



## S&A's Greatest Wealth Secret – Exposed in this video

Every year we make 200+ investment recommendations. But since 2008, one single strategy—which has nothing to do with purchasing conventional stock investments—has consistently made our readers tens of thousands of dollars in profits.

It's by far the most profitable idea we've ever discovered. In fact, it helped save the portfolios of countless S&A readers. Now, for the first time ever, we're inviting you to learn how to use this secret, free of charge, in this presentation.

*"This is probably the most valuable piece  
of information our firm possesses."*

October 2011  
S&A Founder, Porter Stansberry



Dear Reader,

My name is Amber.

I work behind the scenes as a senior managing editor at S&A research, one of the largest financial research firms in America. And I hope what I'm about to tell you will forever change the way you think about investing your money.

I'm going to be upfront with you... I'm not a marketer, I didn't make this video to try to convince you to buy any particular stock, bond, or option.

Actually, quite the opposite...

After you watch this video, you may never want to invest the old-fashioned way ever again.

You see, I want to tell you about the single greatest wealth secret of our business... a secret that has been the most successful at showing our readers how to consistently make money in every market. It's probably elicited more feedback than any other investment idea we've covered.

This secret involves a unique type of investment strategy that although widely used by elite investors... is largely unknown to the masses.

In fact, if you consider giving it a try, I can almost guarantee your financial advisor will try to talk you out of it. And your broker will make you jump through several hoops before you are allowed to use it.

But believe me; it's worth every bit of extra hassle.

And that is exactly why I chose to make this video...

I want to show you exactly how we've been helping some of our readers by revealing how to use this secret to generate vast amounts of income with very little risk.

I'm also going to tell you the specific steps we follow that have allowed us to use this strategy consistently while incurring very few losses.

As someone who has seen nearly every type of investment strategy that exists I can honestly say that this single idea has not only proven to be highly beneficial for our readers but for our business as well.

As I'll explain, of all the research our firm issues each year, this one secret has been the single catalyst behind three of our best performing services.

We don't normally make this sort of information public, for free. Normally, we charge at least \$2,500 to teach readers how to use this secret on a regular basis.

But I think it is critical for you to know about this technique—because once you learn it, I bet that you will never want to invest the "regular" way, ever again.

The investment strategy I'm talking about involves a certain type of transaction that lets you collect large amounts of cash instantly from various publicly traded companies *without* having to buy a single stock, bond, or option.

Again, although this is a popular idea for some of the richest and most successful investors in the world... most Americans have no idea how this works.

Even when we first started showing S&A readers how to use this type of transaction back in 2008... it was met with a lot of skepticism. Most people had either never heard of it before or simply didn't believe that it was possible to collect income without buying any conventional investment.

But some of those who had the courage to give it a shot began to safely and reliably generate more gains than they'd seen from any investment approach they'd ever tried before. A few of them even said they stopped buying stocks altogether.

As S&A reader Neil H. writes:

*"THIS STRATEGY IS EXCELLENT. I DON'T BUY STOCKS ANYMORE."*

Another S&A reader, a 45-year-old veterinarian, recently told us:

*"I had never learned how to do this nor had it ever been explained to me. But in the past year, I have performed this transaction multiple times and I have been very satisfied with the results. I wish I had this type of information when I graduated from college and vet school!! I would be in much better financial shape today, without a doubt!!"*

And an S&A reader named Bill C., confessed to us: *"I made over \$13,000 in January 2012 and about **\$75,000** last year with the help of this strategy."*

And these are just a handful of the hundreds of emails we've received from S&A readers who have used this unique type of transaction over the past few years.

In fact, since our inception in 1999, I'd be willing to bet that no single investment strategy has brought our readers as much success.

One reader, for example, has made back \$50,000 of the money he lost in the market crash of 2008.

Another guy made \$77,000 using this transaction.

Another gentleman bought a new truck. Here's a picture he sent us:



There's even an S&A reader named Ulysses R., who made so much money from this transaction that he bought a boat and sailed it around the Bahamas:



Believe me... I've taken advantage of just about every strategy and investment opportunity you can think of. I've bought stocks and used DRIPs. I've bought gold and silver. I own rental real estate. I've tried biotech, big dividend payers, ETFs, you name it.

But this transaction is the one strategy I've settled on to provide cash today and build my retirement.

Even our firm's founder, Porter Stanberry, has gone on record saying "*This is probably the most valuable piece of information our firm possesses.*"

But as I mentioned...

Because this is our firm's greatest wealth secret, we've charged at least \$2,500 to teach people how and when to use this transaction in the markets.

In this video, however, I am not only going to show you how to use this transaction... I'm also going to teach you our secrets for putting it to work for maximum profits.

This way, you will learn how to execute this transaction yourself... for free... without having to buy a single newsletter or report.

Let me start at the beginning and explain why I'm doing this...

## **How I learned about the Greatest Financial Transaction on Earth and why I'm sharing it with you.**

At S&A research, the only way we make money is by selling newsletter subscriptions.

We don't do investment banking deals. We don't collect fees for managing money. We don't accept outside advertising in the traditional sense.

So the only way we can sell newsletter subscriptions is if we consistently find profitable investment opportunities for our readers.

If we can't find opportunities you can use to make money, you won't pay us for our research.

Unfortunately in this unique business, even if we do find great recommendations, the economy has a big effect on whether these recommendations turn out to be profitable

economy has a big effect on whether these recommendations turn out to be profitable.

So when the economy crashed in 2008 and nearly every stock dropped to its lowest levels in decades, we saw thousands of subscribers every month essentially "give up" on the investment markets. They simply wanted to stash their cash under the mattress and wait for the bloodletting to end.

In an attempt to boost our business and to show our readers' how to save their portfolios, our founder, Porter Stansberry worked with one of his contacts in the industry, a former derivatives trader at Goldman Sachs and several other banking firms, and started a new financial research advisory. This advisory focused exclusively on a type of financial transaction, which – if used properly – allows investors to collect large cash payments without buying stocks.

If you've been a reader with us long enough you may remember this period...

In October 2008, for example, right after the market crashed, Porter recommended a play using this transaction on MGM Mirage (MGM), the company that owns many of Las Vegas' most important properties.

MGM's share price had dropped 85% in the two years prior. It was trading for \$15 a share.

Of course, Porter could have told his readers to buy shares of the stock. It was trading at 80% of its book value. But rather than depend on an economic recovery to boost shares, Porter told his readers to execute this transaction instead.

Those who took his advice had the chance to walk away with a cash payout of \$1,000 or more without having to buy a single share of MGM's stock.

One reader from Arizona named Peter O. took advantage of this opportunity, and received **\$1,405**. *"I've never done this before. Thank you,"* writes Peter.

Another reader named Louis L. said he collected **\$1,784**.

And Henry C. of Miami, FL, made **\$4,067**. *"This is great,"* writes Henry, who generated as much as **\$13,596** by using this transaction on several stocks over the course of just a few months. Here is a summarized version of Henry's email to Porter:



A few days after the MGM recommendation Porter told his readers to execute this transaction on a financial firm called Annaly Capital Mgmt. (NLY).

Annaly had just earned more than \$335 million in net income that quarter, compared to the \$102 million it earned during the same quarter in 2007. The irony was, the stock had just been clobbered in the market and was trading at a low of around \$11 a share. Take a look:



But again, rather than tell his readers to buy the stock and rely on a rising market, Porter recommended a play using this type of transaction instead. Those who followed Porter's advice had the chance to collect a payout of \$1,000 without having to buy a single share of Annaly's stock.

Reader Drew P of Williamsburg, VA, for example, ended up netting roughly **\$3,000**.

Robert L, made an incredible \$20,035 on Annaly by executing this transaction. But over the next eight months earned **\$183,000** by using this transaction on multiple occasions with other companies.

And David Lautsen of Greenwich, MI, received **\$2,160**. *"This has been a new, challenging and enjoyable adventure,"* wrote David, who earned up to **\$15,460** by taking advantage of these transactions. Take a look at his email and you'll see what I mean:



In all, Porter showed his readers how to use this transaction to collect cash payments from over 25 different companies between 2008 and 2010, including Moody's (MCO), Bank of America (BAC), and Fluor Corporation (FLR).

As one of his readers put it: *"It's like free money."*

Another reader named Mike H. of Cincinnati even used these transactions to supplement his income. As he writes: *"I recently got laid off from my job..."but "[these transactions] have helped me generate \$1,000 to \$1,500 per month for the last 4 months. I pocketed \$1,331 with Annaly alone."*

Some of Porter's readers made way more than that . And remember this was during the same two-year period in which millions of Americans watched their 401ks shrink by roughly half of the previous value.

Brian S. of Burlington, VT, for example, generated close to **\$30,000**.

Valerie S. said she was up **\$20,300** in five months. As she writes: *"I had NO experience (or understanding) of how these [transactions] worked... without your reports I would still be oblivious to this strategy. I am very thankful."*

And Andrew B. of Annapolis, Maryland, made **\$72,389**. Take a look at Andrew's email to Porter:



By now you might be thinking... "if this strategy can be so incredibly profitable -- even in down markets -- why doesn't everyone use it?"

Well, the truth is, most brokers and financial journalists have no idea how it works so they won't tell you about it.

In fact, when searching the Internet I could only find a few credible articles that even mentioned this transaction.

One article was written six years ago in *Barron's* magazine. The writer said this transaction *"makes money nine times out of 10."*

Another article in a 2004 issue of *Money & Investing* claims the upside if you execute this transaction is that *"you're likely to wind up with a succession of small profits."* Of course, "small" is a relative term. As you'll see our readers have collected \$1,000+ payouts numerous times by following this approach.

And in a *Forbes* article from 2010, columnist Matt Schiffrin says this is a *"relatively safe way to generate income that most investors rarely consider."*

At one point, this type of unusual transaction wasn't even available on the market. It

was actually advertised in newspaper ads as 'privileges.' Back then; the SEC only permitted investors to use this specific transaction on five publicly traded companies. That's it.

Today, however, you can use this transaction to collect income from over 2,500 publicly traded companies and deposit the money directly to your brokerage account. And again, if you do this properly, you can generate this money without buying anything in the markets.

Here's how it works...

## Getting Paid to Shop

As you may have guessed, this transaction has to do with *options*...

I realize that may scare you right off the bat.

After all, options are probably the most misunderstood financial instrument in the world.

When most folks hear the words "stock options," they think of risky bets on volatile moves in the stock market. But what most people don't realize is that you can use options to drastically REDUCE your risk in the market... while still making large gains.

A stock option is simply a contract between two people. The person who buys the option has the right – but not the obligation – to buy or sell a stock at a given price, in a given time period. The person who sells the option has the obligation to buy or sell a stock at a given price, in a given time period. It's simple, once you get the hang of it.

And while many traders use stock options, they do so by recklessly increasing their risks, but the technique I'm going to share in this video is a way--if used properly--to decrease your risk... while increasing the income you can collect from stocks.

This technique, when executed correctly, is one of the greatest moneymaking strategies ever created. It's a simple low-risk way to make thousands of extra dollars per month... while taking on less risk than conventional stock investors.

You see when most people think of trading options, they think of buying them.

But what I'm talking about is doing the exact opposite – *selling* an option, which is very different. And when used with correct discipline, it allows you the opportunity to generate cash without having to purchase the underlying stock.

This strategy is known as selling a ***naked put***.

If you can understand buying a house, you can understand how this type of option works...

Let's say you're familiar with a particular neighborhood and the values of the homes in it. And let's say you see an attractive little house for sale and figure paying \$200,000 for it would be a good deal.

The thing is, you're not interested in a "good" deal. You're interested in a GREAT deal. You'd love to buy the house for \$170,000.

Here's where a put option comes in...

You approach the owner of the house and start talking. He's nervous real estate is about to hit the skids again, causing the price of his home to sink even further, and scaring off would-be buyers.

You tell the homeowner: "Well, you never know what will happen. But I think I can help you out. I'll agree to buy your house for \$170,000 if you want to get it off your hands. That offer is good any time for the next 4 months, no matter what happens."

The nervous homeowner agrees to your offer... He's happy because now he knows he can at least be guaranteed to get \$170,000 for his home, so he's willing to pay you \$5,000 in cash to seal the deal.

Sounds pretty good, right? You're getting paid to do something you'd be willing to do anyway.

There are two ways the deal could work out:

- 1) Let's say home prices in the neighborhood remain robust. The homeowner either decides to keep the house himself or finds someone to buy at \$200,000. And you keep the \$5,000 free and clear. The transaction is finished... over... done.

Or...

- 2) The value drops and no one's biting at \$200,000, so the homeowner sells you the house for \$170,000 (remember, that's a GREAT deal in your opinion). And you still get to keep the \$5,000 he paid you to agree to this deal in the first place.

It's win-win. Of course, you probably aren't going to shop for a house this way... But you *can* use this strategy to buy stocks.

You can actually get paid to simply agree to buy already beaten-down stocks – stocks you want to own – if they get even *more* beaten down in price.

And you don't have to buy the stock upfront to take part in the trade. That's why they call it selling *naked* puts.

For example...

Let's say you've wanted to buy shares of drugstore giant, Walgreens (WAG), for the last several years. Since 2011, the stock has fallen from \$44 to about \$34 a share. At this price you think the stock is a great bargain. But rather than buy shares outright and wait for the price to appreciate, you sell a naked put instead agreeing to buy Walgreen's stock if it drops to \$31 a share within the next eight weeks.

By doing this you can collect an instant payout of \$70... \$140... even \$350. That payout is called a cash premium.

And this premium is paid to you no matter what happens to Walgreen's share price -- whether it goes up, down, or sideways.

Again, there are two possible ways the deal can work out:

- 1) The share price does not fall to \$31 within the next eight weeks. You keep the cash premium and walk away without having to buy anything.

- 2) Walgreen's share price drops to \$31 over the next eight weeks. You buy Walgreen's stock at a bargain-basement price and get to keep the cash

premium.

As you can see, you win either way.

In general, put sellers are interested only in the cash premium. You're willing to buy the stock at a great price, but you'd rather walk away without having to buy anything. In other words, you want the put to *expire worthless*.

So how often do these put trades expire worthless?

According to Lee Lowell, an author and former Wall Street trader "**up to 90% of naked put trades expire worthless.**"

Over the past 2 years, for example, Dr. Eifrig recommended 38 of these trades in *Retirement Trader...* and 79% of them have expired worthless. Similarly, Porter recommended 34 of these trades between 2008 and 2010 and 85% of them expired worthless. That type of record is completely unheard of using any other type of trading or investing strategy that I know of.

In fact, since 2011, I've beta-tested this transaction in the market<sup>38</sup> different times. The trades triggered only six stock purchases. In every instance, the trade generated a cash payout.

My "win rate" overall for the strategy was 84%. That's incredible even among even the most elite professional traders.

In fact, this type of investing has proven so safe and so lucrative, that people who work within our business have begun to use it for their own benefit...

For example, one of our VIP Customer Service representatives, a guy named Dan, has used this transaction seven times over the last 12 months. He's made **\$15,502** in total income so far and has yet to invest any of his own money in the underlying stocks...

As he writes:

*"Since I discovered this transaction, it's the main tool I use to make money. It is my favorite way to generate income. I can't look at a stock the same way ever again. When I did this for the first time, it was like a moment of enlightenment. I now earn thousands of dollars each year."*

S&A's Editor in Chief Brian Hunt has done even better...

Brian is essentially in charge of our entire Editorial operation. He oversees every single recommendation and piece of financial news that we publish.

*"I've studied just about every form of trading or investing in the world. I've met, read, or worked with every financial guru you've ever heard of. And out of thousands of ideas I've encountered, this is hands-down the best one. I guess around 95% of my investing centers around this strategy. I almost never lose with it. Anyone who does not use this strategy is in the dark."*  
Again, selling a naked put is a win-win situation.

Since the vast majority of put trades expire worthless, you can regularly pad your account with income without buying stocks. And if you do have to buy a stock you are buying it at a bargain price and can generate capital gains as the stock rebounds.

For example, when Porter published the *Put Strategy Report* from 2008 to early 2010, he showed his readers how to collect cash premiums from 25 different companies, most of which were solid brand-name businesses like Yahoo (YHOO), Take-Two Interactive (TTWO), Anheuser Busch (BUD) and Moody's (MCO). In other words, companies you would expect to perform well over the long term giving you the chance for nice capital gains



for nice capital gains.

I realize that getting paid to agree to buy the world's best companies at bargain basement prices may sound like a hoax.

But trust me, there is no catch. It's just that most people have no idea how this type of trade works. And those who do like to keep it a secret...

As S&A reader Jim J. recently writes:

*"Shhhh! Would you please pipe down about the put selling already!! We've got a good thing going here and if you let the buyers know then they'll become sellers, there won't be anyone left to bid up the premiums! Since November I've been selling puts weekly on Sjuggerud's stocks. Every week is a winner! Thanks to S&A I'll be retiring in August at age 58."*

But now, for the first time in the history of our business, I'm exposing the secret to every one of our paid subscribers.

You see I've spent the past six years working alongside some of the best analysts in the world. I have studied their methods in detail and I've even learned how to use this transaction in my own account without taking big risks.

These analysts typically charge a fortune for their insights and recommendations. But like I said earlier, for the first time in the history of our business...

...I have been given exclusive permission to tell you exactly how these guys are using this transaction and to show you some of the same exact trade recommendations they issue to their subscribers.

This is a very big deal. It means that you can now take advantage of the single most valuable strategy we know of... WITHOUT having to spend thousands of dollars for the right information.

So how does it all work?

Well, the first thing I want to do is walk you through all the steps of how to find the best plays on your own, so you can decide if it's something you might be interested in.

Let's begin...

## **Step 1: The Fundamentals**

The first step of selling a naked put is to only use this strategy on companies that are *worth* owning at a discounted price.

Most of the time that means you should only be looking at world-class businesses that are gushing cash, have high profit margins, are undervalued in the market, have little debt, and are poised to continue growing their business in a significant way.

These kinds of companies tend to be brand-name businesses that produce the "basics" –recession proof products such as prescription drugs, computer software, soda, and so on. And because of their large market share, these big corporations are incredibly hard to compete with.

So even when their stocks move with the market, their revenue streams are safe, which is why their stocks rarely go down in value for a long stretch of time.

For example, take a look at this chart...



As you can see from May 1, 2011 to September 17, 2011, the S&P 500 index (black line) crashed **10.6%**. But companies that produce basic goods such as Abbott Labs (green line), Altria (red line), and Coca Cola (blue line) either broke even or advanced by a few percentage points.

The point is, these companies have extraordinarily reliable cash flows and dividend-producing power, which is exactly what makes them ideal businesses for selling naked puts.

Remember, when you sell a naked put, you receive an upfront cash premium for agreeing to buy a stock... but you *only* actually have to buy shares of that stock if the price drops to the agreed upon level by a certain date.

When these world-class stocks drop to bargain basement prices they are one of the only "sure things" in the stock market that you *want* to own.

Consider Microsoft...

Microsoft has 90% of the PC operating system market. It has nearly doubled its annual revenue and tripled its net income since 2004. And when the market crashed in September 2008, the company actually raised its quarterly dividend by **18%**.

In short, Microsoft is financially stronger than any U.S. bank.

But the stock has fluctuated over the past 5 years nonetheless...



So on August 27, 2010, we recommended selling a naked put on the company...

At the time, the stock was trading for a little over \$24 a share. But by selling a naked put, our readers agreed to buy shares of Microsoft if the stock dropped *below* \$24 by October 15, 2010.

And for agreeing to do this, they could have pocketed an immediate cash premium of \$360 or more.

When October 15 arrived, Microsoft's shares were trading over \$25. Therefore, the put expired worthless and readers who acted on this play got to keep this cash premium without having to buy a single share of stock.

This wasn't a one-time occurrence either...

Over the next nine months, we recommended selling four more naked puts on Microsoft. And each time, the trade expired worthless and our readers had the chance to collect cash premiums without buying the stock.

To reiterate, when you sell a naked put, you get paid to buy a stock you *want* to own, but you only have to buy shares of that stock if its price drops to a certain value by a certain date. If not, you don't have to buy anything. The cash premium is yours regardless.

As author Michael Sincere writes: **"You receive a premium on a stock that you don't even own... it almost sounds too good to be true."**

So how do we know how to collect the largest cash premiums on these trades?

## Step 2: The VIX

The amount of cash you collect by agreeing to sell a naked put is largely dependent on the "volatility" of the market and the volatility of the specific stock you are selling a put on.

For example, you may have heard of a company called Silver Wheaton (SLW)...

The company finances silver mining projects and is one of the most profitable firms we've ever come across. But the stock's share price moves with the price of silver, which is probably the most volatile asset in the market. In 2011 alone, silver rallied from \$26 to over \$47 an ounce... and then, fell all the way back down again.

As a result of this volatility, the cash premiums on Silver Wheaton were high. So on January 25, 2012, we issued a recommendation to sell a naked put on the stock, obligating them to buy shares if they fell to \$32 by late February.

Meanwhile they would be able to collect a cash premium of \$360 or more.

As you can see, the stock has since soared in value...



As a result, the put option expired worthless and our readers could have kept this cash premium without having to buy a single share of the stock.

Again, higher volatility equals higher cash premiums.

And one of the best indicators of overall volatility in the markets is the volatility index (called the "VIX"). We use the VIX to gauge how rich the payouts or "cash premiums" are for option sellers.

When the VIX is above 30, **we consider premiums generally high**. When it's below 20, we consider premiums generally low. Of course, this doesn't mean we won't sell puts if the VIX is at a level below 20. But we are definitely more aggressive with this strategy when it's above 30.

In August 2011, for example, the VIX hit a 52-week high at around 50. Take a look:



This means that while stock investors were losing money and suffering incredible whipsaws, sellers of options had the opportunity to make a LOT of money. In August, for example, in our *Retirement Trader* newsletter, we recommended selling a naked put on Intel (INTC), which was trading at a 52-week low below \$20 a share.

With 80% of the global microprocessor market, Intel has a near monopoly in chip manufacturing. It has increased dividend payouts at a 33% compounded annual rate (CAGR) since 2003 and generated 24% more revenue in 2010 than 2009.

But since the stock has pretty much gone sideways over the past decade we recommended selling a naked put on the stock. This obligated our readers to buy shares of Intel but only if the price fell below \$19 a share by Dec. 2011.

As you can see, Intel's share price did not drop. Therefore the put *expired worthless* and our readers had the chance to collect a \$450 cash premium without having to buy the stock.



Again, this is literally the only strategy that exists that – if you execute it on the right stock at the right time – can allow you to generate large amounts of income, safely, without having to buy anything in the markets.

As S&A reader Mike C. of St. Paul, MN, writes, *"This is the most exciting, instructive and profitable strategy I've discovered in the past 20 years. I have made 12 trades so far and about \$15,000 to date."*

S&A reader Peter K. of Boise, ID adds: *"Selling puts has made me an average of \$10,000 per month. Porter, I paraphrase one of your write-ups... IF YOU DON'T DO THIS YOU ARE STUPID."*

### **Step 3: The Ultimate Trading Pattern for Selling Puts**

There is a third, final step to performing this strategy for maximum gains and safety.

Before I reveal this idea, it's important to note the financial "theory" you'll find taught in most classrooms and written about in most investment books says that to make large gains in the market, you must take large risks. This is simply not true. And the people who believe it probably couldn't trade their way out of a paper bag.

You DON'T have to take large risks to make large returns in the market. It's actually quite the opposite. And I'm going to show you how...

It starts with something we call the "carve out" bottom...

Once you learn how to identify "carve out bottoms"... once you start piling up winning trade after winning trade... and once you learn how to start making thousands even hundreds of thousands of dollars with these plays... you'll see why you don't have to take big risks to make big money. And you'll never want to trade any other way again.

This idea – the "carve out bottom" – is so simple, it's hard to believe it's so powerful.

After all, the market is complex... shouldn't it take a complex strategy to beat it?

No. Not if you trade "carve out bottoms."

So how do you find them?

When a given asset suffers a huge selloff... it forms a bottom for a period of time... and then starts marching higher... That's a carve-out bottom.

The chart below of Walgreen's stock shows a typical "carve out bottom."

As you can see, the company's stock fell pretty hard in 2011. Shares went from \$45 down to \$32. Since then, Walgreen's "carved out" a bottom... and the stock is set to begin working higher.



I told you it was laughably simple. But trust me... it's also incredibly powerful. Here's why...

Buying into situations where an asset gets crushed and then forms a bottom puts you into what a mentor of mine –Dr. Steve Slingerud – calls "bad to less bad" trades

into what a mentor of mine - Dr. Steve Sjuggerud - calls "bad to less bad" trades.

"Bad to less bad" trades are the safest and most profitable trades in the world. They allow you to risk a little bit of money for the opportunity to make a great deal of money... quickly.

You see, when an asset suffers a major selloff... or has endured an extended bear market... people say things are "bad" for that asset. Nobody wants to buy it. You won't hear about it in the mainstream press... If you talk about it at a cocktail party, your friends will recoil in disgust.

And that's when interesting things start to happen.

Around this time, an asset can start trading for less than its real, intrinsic value. These "no brainer" valuations present themselves only after big selloffs... when black pessimism reigns.

But if you step in and buy amid pessimism and pay 50 cents on the dollar for valuable assets, *you can double your money if just a tiny bit of optimism returns to the market.* Now... it doesn't take great news to double the price of a cheap, hated asset... Things just need to go from "bad to less bad."

These situations are like coiled springs. All they need to soar is for the downward pressure to ease.

For example... look at blue-chip copper miner Freeport-McMoRan. In late 2008, when it looked like the Next Great Depression was about to consume America, Freeport shares dropped from \$55 to \$8... and then carved-out a bottom. The tide of bad news eased just a bit... and shares soared 300% over the next 10 months.



The great part of "bad to less bad" trading is that because of the pessimism surrounding the asset, *your trade has little downside risk.* Everyone who wanted to sell has already sold. The selling pressure gets exhausted. *The risk gets "wrung out" of the trade.*

When you can "swoop in" and sell puts on an already deeply depressed asset, you stand a very good chance of winning.

*Now obviously that doesn't mean that there is zero risk, because as with any strategy in the investment world nothing is 100% guaranteed. But as I've shown, by staying disciplined and using the strategy only on companies worth owning, you can greatly minimize your risk.*

That's one of the secrets to becoming an effective put seller.

## **A Trade so Powerful it Deserves its Own Service...**

I realize this is A LOT of information to digest. But again, by following these three important steps we've helped our readers generate a fortune through selling naked puts.

Henry D, a rancher and fellow S&A reader tells us he has collected about **\$35,000** in put premiums.

And reader Kip R, a mechanical engineer in the energy industry, writes: *"Between gains on the options and gains on the underlying stocks that have been called away I have*

*made about **\$60,000 on a portfolio of \$250,000 in 10 months.**"*

Again, the intricate details of our trading strategy have **never** been revealed to the public for free. We are in the business of *selling* financial research not giving it away. Giving away our most valuable secrets is not exactly in line with our business model.

So why am I giving away all of this valuable information in this presentation?

Two reasons:

- 1) Knowing that this type of trade exists and understanding how it works is probably the most important piece of information you will ever learn as an investor.
- 2) And two... because I have been commissioned to start a new project that specifically focuses on giving you some of our best trade recommendations at a fraction of the regular price.

It is called ***DailyWealth Trader***.

In short, *each day* I will be combing through all of the trading research from our best analysts – including Jeff Clark, Dr. David Eifrig, Porter Stansberry and Dr. Steve Sjuggerud. I will be revealing a selection of the best trade recommendations from our elite trading newsletters and will tell you exactly how to properly execute each play.

And one of the *most frequent* trading strategies we'll show you, is "selling naked puts"—the exact transaction I've been describing for you in this presentation.

Why?

Well, as I've described throughout this presentation, we believe selling naked puts is a very conservative and very safe way to make a lot of extra money with your investment cash. Remember, since 2008 this single strategy has made our readers more money than anything we've ever done. That's why we've designed a new research service to bring this unique type of trade to a wider audience.

As one of the editors of *DailyWealth Trader* I will also monitor the moves of world class professional investors...

We're going to use these sources to produce dozens of trading recommendations in small oil & gas shares, the biotechnology field, and gold stocks. We'll also show you how to leverage positions in safe blue chip stock recommendations to make double and triple the gains you normally make.

In short, there is no asset class or trading strategy that is off limits in *DailyWealth Trader*. Blue chips... small caps... currencies... commodities... If it's an excellent trading opportunity, we'll feature it in *DailyWealth Trader*.

Keep in mind; I will be selecting many of the best trade recommendations from our top trading research services... which typically cost between \$1,000 and \$5,000 a year.

Let me show you how it's all going to work, and why I believe it's such an incredible deal.

## **The *Daily* Process**

Every weekday morning at approximately 10:30 a.m., you will receive an issue of *DailyWealth Trader* in your inbox. In each issue we will detail a specific trade in the market.

Many of these trades will involve options. However, we will also be detailing a variety of short-term trades. For example, one day we may tell you how to capture a potential 1,000% gain on a junior mining stock... another day we may tell you how to safely make 54% on a high-income trade in the housing market.

For example, we've been producing Beta issues of *DailyWealth Trader* since January, and in that time, I have shared recommendations from ALL of our high-end trading services, which normally would cost you more than \$20,000 to access.

Although many of these trades will come directly from our elite trading newsletters, others will be based on what some of the world's most successful money managers and hedge fund managers are doing with their own money.

*DailyWealth Trader* will also help you leverage gains on specific S&A stock recommendations. So even if you already subscribe to one of our newsletters, *DailyWealth Trader* can show you how to generate income on stocks that may already be in your portfolio.

In our Beta issues so far, for example, we've designed unique trades around stocks recommended in *Retirement Millionaire*, *The S&A Short Report*, *Advanced Income*, *Phase 1 Investor*, *Extreme Value*, *Small Stock Specialist* and nearly all of our newsletter services.

So how has this new service been performing so far?

Well, from August through December, we published 21 put trades in *DailyWealth Trader*... 18 of these trades expired worthless, meaning put sellers walked away with the cash without buying stock. And remember, this was during an incredibly volatile time... where many traders and investors were losing money.

Finally, at the bottom of each issue of *DailyWealth Trader* we'll provide you with links to resources that will help you understand how to execute each of the trades we cover.

To be clear, I'm not promising that you will receive a brand new recommendation every single day. But I can promise that you will gain new trading insight in every issue of *DailyWealth Trader*.

Sometimes, we might share master trader Jeff Clark's incredible insight on where the market is heading next in the short term. Other times we might use Dr. Steve Sjuggerud's powerful database to help show the sector most likely to go up in the next few months.

Understand; the purpose of *DailyWealth Trader* is to show you the best short-term trades in the world, including those that will help you generate a lot of income quickly.

And part of what we'll be doing is hand selecting recommendations from among all of the trading research services we publish, including...

## **The World's Best Put Traders at my Fingertips**

*Retirement Trader*. This is a monthly trading research advisory focuses on safe option trades, many of which involve selling naked puts.

Written by a former Wall Street trader named Dr. David Eifrig, *Retirement Trader* has closed out an incredible **56 straight winning recommendation series** since its inception in July 2010.

I can tell you this is by far the best track record of any newsletter we've ever published.

As such Dr. Eifrig has his readers a killing. One reader, for example, a gentleman named Kevin R. has "*made about \$60,000 in 10 months.*"

*Retirement Trader* costs \$4,000 a year. It's one of the best performing newsletter advisories we've ever published and is worth every penny in my opinion. But if you're not ready to spend this kind of money, I will be giving you some of the same trade opportunities Doc finds.

I will also be detailing select plays from *Advanced Income* and the *S&A Short Report*. *S&A Short Report* costs \$4,000, *Advanced Income* costs \$1,000. Both of these newsletters are written by a former money manager named Jeff Clark and they've consistently outperformed many of our conventional newsletters...

- As *Short Report* subscriber Tom D. says: "I've doubled my money 10 times."
- And subscriber Bill G. tells us he's made around \$600,000 so far since he began using *The S&A Short Report*.

One of Jeff's primary strategies is selling naked puts...

For example, on July 14, 2011, Jeff told his readers to sell a naked put on a company called Silvercorp Metals (SVM). Those who followed Jeff's recommendation could have collected a cash premium of \$1,000 or more without having to buy any stock.

A few months later, on December 9, 2011 Jeff recommended selling a naked put on a gold and silver exploration firm called Silver Standard Resources (SSRI). Once again, those who followed Jeff's recommendation had the opportunity to collect up to \$700 in an immediate cash premium without having to buy a single share of stock.

Jeff has also sold naked puts in his own account...

In the first week of 2012, for example, Jeff sold a naked put on one mining company. Over the last year the stock price has plummeted from \$77 to \$26 a share. But by using this transaction Jeff collected a \$1,250 cash premium without having to purchase any of the company's stock.

The following week Jeff used this transaction on a silver producer. Since November 2011, the stock has shown a measly 5% gain for shareholders. Meanwhile Jeff generated \$1,400 without purchasing a single share.

As Jeff says: "*Selling naked puts is a terrific strategy. I probably utilize this strategy more than all other option strategies combined.*"

What few people realize is that Jeff is the best short-term trader in our group by far, and is the best in the business that we know of. We highly recommend both of his trading letters.

But we also know that \$5,000 is a lot of money for most people. That is why we are so excited about *Daily Wealth Trader*. For a tiny fraction of the price we will detail some of Jeff's best trade ideas and show you exactly how to execute each one.

As I mentioned earlier my job at S&A is unique in that I have access to every product we publish... This also includes "real time" access to all the proprietary software our analysts use to make specific recommendations.

One of these tools is a \$500,000 software program that was recently designed explicitly



One of these tools is a \$500,000 software program that was recently designed explicitly for our newest trading newsletter, *True Wealth Systems*.

This software program was put together by 15 Russian computer programmers and a Berkeley PhD mathematician who has worked on projects for some of the biggest Fortune 500 companies in America. Without going into too much detail, this software program is able to recognize paradoxes and identify distinct patterns in the markets early on and can turn our results faster than any single person.

*True Wealth Systems* costs \$3,500 a year for this reason. It is also one of the best and most comprehensive research services we currently offer. But again, I have access to this same software and will be using it to my advantage for *DailyWealth Trader*.

To be honest, there is no substitute for a full subscription to *Retirement Trader*, *True Wealth Systems*, *S&A Short Report*, *Advanced Income*, or any of our other trading newsletters. Even their readers will tell you they're worth every penny... and much more.

But if you're worried about investing this kind of money upfront into a research service or if you've never traded options before, *DailyWealth Trader* is the best way for you to learn the basics and to get access to many of the best ideas in these services--at a much, much lower cost.

Of course, not only will you get some of the best trading recommendations from Jeff Clark and Dr. David Eifrig, but as I mentioned earlier you'll also get many of the best trading ideas from all of the analysts in our business as well as outside contacts we frequently consult with.

This is the inherent advantage of being in the position I'm in. I have access to the kind of information and insight that people pay a fortune to learn about.

## My Secret Asset

Spearheading this new research service with me will be S&A's Editor in Chief, Brian Hunt.

You might not know it, but Brian is one of the best trading minds in our industry. As I mentioned earlier, since 2009, he's generated over **\$22,000** in extra income by selling naked puts.

Like me, Brian also works behind the scenes at S&A. He oversees every recommendation and trade idea we publish.

Together, Brian and I will spot the world's best short-term trading ideas. As I said earlier, many of these ideas will come from our own premium trading research advisories, like Jeff Clark's *S&A Short Report* and Dr. David Eifrig's *Retirement Trader*. In addition to these "real time" insights from our top analysts, we'll also show you...

- Strategies to "leverage" the recommendations in S&A publications like *Extreme Value* in order to make two or three times the income what you would normally make on a conventional stock position.
- How to "time" our value-focused, contrarian trading ideas for maximum gains. In other words, we'll tell you how to determine the absolute best time to buy and sell S&A recommendations for maximum short-term profits.
- Trades based on ideas we gather from monitoring some of the world's best contrarian money managers.

- What trading strategies are appropriate for a given market environment. For example, resource stocks were stuck in a major downtrend for much of 2011. But the year was filled with opportunities to sell put options on cheap blue-chip stocks. Put simply, we'll tell you which of our research advisories will work best in any given environment.

As one of the few S&A employees who keeps track of the success of each of our services and individual investment recommendations, I can tell you with zero bias which of our trading newsletters consistently outperforms all of our other newsletters... and which strategies show our readers the most success.

But I also know that many people are hesitant to pay thousands of dollars to try something new.

And that brings me to the best part...

Instead of paying thousands of dollars a year to access our best trading research, when you become a subscriber to *DailyWealth Trader*, you'll pay just \$800 a year. And it's a small fraction of the price you'd normally have to pay to get just one of our elite trading research services.

Of course, with *DailyWealth Trader*, not only do you get access to the best ideas in just one of our expensive trading newsletters... you get access to some of the best ideas in ALL of our high end trading research services, which combined normally cost over \$20,000 per year.

As far as I know there isn't a single research service like this in the market today, which allows you to get a selection of the best trading ideas we publish for such a tiny amount of money, every month.

With *DailyWealth Trader*, however, we are basically reinventing how the trading research industry works.

Instead of sending you every single one of Jeff Clark's or David Eifrig's ideas or Steve Sjuggerud's recommendations... Brian Hunt and I will cherry pick some of the best and safest ones. And instead of paying thousands of dollars a year, you'll pay just \$800 a year. That's it. There's not catch. No extra fees... nothing more for you to pay, EVER, to get access to some of the best trade recommendations our firm publishes, and other great trades we find in the industry.

Plus, we want to make sure every *DailyWealth Trader* subscriber really understands how these trades work, and why. So we are making available to you what we think are the best educational resources on these subjects.

Again, normally you'd have to pay thousands of dollars to subscribe to one of our high-end trading newsletters for this research. But it comes free of charge with your \$800 a year *DailyWealth Trader* subscription.

This instructional series includes:

**The Secret of 'Privilege Trades.'** In this report S&A founder Porter Stansberry will go in depth on the strategies behind selling a naked put: How they work... which companies offer them, how to authorize your brokerage account for making these trades, and how you can use this strategy every month to earn extra income.

**The S&A Trader's Manual.** This is an essential guide our trade analysts have put together to help you time the markets. **Included in this report are several simple concepts you can use to make thousands of dollars**

**in the stock and commodity markets including how to safely trade trend changes, identify breakouts, as well as two of the most important trading guidelines you'll ever need to know.**

**The Professional Trader's Way to Earn 20%-50% on Blue Chip Stocks. The goal of this report is to show you how to leverage a position in the world's best, safest stocks... and collect 10 to 20 times as much income as ordinary shareholders.**

Typically you'd have to pay thousands of dollars to access these guides. But I'm giving them to you at no cost.

Again, for \$800 a year we'll show you everything you need to know about the single greatest financial transaction we've ever used at S&A...

We've taught thousands of S&A readers how to use this strategy since 2008 and we've made everyday investors a fortune.

Keep in mind, most of these folks have no financial backgrounds and have never traded an option in their life. Like this stay-at-home mom who emailed us:

*"I'm a 45-year young stay at home mother with very young children... Prior to October, I had very little trading experience aside from managing my IRA portfolio and selecting a few mutual funds once in a while. This is the BEST research I have ever encountered. I'm up nearly \$9,000 in a little over 5 ½ weeks."*

Or this subscriber who wrote us this email in 2009:

*"I never dabbled in options until this past year. But this has turned out to be one of the few saving graces this past year. I have done extremely well. **Selling puts is now my favorite strategy in this market.** I used to wait for a stock to fall to what I wanted to pay for it, now I get paid to see if it falls to what I am willing to pay! I no longer take any other subscription service and I can't imagine getting better advice. Thank you."*

And S&A reader Harold W. who writes:

*"I never did options before at all but I calculate I've netted \$17,854 in a comparatively brief period of time. Frankly, this activity has kept me afloat."*

Here's a copy of Harold's email:



Again, I realize you may be hesitant to learn how to trade options. And I can't blame you.

Over the years reckless traders have used options to gamble in the markets... providing no shortage of horror stories of lost fortunes to scare away regular investors.

But if used properly selling a naked put is a low-risk way to generate income and can be a win-win situation for you if you execute the trade at the right time and only on companies worth owning.

Author Lee Lowell agrees: "I've been a professional trader for 17 years... but many people have never heard of, let alone used, this option strategy. But in my book, this **is a great way to get your hands on instant cash.**"

As someone who has personally benefited and used this strategy in my own account I can honestly say that I've never been this excited about a particular service or product before.

Since we first started beta-testing this new product with our Alliance members at the beginning of the year we've received a ton of excellent feedback...

One reader writes:

*"Quite honestly... this is the type information I have been looking for since I became an Alliance member in 2005. It has just enough information to give me the confidence that the numbers behind the recommendation are sound and short enough to make a quick decision. I think Stansberry has hit a home run on this one. Thanks to whoever pushed this idea."*

Another Alliance member states: *"I write a lot of puts. I am averaging about \$7,000 per month in income."*

But what has really surprised me is the number of comments we've received have been about the low cost of *DailyWealth Trader*.

As one Alliance member states: *"With daily updates and frequent recommendations, I would expect this to be one of the more expensive services you offer."*

Another member writes: *"I have paid \$700 to \$1,500 per year for past services that didn't offer as many trades per week as you do."*

And this Alliance member says: *"Based on what I've seen you sell before, I'd say a recommendation every day is worth \$1,000 a year at least."*

Again, I didn't make this video to talk you out of buying one of our elite trading newsletters. But rather than pay thousands of dollars a year to hear about a new opportunity every month or once a week, you can read *DailyWealth Trader* and learn about a new opportunity as often as every day.

Just consider this: Here's a short list of some of the services I plan to pull recommendations from... and how much they cost for a single year.

- Retirement Trader.....\$4,000
- S&A Short Report.....\$4,000
- S&A Junior Resource Trader.....\$3,000
- Advanced Income.....\$1,000
- Phase 1 Investor.....\$5,000
- True Wealth Systems.....\$3,500

Combined, it would cost you over \$20,000 to subscribe to just these six services alone. And for some people, that's a pretty good deal. By following the *S&A Short Report*, for example, you'd have doubled your money 55 times since inception. But you won't have to pay more than \$800 a year to receive a select handful of recommendations from each of these research advisories... and remember we will also be designing trades around recommendations issued in our other monthly newsletters as well.

However, before you decide if *DailyWealth Trader* is right for you, there are a few things I want you to consider...

To follow our put selling ideas, we recommend you have at least \$10,000 in investing capital. \$20,000 is better.

But keep in mind; we'll also feature many "straight" stock purchases... which you can

take advantage of with just a few thousand dollars.

Of course, how much money you put into each option play is entirely up to you. But it's a good idea to have enough capital at your disposal to take advantage of the plays we will be telling you about if you want to get the maximum benefit of *DailyWealth Trader*.

And second, you'll need to make sure your brokerage account is set up for using options. Remember, I explained earlier how brokers typically make you jump through a few hoops before you can get started with this strategy.

If your account is already set up... great. If not, don't worry. You can use options with virtually any brokerage account. It takes about five minutes to set it up. And we will show you exactly how to do this once you sign up.

Also, you are not locked in to *DailyWealth Trader* in any way. Far from it.

When you sign up today, your credit card will be charged \$800 for one year of *DailyWealth Trader*.

Then, once a year going forward, you'll be charged another \$800. You can cancel your subscription at any time, no questions asked, and your payments will stop immediately.

Personally, I believe *DailyWealth Trader* is the best bargain in the financial world. You will gain access to thousands of dollars' worth of trading ideas... but you only have to pay \$800 a year.

Keep in mind, we'd like you to try *DailyWealth Trader* first for yourself, before you make up your mind.

What I mean is, sign up today, and you'll have the next 30 days to check out *DailyWealth Trader*, plus everything I've described here, for yourself. If it's not right for you, simply give us a call and we'll refund the money you've paid, minus a standard 10% handling fee.

Of course, even if you wait until after your 30-day trial period ends, you can give us a call at any time and receive a prorated refund.

I urge you to give *DailyWealth Trader* a try right now. If you've ever wanted to try any of our elite trading research services, without paying the high regular fees, this is the perfect opportunity.

To get started, [subscribe now](#).

Good Investing,



Amber Lee Mason  
Stansberry & Associates Investment Research  
March 2012

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