STRATEGIC ALLOCATION

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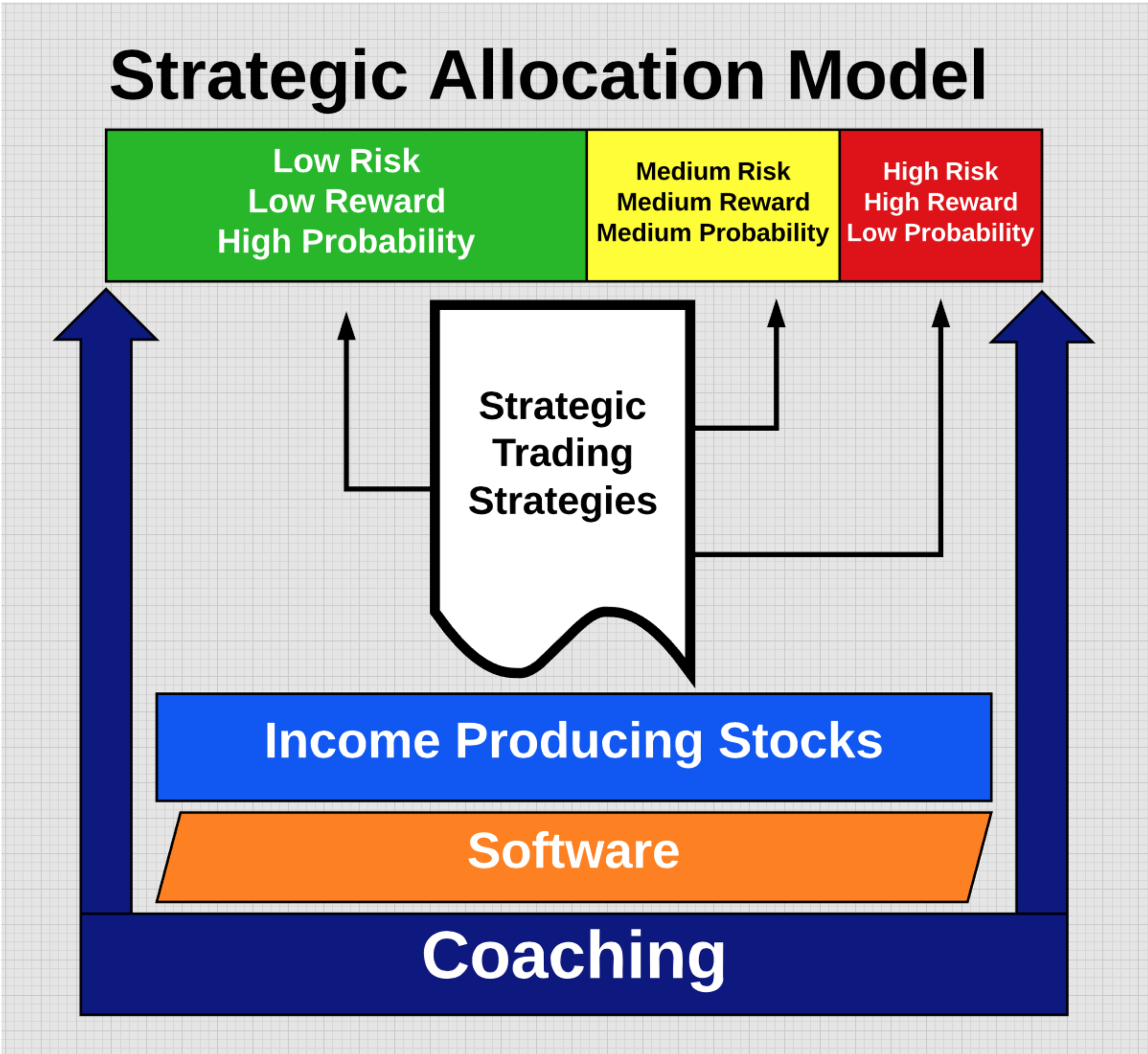
An Introduction To The Strategic Allocation Model



Today I'm going to teach you the strategic approach to success in the stock and options market.

Then we'll get deep into strategy training.

You see, most investors and traders do not have a consistent strategy or they don't set goals or they don't even have a plan.

And it's not their fault.

See, you can go through high school, college, and post grad school and never learn about interest rates or stocks, or even the basics of investing or trading or even how to buy a stock.

Even doctors and lawyers and engineers are ignorant on the basics of the stock and options market and the basics of trading.

It’s not their fault either.

I know this because I have clients in those fields…

But here’s the point - It doesn’t matter how smart you are because there is simply <u>no real training</u> and guidance on how to achieve your own unique successful results.

The other MAJOR stumbling block people have is a lack of confidence.

Lack of confidence in their own knowledge and ability.

That's why 99.9 percent of people with money in the stock market have a broker or money manager or a registered investment advisor do it all for them.

Here’s the good news…

The stock market does not care about your age or education or skin color or where you’re from.

Anyone can achieve success.

Here's the truth…

You can do it.

Your goals are attainable.

Individuals can and do get great results in the market.

They make profits and they create income using stocks and options and strategic strategies.

What I'm going to teach you today teach you how to create a plan inside a framework to get better results in every area of the market using stocks and options and strategic trading strategies.

So that everything you do is based on your plan that is unique only to you, but it's built on a framework of a successful system.

Before we get deep into the system, let me tell you why it works better than anything else…
In today's investment world, it's all about asset allocation.

Traditional asset allocation is based on a mixture of stocks, bonds and cash.

When I was a stockbroker with Dean Witter back in the late '80s, we were taught to put people's money in stocks, bonds and cash.

<u>Plain vanilla</u> investments, they called it. Their exact words. My manager would walk down the hallway saying…. “Plain vanilla… plain vanilla…. Plain vanilla”.

It was the firms mantra.

And it had NOTHING to do with your success…

This way the client invested in plain vanilla stuff would not make much money if any, or any profit.

However…
The brokerage firms made hundreds of millions because it made a fee off all the client's money.

So this was about as much of a conflict of interest as you can get., And that was in 1986.

In 2017 it's still the same.

You talk to any stockbroker, investment advisor or money manager, and they all will give you an asset allocation plan based on a mixture of stocks, bonds and cash.

A common way to allocate a client's assets is to put 60 percent in stocks, 30 percent in bonds, and 10 percent in cash.

Or if they get really fancy, maybe 55 percent in stocks, 40 bonds, and 5 percent in cash.

To make matters worse, when they allocate your assets this way, they almost always use mutual funds or ETFs when they invest your money.

And these things are so diversified, they actually dilute the client's return.

Plus the hidden fees WITHIN the fund eat up profits.

The reason asset allocation fails is because it never gives you a chance to really win and beat the market and get real measurable results.

A True And Painful Story…

I know a popular money manager that managed about a million dollars for a lady. I also know personally.

This money manager invested her money in about 16 mutual funds, most of them redundant.

How many funds do you need invested in mid-cap stocks?
How many mutual funds should you own that are invested in foreign debt?

How many mutual funds in emerging markets like South America and Africa?

How many ETF's

(The answer is ZERO)

But she had so many different mutual funds it was ridiculous.

At one point he switched her out of a bunch of mutual funds and used the proceeds to buy other mutual funds.

In doing so he took a $9100 dollar loss.

The new mutual funds he bought went down even more.

At the end of 2016, this retired woman with no income lost over $11,000 dollars of her retirement.
In the same year her registered investment advisor made $6,750 dollars in management fees off her account.

And this happened when the overall market was up about 16 percent.

So that stuff has got to stop, right?

Here's the thing...

You need to take control!

Take control as use the new way to manage it.

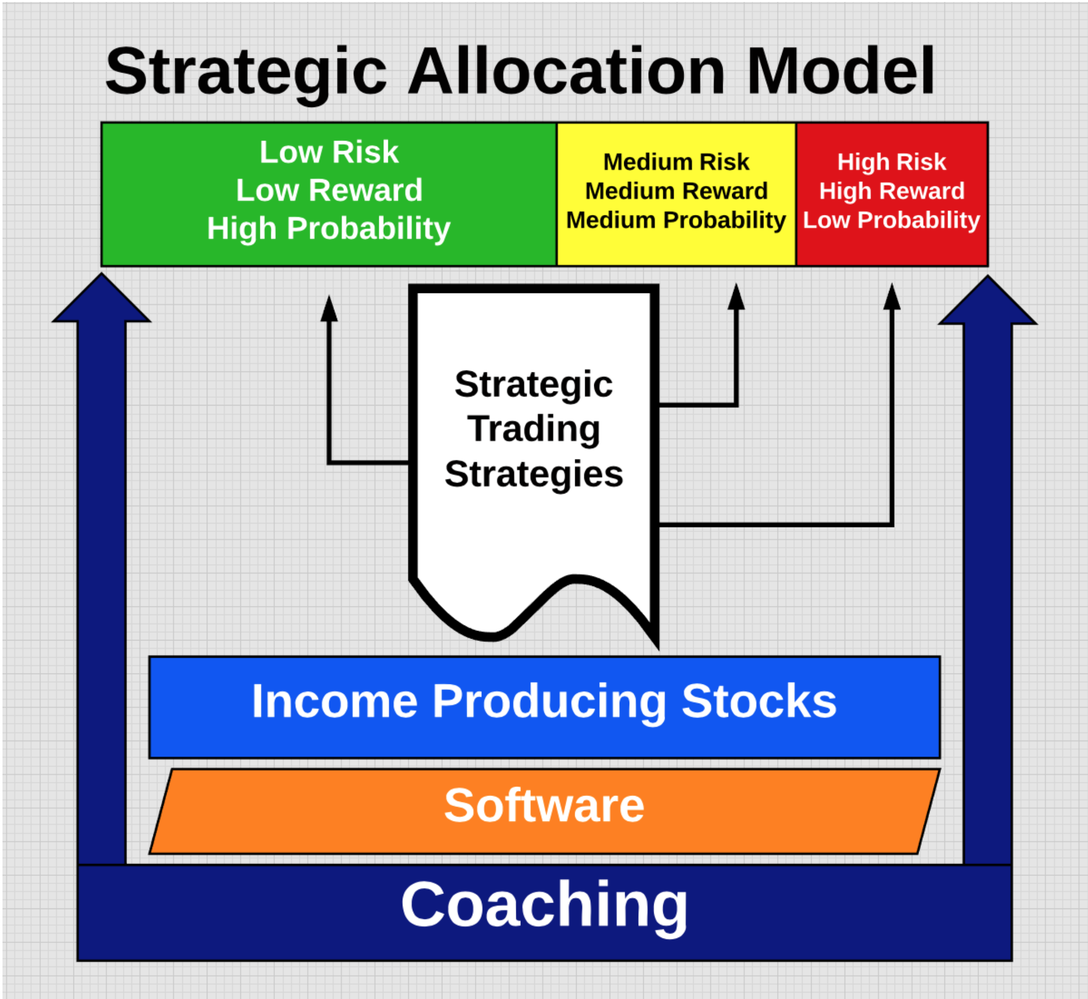
The old way is based on asset allocation, a mixture of stocks, bonds and cash.

And the new way, which you're going to do, which you're going to take control of, is…

Strategy Allocation!

Using a strategic approach to allocating your money, rather than an asset approach, gives you the ability to take control of your entire portfolio, all of it, and get better results in every area with less risk.

The plan I give you here is something you can implement yourself, and my job is to help you implement it too.



So what we're looking at here is the strategic allocation model.

At the bottom of it we've got coaching, and that goes all the way up to the top with everything you do, and that's what I'm here for.

We've got software on top of that. I'm going to show you how to use software and automation.

Then we're going to build a base of income producing stocks. That's going to be a great asset for you.

On top of that, we're going to use strategic trading strategies, and we're going to use them in three ways to get above average results in the market.

First we're going to use low risk, low reward, high probability strategies.

Next we're going to use medium risk, medium reward, medium probability strategic trading strategies.

And finally we're going to use some high risk, high reward, low probability strategies, and I'll tell you why.

But this is the strategic allocation model, this is a plan you can use with all your money in every area of your portfolio, and you can use it for life.

That's what's great about it.

You can also just take it as far as you want to take it.

You don't have to go all the way through it. In other words, you do not have to use any high risk, high reward, low probability strategies if you don’t want to.

You can modify this thing and that's what's great about it, is you can modify it to meet your goals.

If you just want income, some easy ways to do that, strategically.

If you want income and capital gains, same thing.

You can go as far and deep into this as you want. And I'm going to be here to help you implement it all the way.

So let's talk about the bottom. The Bottom is coaching.

That's what you're going to get from me.

All the way up to the top.

We're going to go through software and automation as well, as we build this model out for you specifically.

We're going to also build a nice portfolio of income producing stocks.

Then we're going to get into the strategic trading strategies, where they're low risk, low reward, high probability, medium risk, medium reward, medium probability, and high risk, high reward, low probability.

So for example, if we were going to compare a strategic allocation model to an old type of asset allocation model, what we would do now is have 55 percent allocated to low risk, low reward, high probability strategies, 40 percent allocated to medium risk, medium reward, medium probability strategies, and maybe just 2 to 5 percent allocated to high risk, high reward, low probability strategies.

We're allocating our capital to strategies, not to assets like cash, stocks and bonds.

So when we do this we're also going to get better results because everything we're going to do in here is going to be strategic.

Now the other thing that's great about this is most people do not have their portfolio set up like this.

They have the majority of the money in high risk, high reward, low probability strategies because they're trying to get rich quick.
And that’s not the way we're going to do this. That's not something I teach people how to do.

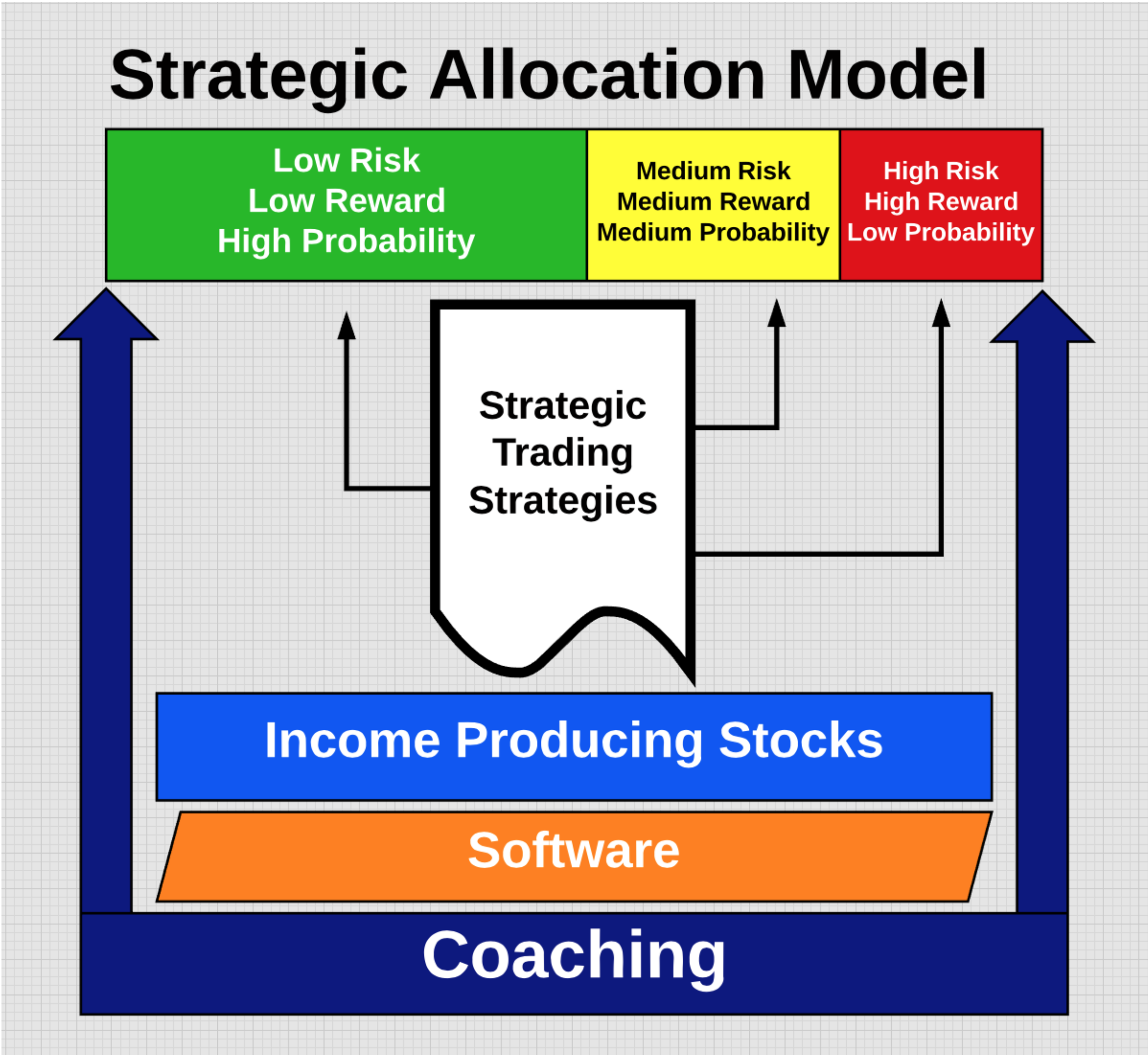
But once we get this restructured for you, and you set this up for yourself individually, sometimes just reallocating this, like this, can get you better results without doing anything else.

Because you're moving from high risk stuff to lower risk stuff, and I'm going to show you some stuff that's going to make it almost impossible to lose on.

So if you just moved it around a little bit without doing much, you can get better results.

But remember, I'm going to send you a newsletter every month that's going to talk about all these different strategies and how we put it all together, stuff I'm doing and stuff that's working now. Okay?

So let's just take one more look at this, because we're going to build upon this and you're going to love it….



We're going to cover all areas of this and you're going to get better results using just this strategy allocation model.