



Our First Issue - Mike Swanson - July 1, 2010

This is our first issue of WallStreetWindow Monthly. We are designing it to both compliment the WallStreetWindow Power Investor service and serve as a stand alone product of its own.

In the Power Investor Service I have focused on my own trading and the trend of the market - usually looking a few weeks out in most of my posts. Then in my daily posts most of the time I talk about very short-term trends of the market. By writing on a daily basis I'm forced to talk about daily moves and temporary fluctuations that cause people to get overly excited or pessimistic at times.

I also have tried to keep the service focused on charts and pure money making so have not talked that much about the macro picture in it. Most of the writings have been about here is what is happening in the market and how I plan on making money from it. My goal with this monthly newsletter is a little different.

The Power Investor Service is about specific trades,

trading ideas, and trading plans. This newsletter will have charts but very few specific stock pick ideas in it from me. The time you spend with this newsletter is going to be about getting your mind right and aligned with the big trends of the market.

So in this newsletter I plan on focusing on the big picture of the market from both a technical and macro viewpoint. It is the big trends that make you money and are the most important to keep your eye on. Unfortunately very few people manage to keep their eyes on the real trend of the market, because they get caught up in meaningless fluctuations or try to make short-term trades that go against the broad trend of the market and then mess themselves up.

In a market like we are in now this is even more important than it normally is.

Consider these first few issues a work in progress. We are going to be playing with the format of the letter and expanding it as we go forward. Kevin and Andy are going to help with the technical aspects of this newsletter and I will probably

Quote of the month:

“We must return to independent and sensible monetary policies... otherwise we will be back to where we are now in 10 years time” - President Merkel, Germany

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eventually have some guest contributors sharing articles with us too.

I have several goals with this newsletter. One of them is to make this one of the most influential financial newsletters out there. That may sound like a real lofty goal, but it isn't so hard to achieve if you think about it. It doesn't require masses of people reading it, only the right people.

500 hedge funds and fund of fund managers are going to get this newsletter. I also plan on sending it to 300 or so other newsletter writers, reporters, and financial TV show producers that might mention it or help me get the word out on it. In other words, I want it to be read by some of the most important leaders and financial players in the entire stock market.

Besides being a fun idea, I am doing this because a lot of the growth of the WallStreetWindow website has been by word of mouth. If I send this out to some of the most connected and most important people in the financial world I expect enough of them will tell other people they know about it that it will really help my site get more traffic and just have all kinds of beneficial effects. For example, I plan on releasing a book on stock trading in September and perhaps some of these people will help get the word out on it.

Secondly, I also plan on using this newsletter as a buffer between myself and the masses of regular investors. I have gotten to the point where I want to be much more selective of the people we let into the WSW Power Investor site and community. It has grown large enough that I fear much further growth may cause the site to

Membership help?

To renew or cancel contact:

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lose some of its close knit feel.

What is more about 10% of the people who sign up to the site do so in the quest for stock picks at any moment no matter what I say about the broad market trends. They do not read my educational materials or seem to think investing takes any brain power. All they care about is stock picks and even a falling market will not stop them from wanting them.

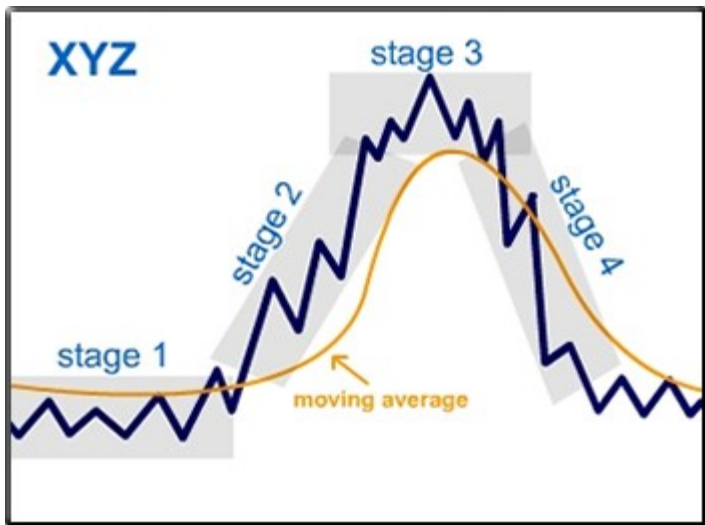
I do not want to be pressured by these people in the coming months when the odds are now that we are in a bear market. I want to stay as objective as possible on the market and you cannot cater to the masses of individual investors out there and do that. This is why almost all newsletter writers and talking heads stay bullish on the stock market all of the time. They are influenced by their audience.

My thinking is that this newsletter can serve to weed people out by making it so they buy and read it for a period of time before they have a chance to join the Power Investor Service, which I probably will not open up to a single new person until sometime next year. I have come to realize, I cannot help everyone so it is best to just focus on those that I can help.

Three Bull Markets in a Global Bear Market

When it comes to looking at the big technical picture of the market as you know I like to rely on classic Stan Weinstein stage analysis. The market is either in a stage one basing stage that follows a bear market, in a stage two bull market, stage three top, or a stage four bear market. You can tell which it is easily by looking at the market in relation to its 150 and 200-day moving averages. It's simple. And it doesn't take guess work or grasping at nebulous straws such as hope to do it.

If you apply stage analysis to just about every market in the world right



now you'll find that almost everything is either going sideways or is way below its long-term moving averages.

The S&P 500 has now spent over six weeks below its long-term moving averages. If you have been following me for the past few years you'll recall that in the Fall of 2007 I said that it would be bearish if the stock market stayed below these long-term moving averages for over six weeks.

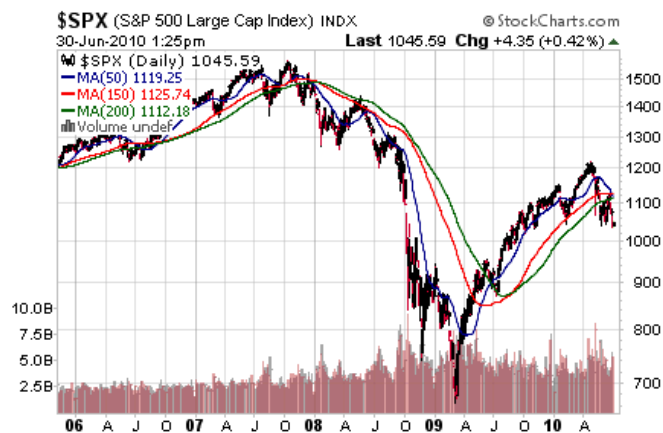
It did that and the bear market confirmed itself.

Then in 2009, I said it would be bullish if the market stayed above these moving averages for six weeks and once it did that I threw away my bear hat and put on a bull one.

What happens is that in bull markets those moving averages act as support and in bear markets they act as resistance. By staying below the moving averages now for six weeks these moving averages are now starting to curl down on the market and cast a bearish shadow on them. In June we managed to see the market try to rally and that rally could not go through these moving averages. They are now acting as tough resistance.

Market action is telling us that this is a bear market.

My hope after the market peaked in May was that we would simply see the mar-



ket go sideways like it did in 2004 and then breakout in the Fall for another nice run, but now this seems unlikely.

I do think we will see the market rally from these recent depths, but I expect that rally will fizzle out before July is over and bring another drop back down to whatever lows are made here.

When you invest in the stock market you want to stay aligned with the trend of the market and the trickiest time in the market is when that trend starts to change. When that happens all of a sudden the tactics that were making you money in the past no longer work. So for instance if you were going long buying dips or breakouts and making money and that stops working then that is something you should take heed of.

For example I went long near the bottom of May with two small ETF positions, but ended up taking losses on them. Over the past three months though I really have done very little when it comes to trading when compared with what I was doing a year ago, because I do not think this market environment justifies taking big risks and chances at this moment. These transition periods are the most dangerous times to try to make big trades.

Most people don't stop trying to force trades though. They just try harder by doubling down or trading even more and then dig themselves into a big hole which they have trouble getting

out of. In fact they often fall so far down the hole that they no longer have enough light to see what the market is doing and lose site of the real trend of the market.

Now most markets look even worse than the US markets do. Europe has fallen in shambles and now China is getting crushed. One day this week the Shanghai composite fell over 4.5%. The big moves in the market have caused a lot of confusion in people.

It's tough to get too bearish on the market, because the last thing you want to do is sell and then have everything go up or if you are like me and telling people your opinion to be bearish and wrong, because people do not mind so much if you are bullish and wrong since that is what the masses want to hear. They don't want truth. But if you are bearish and wrong they will crucify you. And if you are a money manager you are in an especially tough spot.

All that makes this a nervous time for people and it is at such times people start to grasp at straws to confirm what they want to believe or come up with excuses for something the stock market does that they don't like. We saw this happen in May when some CNBC reporters attributed the day the DOW fell 1,000 points intraday to someone with a "fat finger." They were simply trying to reassure their viewers and themselves that the DOW falling 1,000 points wasn't something to worry about.

Now we can look back on that day with hindsight and see that it actually represented an important turning point in the stock market.

Now there is saying that there is a bull market somewhere and there are three things in a bull market right now.

They are gold, the US dollar, and US bonds. The latter two are a surprise to me, the first one not really since it has been going up for seven years

now.

Gold of course has gone to new highs recently. I see no signs that a major top in gold is occurring or about to occur. I would like to buy some gold or gold stocks, but frankly I like to buy on pullbacks, so I am content to wait until we see one happen.

Gold though does not seem to be going up right now, because of fears about US debt. I say that because the US dollar is going up too. Gold is just going up in response to the turmoil in the whole global economy, and not just what is happening in one country. Things are looking better now in the US than they are in Europe so we can attribute strength in the dollar to this fact. That doesn't mean things are great in the US, but they are not as bad as many people make them out to be - not yet at least.

For instance yes we have a Federal Reserve and Federal government that have printed money like mad and blown trillions of dollars on endless wars and wasteful government programs and are going to blow trillions more. Taxes will likely go up. But the US budget deficit and trade deficits are not at crisis levels. They'll get there in ten years if nothing changes, but the US current account deficit as a percentage of GDP is only at 3% now. It was at 6% a few years ago. So ironically the picture of the debt the US owes to foreigners has actually improved since the stock market topped in 2007.

In Greece the current account deficit got to over 14% as its crisis hit.

I am a long-term bull on gold and commodities, but not simply because of potential debt problems down the road in the US - and when it comes to commodities as a whole they are not in bull markets right now.

The point is gold is not going up, because of US debt worries, but because of problems in the whole global economy.

That is why gold is going up at the same time that the dollar is going up. Both are serving as safe havens in times of economic turmoil.

The most interesting market right now and one that pretty much explains everything is the US bond market. To my surprise bonds broke out to new 52-week highs this week.

Historically US Treasury bonds have also served as a safe haven during times of global crisis. During short lived crisis you usually see very short-lived spikes in bond prices and drops in bond yield - the two trade opposite to one another. When we saw panic in May associated with Greece we saw bonds spike in value.

I thought that spike would be temporary, because I was being hopeful that the markets would stabilize after the crisis faded.

I tried to short bonds by buying the TBT ultra-short TLT ETF and also put that on my recommendation list. I dropped that this week though when TLT went to a new high.

If the stock market drop since May had been simply a temporary correction associated with Greece then bonds should not have gone back up. But instead they formed a new support level and broke out again and appear to be clearing a stage one base. In other words instead of a temporary move up US Treasury bonds appear to be breaking out into a new bull move, just like the US dollar did earlier this year!

If this correction has just been a temporary blip in the stock market this should not be happening. What it means is that the bond market has no fear of inflation at all. In fact bonds are suggesting that interest rates are going to stay lower now than anyone imagined and long-term mortgage rates are probably going to go lower too. That means that the bond market expects the economy to slow down and for there to be disinflation instead of inflation.

Long-term I believe that there is going to be lots of inflation. But the market right now is saying there will



be no inflation for the next 6-12 months and I listen to what the stock market tells me and not what I want or just believe for other reasons.

If you look at economic data there are plenty of things you can find to support the signals that the bond market is giving us and to explain the current weakness in the stock market.

During the last two months we have seen weak economic data in housing, initial jobless claims, and consumer spending. Monthly new home sales for April were down 32% from a year ago while existing home sales fell 2% and housing starts dropped 10%. In May there were only 41,000 jobs created. Of course May retail sales fell 1.1% and June numbers are likely to be week.

Probably the biggest symbol of US retail sales is Wal-Mart. In its last earnings report it said that its same stores sales fell 1.6%. What is interesting is that Wal-Mart was a big beneficiary of the economic slowdown that started in 2007. What happened is that lots of middle class Americans stopped shopping at more expensive stores and started to go to Wal-Mart to save money.

Well now it seems that many of the unemployed and working poor who shop at Wal-Mart are trying to save money by going to dollar stores, flea markets, and places like Good Will or the Sal-

vation Army. What is hurting Wal-Mart the most are falling sales in clothing and home merchandise - the very items those on the margin of the economy can find in bargain bins. Some are dumpster diving.

The ECRI weekly leading economic indicators have been in a free fall in June with readings of -3.7%, -5.8%, and -6.9%. Slowdowns of this magnitude have marked the start of the last seven recessions and have only been wrong once.

All of this leads me to conclude now that the odds now favor another dip into recession for the US economy and that explains why the stock market is acting so weak now. The crisis in Europe is causing the economies of Europe to fall into recession and that is dragging an already weak US economy down with it. Europe is not just some little bit player in the world. The combined economies of the nations of Europe are bigger than the US economy and serves as the biggest consumer of US exports in the world.

If I am wrong then we are in a sideways pause in the US stock market that will end with another move higher before the year is over much like we saw in 2004. If that is the case then I'll adjust my views when the market confirms such a hope. But right now things look negative and that means using tactics and strategies that match with a bearish market environment.

One thing you do not want to do is go against the overall trend of the market. You would think I was completely crazy if I told you to short stocks in a bull market. Well it is likewise not such a smart idea to try to go long stocks in a bear market either - even to try to play temporary rallies, because trying to go against the trend of the market puts your eyes off the big picture and usually just causes you to lose money. You are better off investing and trading aligned with the market. Bear markets are tough. To try to make money in a bear market by

shorting you must WAIT for sizable rallies to occur first. That means right at this moment you are best to simply be patient and wait. If you want to play only the long side then you focus on gold, the US dollar, and US bonds and buy them on dips.

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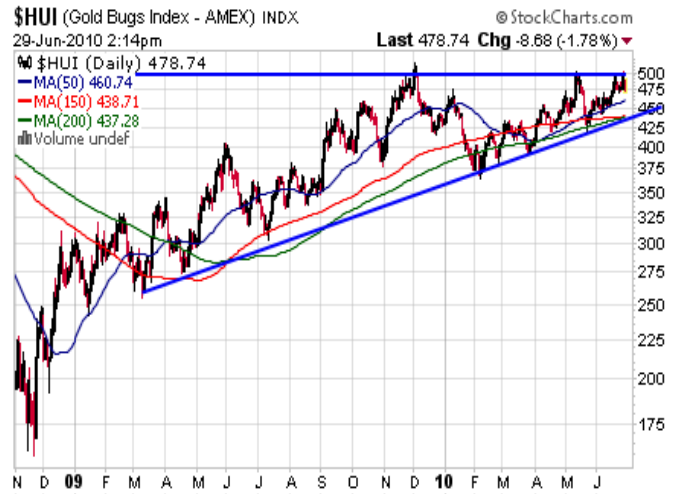
Sectors & Stocks—Kevin Amos

Of course the market is in the position here that we will either hold in this range and continue to trade in a sideways or consolidation range here of 1040- 1220, which would lead us to a potential breakout at a later time, or a breakdown of this range which would more than likely start for the intermediate term a new bear market.



Looking deeper into the sectors and the stocks there is quite a mixed bag with some of them still in a stage 2 advance, but the more troubling thing is the amount of sectors and stocks that are either in what looks to be a stage 3 topping phase or they have already begun to break down and are declining. This is the type of action that causes us to be much more cautious and not aggressive in new long recommendations or buying. Until a true trend is identified, being patient here and waiting for just that can be very rewarding.

Lets take a look at some of those sectors and stocks that are showing the most relative strength and still advancing.



The \$hui which tracks gold stocks



This is major airlines



North America telecom sector

Below are some of the stocks.



LCC



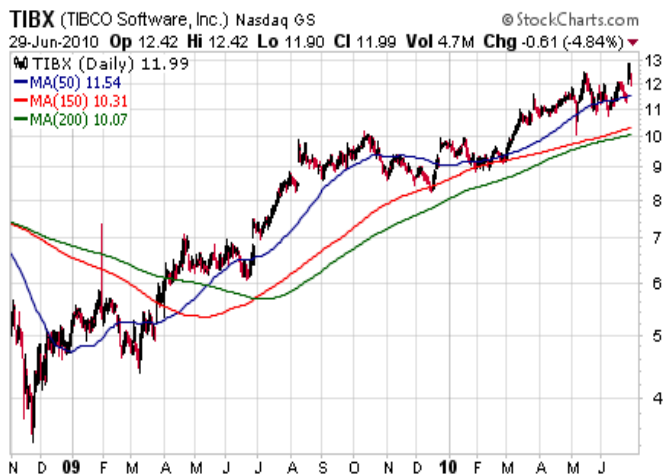
ATRO



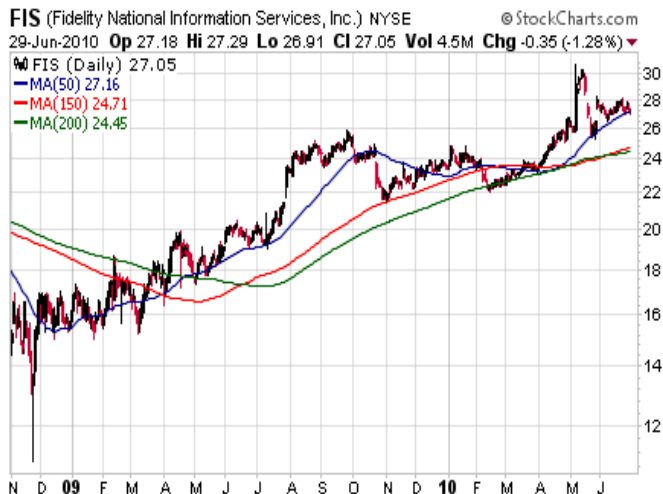
HWD



VMW



TIBX



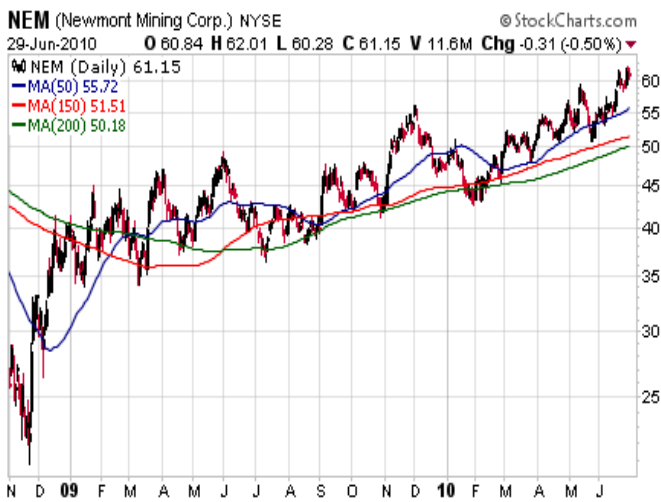
FIS



ANV



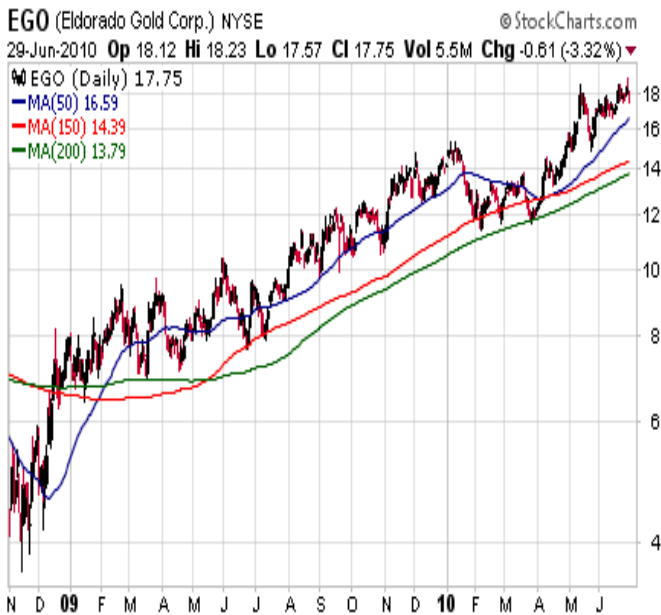
LEI



NEM



SNDK



EGO



ABCO

These are some of the weakest sectors

Now lets look at some of the stocks



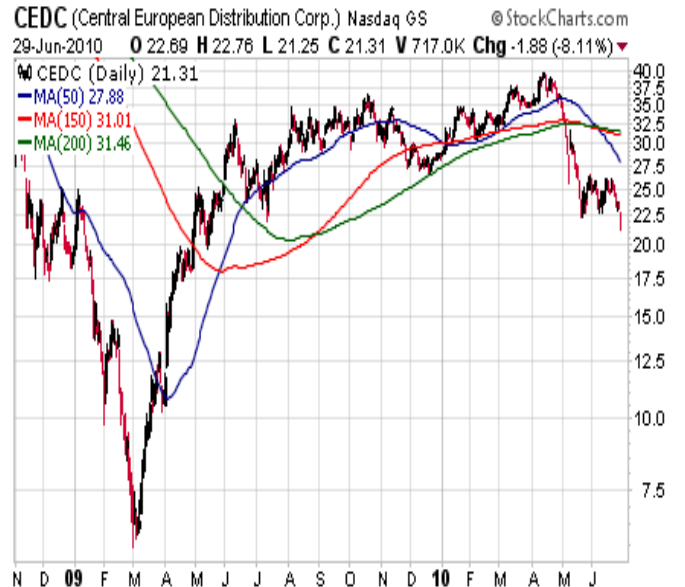
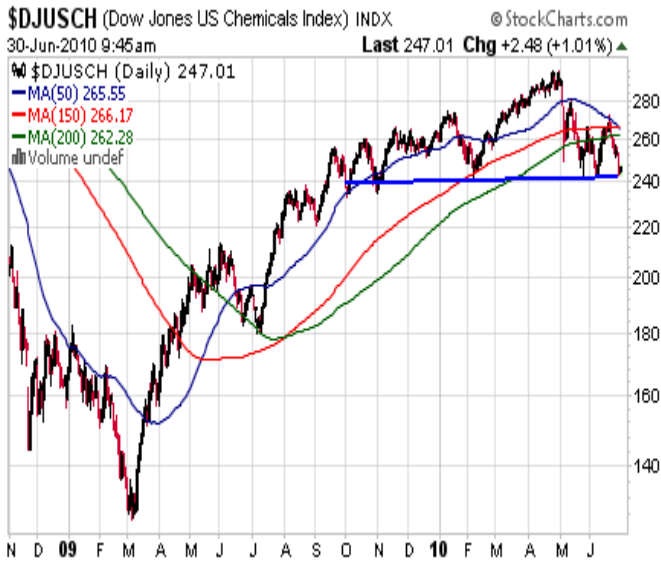
The health care sector

BYI



Along with the drug industry

WDC



The chemical index is really looking to break its neckline

CEDC



MSFT



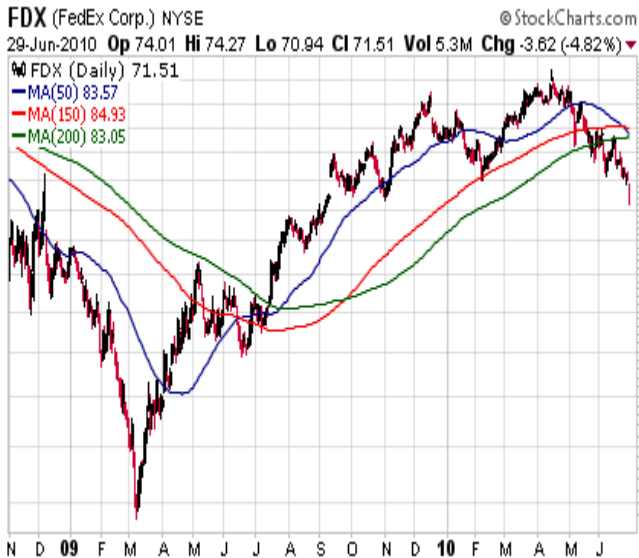
LAMR



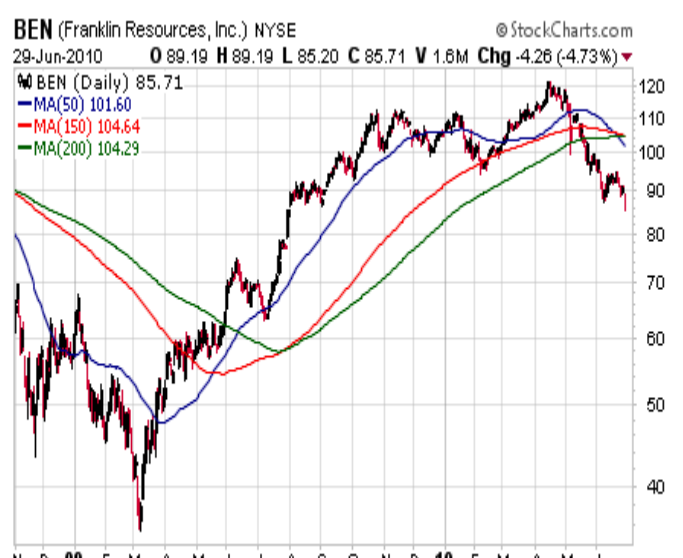
GRA



TXT



FDX



BEN

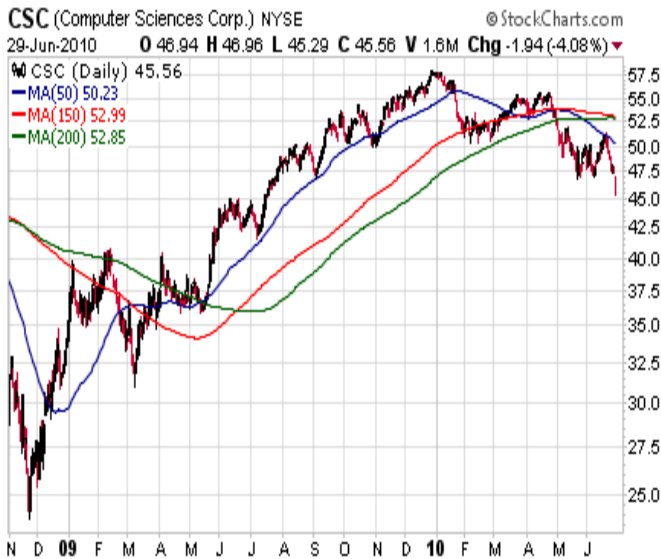
Summary

Because there is such a disparity in the sectors and because so many of the stocks have taken on a bearish look as you have seen on these pages, that has caused us again to take a much more cautious stance going forward.

If the market is able to consolidate in its trading range and the majority of the sectors and stocks are able to once again move above long term moving averages, along with a strengthening advance decline line we will become more aggressive in our decisions.

Until then if we continue to see weakness in the sectors and stocks, any positions that are lagging and trading below their long term averages, should be sold on rallies and you should only be holding those stocks which are still advancing like the ones on our stage 2 list.

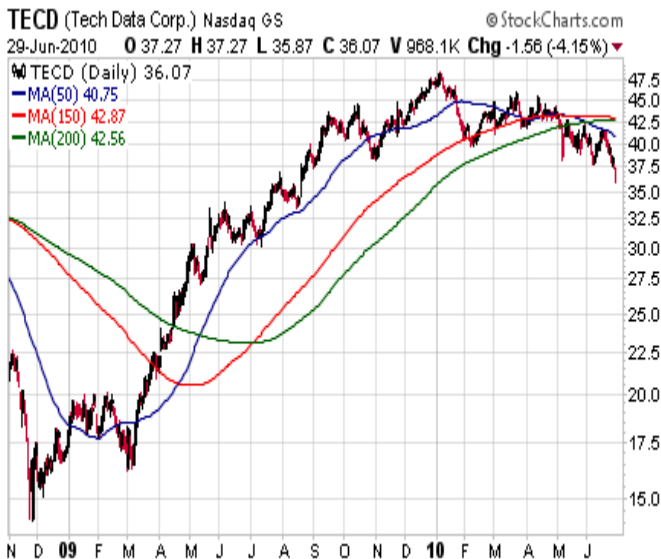
If we do get a breakdown and begin a new downtrend we will try to position ourselves so that we can take advantage of that forth coming move. But for right now, patience until the picture becomes more clear is most valuable.



CSC



WRC

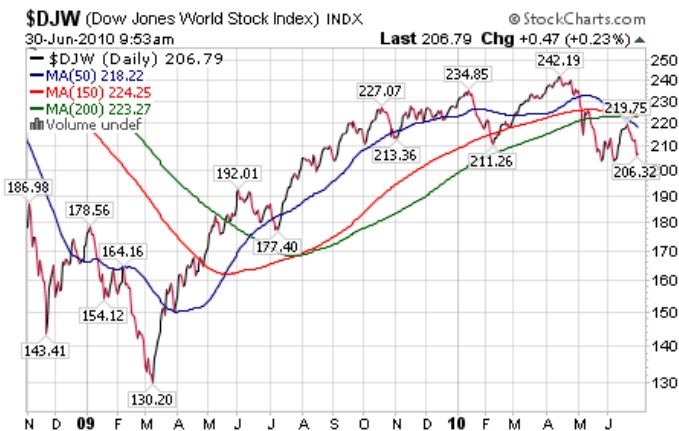


TECD

A Look At Foreign Markets — Andy Emerson

Below is a chart of the Dow Jones World Markets Index. Even though the US markets are starting to break down into a stage four bear market the world markets as a whole are leading the way. This again is a bad sign since it was the foreign markets that lead the last bull market in the US.

Below the DJW index has new support at 206 range but has clearly entered a bear market decline early in the month breaking support in February on the pull back from just a couple of weeks ago. We said early in the month that it was a huge signal that the world markets were breaking down ahead of the US markets and continues to be a huge point to get across to you.



The French markets are in a clear bear market breaking the February lows last month.



The German market appears the same as the others and is clearly in a bear market decline with new support at 17.71.



The Spain markets are really leading the others and if the bear market overseas were to last many months we could see the Spain index make new lows. Very bearish set up going forward.



As a whole the foreign markets are in a really bad position and it's not looking like it's going to get any better any time soon. We're expecting to see some markets test their lows of last year and even make new lows. It will be months before we'll be able to decide where the strength is and where the next long term buys will be generated world wide. Going forward we'll wait for a bounce then see how the re-test looks later in the year.

Commodities

It's not bullish for the commodity sectors either. Below is a chart of the CRB which is clearly in a bear market with resistance now at the long term moving averages in the 275 range.



Oil hasn't clearly entered a bear market yet, but I believe it's only a matter of time that we'll see oil making lower lows if the market is to continue declining in the coming months. Support on oil is 67.15. A close below support and I would clearly state oil as being in a bear market. As for now oil is in a stage three top consolidation phase.



Gold is in a stage two advance with its first line of support in the 1175 range and second range of support on the February lows of 1050. As for now I don't see any reason for gold topping out and pulls back should be used to add to positions in the metal.

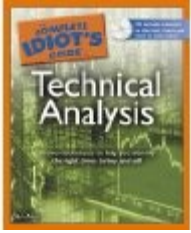
Gold stocks that are trading above their 150 day moving averages and are making new highs respectfully along side the metal.



Wrapping up the commodity sector we want to post a chart of the XLE (Energy sector). The energy sector broke down last month making new lows while the SP-500 and others held their ground. The Energy sector is leading the bear market and clearly entered a bear market last month breaking February support and completing the stage three topping phase. As we stated earlier that energy stocks are really weak and should be on everyone's wait and see before putting cash to work in this sector any time soon.



Resources – Mike Swanson



The Complete Idiots Guide to Technical Analysis by Jan Arps – Book

Jan Arps, who runs the website janarps.com and with a deep background in programming, has developed various technical tools for some of the most popular stock analysis programs. He has released this excellent beginner's guide to technical analysis.

The book starts out by giving you a quick overview of the philosophy behind technical analysis and then moves forward to cover the various tools and indicators that technicians use to analyze the market, such as oscillators, trendlines, moving averages and some more advanced concepts such as float analysis.

There are lots of books that cover this material, but what Arps manages to do is not only lay this information out in an easy to digest format, but puts it together in a way that it can be implemented in a trading plan.

Arps spends about half the book covering such topics as order entry and exit strategies, risk control, and how to put everything together into a trading strategy.

One reviewer at Amazon.com remarked on the book, "After reading several books on technical analysis, I put this one as one of the top books for a beginner."

Collapse DVD

I just watched this movie last week and it is one of the most startling movies I ever seen. It prompted me to go to the computer and spend several hours researching some of the claims in the movie.

The movie is a one man interview with Michael Ruppert, a former LA police officer who turned into a rogue reporter who is obsessed with the idea of peak oil. I've heard of the idea before, but never really read about it or thought much about it.

In a nutshell it is that oil production has peaked and from now on there will be less oil produced as demand grows. In Rupert's view this will lead to a total collapse of the world economy and massive starvation. After spending a few hours reading about the issue I do not think things are as grave as he thinks, but the issues are likely much bigger than anyone imagines. No one thinks about this stuff.

This movie may spark your own interest in such issues. It is a well produced and mesmerizing movie. Entertainment Weekly called it "superb" and time called it "hypnotic and haunting." Even the Wall Street Journal gave the movie a positive review even though it attacks the big bankers.

I wouldn't simply watch the movie though and accept all of what is said in the movie and just repeat it to people, but use it to go and do further research and reading on your own. If you care about your future and your kids future than you owe it to yourself to do so.

An Interview with Ike Iossif of OptionsAdvisoryReport.com

Mike Swanson: Hi. This is Mike Swanson and I have a special guest with me, Ike Iossif teamed up with me to create the Options Advisory Report. He's the best option trader I know with about 20 years of experience in trading. He was the host on channel 22 Los Angeles and a few of the CNBC anchors you see on TV now such as Sue Herera started out on that channel too. When 22 went off air, he set up marketnews.tv where he interviews some of the top financial traders and thinkers and you can check that out on a daily basis, but options is what we want to talk about today.

Options are a powerful tool when used right and I personally get lots of emails and questions about trading them; however, I personally only have a limited experience in trading them and when people ask me about specific option trades whether or not I think their idea is a good idea or not, I rarely can answer them. And the problem when someone asks me about individual trades, there's just too many variables when it comes to options. I know on the internet, you see the big problem is all the advertised hyped up homerun 500% trades, but you can't just trade options as a substitute for stocks as a way to leverage yourself. Ike, what do you think people need to do to succeed in options?

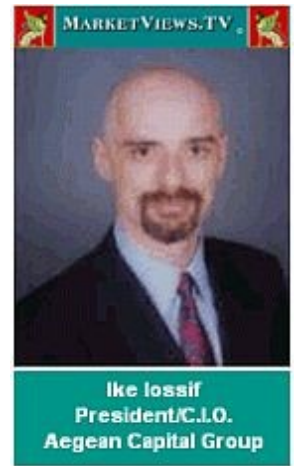
Ike Iossif: Well Mike, options trading involves 4 different variables - timing, direction, magnitude of the move, and the price of the option. You have to get at least 3 of them right just to break even. And you have to get

all 4 of them right to make money. Most people get 1 or 2 right but not 3 or all 4 and that is how they lose money.

Most non-experienced option traders quite often are left with that sinking feeling that they can never get it a hundred percent right no matter how close they get. They get the magnitude of the move right but not the timeframe or vice versa and so on and so on. Interestingly, that's also the same reason why they keep on going back with trading options. They feel that last time they were so close, next time, they'll get it and most of the times, if not all the time, they will never do.

The biggest pitfall of nonprofessional option trader is their pursuit of the big bang, that big trade that they will return 300%, 400%, 500% profit. Now those of us who trade options for living don't go for that because we know a trade like that is the exception, not the rule. The average return is about 40 to 50% which is pretty darn good and once in a while things go totally your way and you get that 300 and 400 and 500% return. But that's the exception, and it's not what you go after. What you go after is a consistent 40 to 50% return. If you do that and you are successful at it, in a year, you will have a very spectacular year.

Mike Swanson: A lot of feedback I get from people who ask about options gives me the impression it's one or two things, either going for some giant return like you talk about or else



they're not factoring in the price of the option and that can be real dangerous at times when the market is extremely volatile, for example, I remember 2008 getting emails from someone that was buying puts and despite the Dow you know falling a week in a row or something, they weren't making any money and I just think they don't have much experience, they don't seem to really know what they're doing but you've got a lot of it experience trading options. Over 20 years now and think it would interesting if you would tell everyone how you first got into trading.

Ike Iossif: Sure. When I was in college, I was fortunate enough to attend at the time one of the few universities which offered an options course as an elective, which I took. The course was taught by Professor Peter Siebold. One of the early options researchers was Merrill Lynch back in the mid 70s. Dr. Siebold was both a university professor and the principal manager.

Our textbook was Larry McMillan's Options as a Strategic Investment which is considered to be the bible on options trading. Dr. Siebold was the one who inspired me to get involved with options. After finishing college, I was hired by a hedge fund which employed options heavily for hedging its bet in the future markets and that gave me a valuable experience and hands on education, both in analyzing and in trading options.

I developed my first program in 1994 which was designed for trading options on the S&P Futures for institutional investors of course. In 1995, the methodology was featured in the arriving shotgun contest for the trader's catalogue and resource guide which was

published by Sammy Harris of San Diego. It was also independently verified by Auditrack. The starting capital was 50K in December of 1994. By November of 1995, the account had grown to 479K.

The results were published on page 21 of the November issue of Trader's Catalogue and on page 3 of issue 5911 of SAR which was published by Auditrack also in November of 1995. In addition, what I have included are the links that people can verify the information themselves.

Due to the high volatility of tech, internet and biotech stocks in 1999 and 2000 which resemble and in some cases even exceeded the volatility of trader's options; I modified the methodology so the program became applicable to individual stocks as long as they remain highly volatile. In 2003 to 2004, I modified the program further to make it applicable to individual sectors high volatility such as gold stocks. In the last 2 years, I added features designed to target high volatile ETF's which to bring this to the program I just offered right now. It is designed to take advantage of high volatile stocks, high volatile sectors and high volatile ETF's.

Mike Swanson: Now it's interesting that you went from trading basically internet stocks to now trading ETF using options, it's interesting to me because I basically kind of gone on a similar journey in my own training when I first started out I was doing internet stocks as well due to the volatility, I mean it is nothing like buying a stock, you're buying it for \$5 and it can go to 100 or something in a couple of weeks and then I started trading the gold stocks at exactly same time I started to know

about you and you were doing them too and in 2009, I started doing using the leverage ETFs and using them to short the market or bet against the market instead of shorting individual stocks.

It's just really interesting to me to see how you know, by coincidence I guess that we both kind of took a similar path - of course you are using options to do it - now I've got my own methods for trading stocks or ETFs - you know you need to do more or do something different with trading options and so how do you identify your winning options trades?

Ike Iossif: I cannot reveal the how of the methodology but I can certainly reveal and discuss the what. By that I mean, what I'm looking for. Basically I'm looking for a market move that will result in a 25 to 20% move in an ETF over 3 to 7 trading days which in turn will result in a 40 to 50% return in the choice and option. The option is always in the money option which premium is fairly valued or ideally even undervalued using my own proprietary valuation model which I want to mention is quite different than the widely known Black-Scholes Model. The reason is in my view, the Black-Scholes Model is great for intermediate to long-term options but it is lousy for evaluating options for the very short term like 3 to 7 trading days.

Mike Swanson: Well how often do you find this type of trading opportunities line up?

Ike Iossif: That is an excellent question and that's an area that definitely differentiates our program from others. On average, I find 2, 3 trades. Trades that meet my selection criteria every 3 to 6 weeks and that

is the reason why the report is not published on a fixed date on the said date, let's say the 15th of each month. Everybody who trades options for real knows that it is nearly impossible to find a tradable opportunity on a specific date each month, month after month after month. Tradable opportunities are found within a time window. Therefore, I can say this, people who follow the Options Advisory Report will get about 10 reports per year and each report will have 2 to 3 trades. And there will be a 3 to 6 week window in between reports. Why? Because as I said, because we trade options for real.

Mike Swanson: Well I sometimes wonder if that's the same case with most other services that are trading options or stock picking services in general for that fact of the matter because that's what they basically do, they just kind of hand out picks to people but they try to do it on such a consistent basis or constant basis that it's hard to believe that people are actually trading themselves for just the reasons you said so it's really interesting or neat I think to see the way that you thought about designing the service. It's something - if you can talk about that for a little bit too I think that would help people.

Ike Iossif: Well Mike, again as I said, anybody even with rudimentary experience knows that it is impossible on the same day of each month to find a tradable opportunity. It just doesn't happen. That's not how the market works so if you are for real, you're looking for trading opportunities within a time window, that's how it happens. You may find them, the first week of the month or the second or the

third you know whatever. But it is impossible to have an opportunity that meets your criteria on the same day of each month every month and if you're publishing a report that advertises trade opportunities and it comes out the same day each month, more likely it's not for real.

Mike Swanson: So you're basically designed this to do a trade about every 3 or 6 weeks.

Ike Iossif: Well pretty simple. I designed a service with reality in mind. It's designed to produce every 3 to 6 weeks 2 to 3 trades with a 40 to 50% return within 3 to 7 trading days. And the success is roughly about 65%. Anyone with those options knows these are realistic global objectives and if you meet them at the end of the year, you will have a spectacular year.

Mike Swanson: Oh yeah. I've seen - I saw you do it a couple of years ago when you set up a similar service and it's going to be real exciting to see this in action over the next couple of months and in the years going forward too. And for the time being, we have offered this right now for free so anyone can sign up and check it out and participate and join it. How long do you think you expect to keep it for free?

Ike Iossif: First of all let me say this, we are making not bits and pieces of the service available for free just to entice people. We are making the entire service free because I'm really confident in it and I want whoever at some later day decides to sign up for it to know what you're getting and to have seen already that the service is real. I plan to offer it for free long enough for everyone who signs up for free access to see

that the service is for real and to see that they can make money with it.

Mike Swanson: Well I think that's the best type of proof is to show them exactly what they're getting, exactly what the results are and everything and that's something you know you hardly see anyone actually doing when it comes to financial newsletters or trading services and the thing is you know, most option services, they cost several thousand dollars a year.

To be notified when Ike makes another options trade go to OptionsAdvisoryReport.com and then scroll down the webpage and opt-in to the free email list.

I hope you enjoyed this first issue of WallStreetWindow.com. If you have any ideas or want to give us any feedback just email support@wallstreetwindow.com - Mike, Andy, and Kevin.