TRADING OPTIONS FOR CONSISTENT RETURNS
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Don Kaufman

- Co-Founder TheoTrade
- Industry-leading options strategist
- Derivatives Risk Manager
- 18 year trading career
- 16 years of thinkorswim® platform experience
Trading is not about being right or wrong...

However, when you go up against Mr. Wonderful... well, I am right and he is most definitely wrong!
What You Will Learn In This Presentation

• How to position your portfolio with the Right Logic and Principles of Building a Trade.
• New ways of looking at... and making peace with risk
• How to make friends with direction, expose any directional bias, and learn the ONE thing that direction must eventually bow to!
• How to use specific probabilities to better your trading, even without extensive charts and fancy formulas.
• The basic recipe of a strategy I call the In/Out Spread that will help you trade safer, and build your confidence...whether you are a beginner or an experienced trader. Anyone can do this trade if you follow the recipe...
Are you willing to put forth the effort?

The following course material can be demanding to learn. This course is not going to be some chart pattern or follow the bouncing ball with green and red flashing lights. If you really want to learn this business you need to be willing to put forth some effort... this is not instant coffee or instant tea, this is a skill set based on statistical data.

What we are about to discuss involves trade logic, strategy, and and and.
Risk and Success

• How you handle your risk is directly correlated to your success in the markets.
• Too much risk and you will panic and close positions continuously at the worst possible time.
• At least you’re consistent with your panic 😊
What I’ve Learned

• After 15 years in the brokerage industry
• I’ve looked at 100s of thousands of accounts
• I’ve seen what works and what doesn’t
• What doesn’t gets repeated over and over again!

• Today we will discuss what has worked consistently...
Theory. Trade. Logic.

- Probabilities are the law in the markets.

- One trade, good or bad, does not define you.

- Trading goes beyond one trade or one idea, it’s about thousands of occurrences and having the right logic over time.
Principles of Building a Trade

1. Trade Logic
2. Capital Allocation
3. Directional Bias
Trade Logic

• Place Strategy and Trade Logic first.

• The vast majority of people involved in markets are infatuated with market direction, attempting to predict the next move a stock is going to make.

• The right strategy, coupled with established entry and exit criteria you do not need to be “right” in picking a direction in a stock or the markets in order to be profitable.
Right or Happy?

• My wife frequently reminds me of the famous phrase:

  “Do You Want to be Right? Or Do You Want to be Happy?”

• I’ve not applied this to marriage but the logic seems to work beautifully in trading 😊

• I’ll always take the stance, you do not have to be right to make money.
Capital Allocation

• How and where you allocate capital should be strongly considered as a viable portion of your trading methodology.

• Capital Allocation takes precedence over being “right” in the markets.
Why You Ask?

• Experience and watching order flow for decades has taught us invaluable lessons.

• Have you ever been stopped out of a trade or bailed out of a position only to see the markets turn around shortly thereafter?
Duration over Direction

• How and where you allocate capital can define not only losses but it can be the defining factor in your overall success or failure in the markets.

• Our war cry is “duration over direction”, you need to be capable of sustaining trades long enough to be profitable.
Directional Bias

• We are not anti-charts. Rather we recognize where you “think” a stock might go does not always mean the markets will agree with your sentiments.

• Being right directionally cannot define us as investors or traders for we may not be “right” often enough.
Core Strategy and Trade Logic

• Today I want to introduce to you one real world strategy that you can use starting tomorrow.
Risk Versus Reward

• When we first learn about markets and trading we are often exposed to the ideas of risk vs reward.

• Risk 1 to make 2 is a common strategic entrance to the market place.

• However, have YOU ever looked at the probability of success of this idea?
Debunking Risk vs. Reward

• Let’s take the following example.

• Buy a Stock @ $30.00

• Set a STOP ORDER @ $29.00

• Set a target price @ $32.00

• Prototypical risk $1 to make $2 scenario
Probabilities in YOUR Trading

- What is more likely, getting STOPPED OUT at $29 or making the $2 profit?

- What do you think is the probability of hitting the STOP order prior hitting the target price?

- Buy a Stock @ $30.00

- Set a STOP ORDER @ $29.00

- Set a target price @ $32.00
Options are Probabilities

• You may have never looked at, or even traded an Options Market however, are you aware options are based on probabilities?

• Options can help us in determining the viability and practicality of any given trading strategy.

• How you might ask?

• Well let us look at what the probabilities are in the aforementioned risk $1 to make $2 trading setup and see if this is viable over the duration.
Probabilities Exposed!

SBUX trading @ $57.00

Probability of touching $59.00

Probability of touching $56.00
Risk vs. Reward Revealed

• In the aforementioned Starbucks (SBUX) example:

• Probability of hitting the STOP price of $56.00 was 68%.

• Probability of hitting the target price of $59.00 was 39%

• The Risk $1 to make $2 scenario is a setup for a low probability disaster!
Positioning Your Portfolio with the Right Logic

• Let’s get down and dirty; how do you position yourself most effectively without exposing yourself to drastic risks and/or low probability?

• Would you be interested in a trading strategy that:

  1. overcomes the high probability of being stopped out
  2. defines your risk
  3. provides a high probability of success
  4. limits capital exposure
  5. Never need to buy or sell the stock!
Enter the In/Out Spread

• In/Out Spreads are designed to limit exposure and maximize potential with minimal movement in the underling.

• Yes In/Out spreads are OPTIONS trades!

• Fear NOT the Options, as options spreads allow us to limit our risks without the use of stop orders while providing considerable upside potential.
In/Out Spreads Explained
In/Out Spreads SBUX Example

• Let’s continue with our Starbucks example however, use an In/Out Spread rather then the stock and stop orders.

• Rather than buying the stock at $57.00 we will use a spread trade to limit risks and provide a high probability without the use of stops.

• Mmm... Frappuccino
SBUX In/Out Spread

SBUX @ $57.00

Buy 56 call = $1.50 debit
Sell 58 call = $.50 credit

Buy 56 call = $1.50 debit
Sell 58 call = $.50 credit
Spread = $1.00 debit
SBUX In/Out Spread

<table>
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<tr>
<th>Strike</th>
<th>Open Int</th>
<th>Bid X</th>
<th>Ask X</th>
<th>Exp</th>
<th>Strike</th>
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Buy

Sell

Maximum Risk
### High Probability In/Out Spreads

#### GLD Price

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<tr>
<th>Last X</th>
<th>Net Change</th>
<th>Bid X</th>
<th>Ask X</th>
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<td>107.93</td>
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#### Option Chain

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<tr>
<td>0.71</td>
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<td>2.40 Q</td>
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<td>0.59</td>
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<td>.42</td>
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<td>3.31 M</td>
<td>3.31 M</td>
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<tr>
<td>.33</td>
<td>1.20%</td>
<td>.91 W</td>
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<td>3.12 M</td>
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<td>105.5</td>
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<td>.29</td>
<td>1.55%</td>
<td>.77 W</td>
<td>3.00 M</td>
<td>3.00 M</td>
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<td>105.5</td>
<td>- .71</td>
<td>54.42%</td>
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#### Order Entry Tools

- **Buy**: GLD 20 JAN 17 Call 107
- **Sell**: GLD 20 JAN 17 Puts 109

#### Maximum Risk

- **Order Entry**
  - Side: BUY/SELL
  - Qty Symbol: GLD
  - Exp: 20 JAN 17
  - Strike Type: CALL/PUT
  - Link: DEDIT
  - Price: 1.00
  - Order: LIMIT
  - TIF: BEST

- **Saved Orders**
  - Side: BUY/SELL
  - Qty Symbol: GLD
  - Exp: 20 JAN 17
  - Strike Type: CALL/PUT
  - Link: DEDIT
  - Price: 1.00
  - Order: LIMIT
  - TIF: BEST
## Live In/Out Trade Examples

- **VIX IN/OUT Spread**

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<th>Strategy</th>
<th>Date</th>
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<th>Side</th>
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<td>17 CALL</td>
<td>2.35</td>
<td>1.70</td>
<td></td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>DEBIT</td>
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<td>17 CALL</td>
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## Live In/Out Trade Examples

### GOOGL IN/OUT Spreads

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<th>Type</th>
<th>Date</th>
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## Live In/Out Trade Examples

- **AMZN IN/OUT Spreads**

- **6/6/16 12:44:23**
  - VERTICAL
  - BUY
  - SELL
  - OPENING
  - OPENING
  - AMZN
  - AMZN
  - 8 JUL 16
  - 8 JUL 16
  - 730
  - PUT
  - 727.5
  - PUT
  - 19.66
  - DEBIT
  - 1.21

- **6/24/16 09:15:21**
  - VERTICAL
  - SELL
  - BUY
  - CLOSING
  - CLOSING
  - AMZN
  - AMZN
  - 8 JUL 16
  - 8 JUL 16
  - 730
  - PUT
  - 727.5
  - PUT
  - 33.29
  - CREDIT
  - 1.92

- **9/28/16 07:28:00**
  - VERTICAL
  - BUY
  - SELL
  - OPENING
  - OPENING
  - AMZN
  - AMZN
  - 21 OCT 16
  - 21 OCT 16
  - 825
  - PUT
  - 820
  - PUT
  - 18.06
  - DEBIT
  - 2.30

- **10/17/16 12:14:28**
  - VERTICAL
  - SELL
  - BUY
  - CLOSING
  - CLOSING
  - AMZN
  - AMZN
  - 21 OCT 16
  - 21 OCT 16
  - 825
  - PUT
  - 820
  - PUT
  - 15.04
  - CREDIT
  - 3.45
Characteristics of In/Out Spreads

• The attributes of the High Probability In/Out Spread are undeniable!
• You never have to buy the stock.
• Define your risk.
• Risk is limited to precisely your comfort level.
• You need not use a stop order.
• You can vary time frames and NOT pay more.
• Probability of profit is high.
• This is the PERFECT spread to reduce risk of a stock portfolio.
• This is an excellent tool for those seeking returns to build a smaller account.
Building the In/Out Spread

• Do not let options intimidate you!
• The spread below is being done for a 1.00 debit.
• However, this spread is akin to a massive chainsaw.
• Used correctly, can be extremely effective in creating returns!
Fear NOT the In/Out Spread

• You may not know options OR have limited experience in placing options trades.

• We can show you HOW and WHEN to place In/Out Spread in a matter of a few hours.

• TheoTrade creates detailed recipes for every strategy including the In/Out Spread.

• You would not bake a cake without a recipe, so why trade without one?
Why Doesn’t Everyone Do This?

• Here is what you NEED to KNOW!
  ✓ What stocks do I trade this on?
  ✓ How do I determine bullish or bearish?
  ✓ What expiration do I select?
  ✓ What strikes do I use?
  ✓ Position sizing?
  ✓ What is the correct probability for the trade?
  ✓ How do I execute the trade?
  ✓ When do I exit?
  ✓ What to do in a losing position?
THEOTRADE RECIPES IN TRADING

Criteria... it’s what we at TheoTrade do!
Trading is about Answering the What Ifs

• What might be a good stock or ETF candidate for a In/Out Spread?

• What is the correct options expiration cycle to buy my In/Out Spread?

• How much capital do I commit to these In/Out Spreads?

• What Strike Price Options do I sell and how many?

• What Strike Price Options do I buy?
TheoTrade is the Answer to Your Questions

- What is the right probability for my trade?
- How many options contracts do I trade in for my account size?
- When do I close my In/Out Spread?
- What if the stock sells off big? What is the correct return for the strategy?
- What if the stock rallies massively?
- Can I fix a losing trade?
TheoTrade Has Your Answers

• TheoTrade has the answer to your trade related questions!

• We Build Recipes with definitive criteria and checklists for each strategy and each unique variable you will encounter.
How, When, Why, at What Price?

• This is just the beginning of the many variables you will face while buying an In/Out Spread!
The Secret is in the Sauce

• Now you may be thinking... hey I can read about these spreads anywhere and can do this; well think again...

• The following strategy and corresponding criteria requires the utmost attention to detail.

• We spent MONTHS fine tuning this trade setup and criteria, when we approach the section on criteria FOLLOW the STEPS to build a trade!

• Would you like the criteria to build an In/Out Spread?
High Probability In/Out Spread Course

- Trade Instructor: Don Kaufman
- Class is available immediately with unlimited access
- Entry and exit criteria checklist available immediately for download.

- As an added bonus
  - BONUS #1: Options 201: Vertical & Calendar Essentials
  - BONUS #2: Options 301: Volatility Essentials

- $97  www.TheoTrade.com/spread
TheoTrade.com/Spread

In/Out Spread Curriculum

- Learn to construct In/Out Spreads
- In/out Spreads are used daily by professionals for consistent returns.
- How to buy long duration options without paying more so you can give yourself the gift of time
- How to use defined risk vs reward strategies so you never have to lose sleep over your positions again
- In/out Spreads are used in any market condition or direction.
- Build your own In/Out Spread with detailed step by step entry and exit criteria.
- In/out Spreads are easily managed with “Set and Forget” Order types!
- In/out Spreads are easy to learn how to do and easy to place.
- In/out Spreads can be done with a trading account of $2,000.
- Trades can be done in retirement accounts, with minimal options experience, and with smaller accounts looking for large upside potential.
TheoTrade.com/Spread