money"

A Put is in-the-money when the price of the underlying stock is lower than the Put option's strike price.

"At-The-Money"

A Put option is at-the-money if the strike price of the Put option is equal to the market price of the underlying security.

"Out-Of-The-Money"

A Put option is out-of-the-money if the strike price is less than the market price of the underlying stock.

"Time Value Of An Option"

The time value of an option is the portion of the premium that is attributable to the amount of time remaining until the option contract's expiration and to the fact that the underlying components that determine the option's value may change during that time.

In other words, as the option becomes more or less likely to pay off, either because the price has changed or the expiration date is approaching, the option becomes more or less expensive.

Remember, our goal with each trade is to collect a premium and let the option expire worthless.

You will do that by selling Puts at strike prices below the stock's current price.

Why sell Put Options?

In the options market, there are definite winners and losers.

About 87% of all options buyers lose 100% of their money, mainly because they run out of time.

So **you want to sell Put options, collect an instant premium, and let them expire worthless.**

If we set this up right, the worst-case scenario is that you buy a stock you already liked at a discount.

To do this, you will sell a Put option at a strike price you pick and an expiration date you pick.

In exchange for selling this Put, **you collect a premium and get paid instantly.**

Your goal is collecting premiums by making conditional offers to buy the stocks below their current price for a limited time, then letting the option expire worthless… or selecting a strike price that would allow you to buy the stock at a discount.

Putting It All Together

Now that you know the entire strategy, it's time to place your first trade.

For all the details on how to do that, check out the report: **Headstart Cash Generation Trade.**

Trade Well,

Jack Carter