Gambling is for the casino; knowledge is for the stock market!

"Combining Technical and Fundamental Analysis to enable you to make great decisions in the Stock Market."

The stock market profits blueprint is an integrated stock market roadmap.

The Stock Market Profits Blueprint

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Member Society of Technical Analysts

Contents

Introduction

Welcome to the Liberated Stock Trader Stock Market Profits Blueprint. You are probably asking yourself who this person is. My name is Barry Moore. I am a Certified Stock Market Technical Analyst (MSTA) and founder/author of LiberatedStockTrader.com. I have been investing in the markets for over two decades.

The stock market profits blueprint has been handcrafted to enable you to understand all the factors that play on the stock market. It is called a blueprint because a blueprint is, in effect, an architectural document to show how something is designed.

The Blueprint will show you a powerful way to envisage how many factors impact investors and the stock market. When you understand how this framework operates, you can use it to your advantage.

But first, let us establish some core facts to enable you to understand why you need a Stock Market Blueprint.

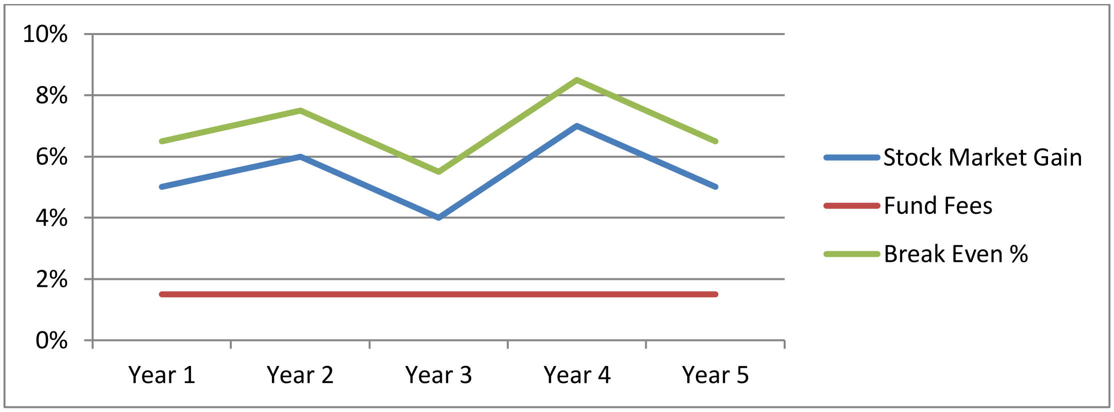
How successful are institutional investors and fund managers at investing?

So let us first talk about the professionals, driving their sports cars, living in their huge mansions, earning obscene amounts of money, investing YOUR MONEY and YOUR Pension Fund. Surely with their success and wealth, they must know what they are doing. WRONG.

The most simplistic measure of any investor is that they should beat the market average they are investing in. That means if I am a fund manager actively investing in the S&P 500, if the S&P-500 makes a gain for the year of 5%, I should expect to make more than 5%. In fact, if I am charging my customers 1.5% to invest their money for them and inflation is running at 2%, I will need to make 9% as a minimum, so my customers break even.

If I do not, the customers would have been better off investing in a non-managed fund like an Index Tracker or an ETF that simply follows what the index makes.

What Should your Stock Market Fund Manager Achieve?



Your fund manager needs to beat the stock market by at least the equivalent of the management fees you are charged for the services.

The Shocking Truth

Standard & Poors measure this performance every year to see how well the average Funds & Fund Managers perform against the market averages. The truth is shocking!

Report 1: Percentage of U.S. Equity Funds Outperformed by Benchmarks

Fund Category	Comparison Index	One Year	Three Year	Five Year
All Domestic Equity Funds	S&P Composite 1500	55.98	55.58	60.64
All Large Cap Funds	S&P 500	75.42	52.09	63.76
All Mid Cap Funds	S&P MidCap 400®	80.76	76.52	76.65
All Small Cap Funds	S&P SmallCap 600®	71.78	68.01	65.18
All Multi Cap Funds	S&P Composite 1500	65.16	58.02	65.08
Large Cap Growth Funds	S&P 500 Growth	61.74	71.63	78.26
Large Cap Core Funds	S&P 500	78.93	54.18	65.67
Large Cap Value Funds	S&P 500 Value	80.65	31.72	40.98
Mid Cap Growth Funds	S&P MidCap 400 Growth	79.29	82.23	77.65
Mid Cap Core Funds	S&P MidCap 400	83.70	76.36	79.81
Mid Cap Value Funds	S&P MidCap 400 Value	75.82	76.40	75.31
Small Cap Growth Funds	S&P SmallCap 600 Growth	83.09	81.55	77.84
Small Cap Core Funds	S&P SmallCap 600	73.95	67.36	62.62
Small Cap Value Funds	S&PSmallCap 600 Value	49.18	51.52	47.50
MultiCap Growth Funds	S&P Composite 1500 Growth	56.00	75.14	68.57
MultiCap Core Funds	S&P Composite 1500	67.52	51.96	59.93
MultiCap Value Funds	S&P Composite 1500 Value	71.53	56.95	66.25
Real Estate Funds	S&P BMI United States REIT	86.09	68.04	59.21

Source Standard & Poor http://www.standardandpoors.com/indices/spiva/en/us

FACT: Most actively managed funds will lose you money compared to the market average

The average percent of equity funds performing worse than the market average:

- Over 1 year = 72%
- Over 3 year = 64%
- Over 5 years = 66%

I think you will agree when I say the odds are very much stacked against you. Even if you find a fund that performs well, it will usually have very high fees for managing your money. This means that the chances of you making anything close to market returns after fees are even more remote.

FACT: Nearly 30% of managed funds are so badly managed they go bankrupt.

Here is another fascinating report from Standard & Poors dealing with survivorship. This actually means how many funds actually survive a given period. If a fund makes huge losses, it will usually be closed, and the remaining money (if any) is returned to the investors unfortunate enough to have invested.

Report 2: Survivorship and Style Consistency of U.S. Equity Funds (continued)

Five Year

Fund Category	No. of Funds at Start	Survivorship (%)	Style Consistency (%)
All Domestic Funds	2134	72.07	51.50
All Large Cap Funds	712	68.26	53.93
All Mid Cap Funds	364	74.18	47.80
All Small Cap Funds	471	73.46	59.45
All Multi Cap Funds	587	74.28	44.46
Large Cap Growth Funds	207	62.80	54.11
Large Cap Blend Funds	300	64.33	46.33
Large Cap Value Funds	205	79.51	64.88
Mid Cap Growth Funds	179	67.60	48.04
Mid Cap Blend Funds	104	74.04	47.12
Mid Cap Value Funds	81	88.89	48.15
Small Cap Growth Funds	185	65.41	57.30
Small Cap Blend Funds	206	77.18	63.59
Small Cap Value Funds	80	82.50	53.75
Multi Cap Growth Funds	140	70.71	39.29
Multi Cap Core Funds	287	75.26	49.48
Multi Cap Value Funds	160	75.63	40.00
Real Estate Funds	76	82.89	81.58

Source: Standard & Poor's, CRSP. Data as of June 30, 2010. Charts and graphs are provided for illustrative purposes only. Please see Appendix B for a further description of Survivorship and Style Consistency percentages.

Only 72% of all Domestic Funds in the US manage to survive five years!

Why do they not perform better?

The problem is many-fold.

Most institutions earn their money from a % of your total investment pot. Not from the money they make for you, although that is nice to have.

Motivation. They are trading other people's money. Some fund managers trade their own accounts alongside the corporate account. You bet they make a better return on their private accounts. Imagine I know I will buy 200,000 shares of ABC Corp as part of the investment fund I am managing. This will surely move the market price. Before I made this trade, I could buy 5,000 shares in ABC from my private account. Then buy with the institution's money the 200,000 shares. The market price moves up. I then sell my private shares for a profit. Easy! They also have issues with the size of the trades they need to make and the structure of the fund they market. Suppose they market a fund specializing in commercial real estate companies, and that sector (as we witnessed in 2009) undergoes a severe recession. In that case, they may have problems hedging their risk and limiting losses. Normally the independent investor should not face these issues.

How successful are passive funds that simply track the market?

Passively managed funds might be a good option as they will track a given index or industry as closely as possible, have lower fees, and are not prone to the misjudgments of active fund managers.

So how well has the stock market performed over the last ten years.

[See this chart interactively on TradingView](#) :

Index Returns Performance

Position	Index	10 Year Return
1	Nasdaq 100	+578%
2	Nasdaq Composite	+486%
3	S&P 500	+278%
4	Sensex (India)	+257%
5	Nikkei 225 (Japan)	+223%
6	DJ 20	+214%
7	DAX (Germany)	+191%

FACT: Over the last 10 years, the Nasdaq 100 has beaten all developed world indices.

So there is the proof. An index tracking fund or ETF is worthwhile if you have invested in the Nasdaq 100, Nasdaq Composite, S&P 500, Sensex (India), Nikkei 225 (Japan), DJ 20, or the DAX (Germany)

How successful is the individual investor in the stock market?

An individual investor invests in the stock market but is not affiliated to Wall Street, investment funds, trading floors, or any institution.

FACT: "Overall, about 20 percent of the investors studied were able to beat the market consistently".

This means that 80% of investors fail to make any money in the stock market; in fact, they will tend to lose money.

This might seem hard to believe, so let me prove it.

The Research: Can Individual Investors Beat the Market?

A study conducted in 2005 study by David Hirsheifer - Professor of Finance at Ohio State University's Fischer College of Business & Joshua D. Coval of the Harvard Business School measured the trade success on 115,856 US brokerage accounts from January 1990 through November 1996.

Results

Researchers found that the ***"top 10 percent of investors they studied earned about 38 percent above the market average per year".***

"Overall about 20 percent of the investors studied were able to beat the market consistently".

This means 80% of investors failed to beat the market average.

Even worse, ***"About 10 percent of investors did extremely poorly in their choices and underperformed the market about 23 percent a year annualized. The losses of these investors are far greater than the losses of the average individual investor."***

Other research backs this up
"Barber and Odean (2000) note, the top-performing quartile of the individual accounts in their dataset outperform the market on average by 0.5 percent per month".

That means 25% of traders beat the market by 6% per year

How was this possible?

The study suggests that ***"While few would expect individual traders to be, on average, better informed than mutual fund managers, there are compelling reasons to believe that individual traders are better positioned to exploit a given informational advantage.***

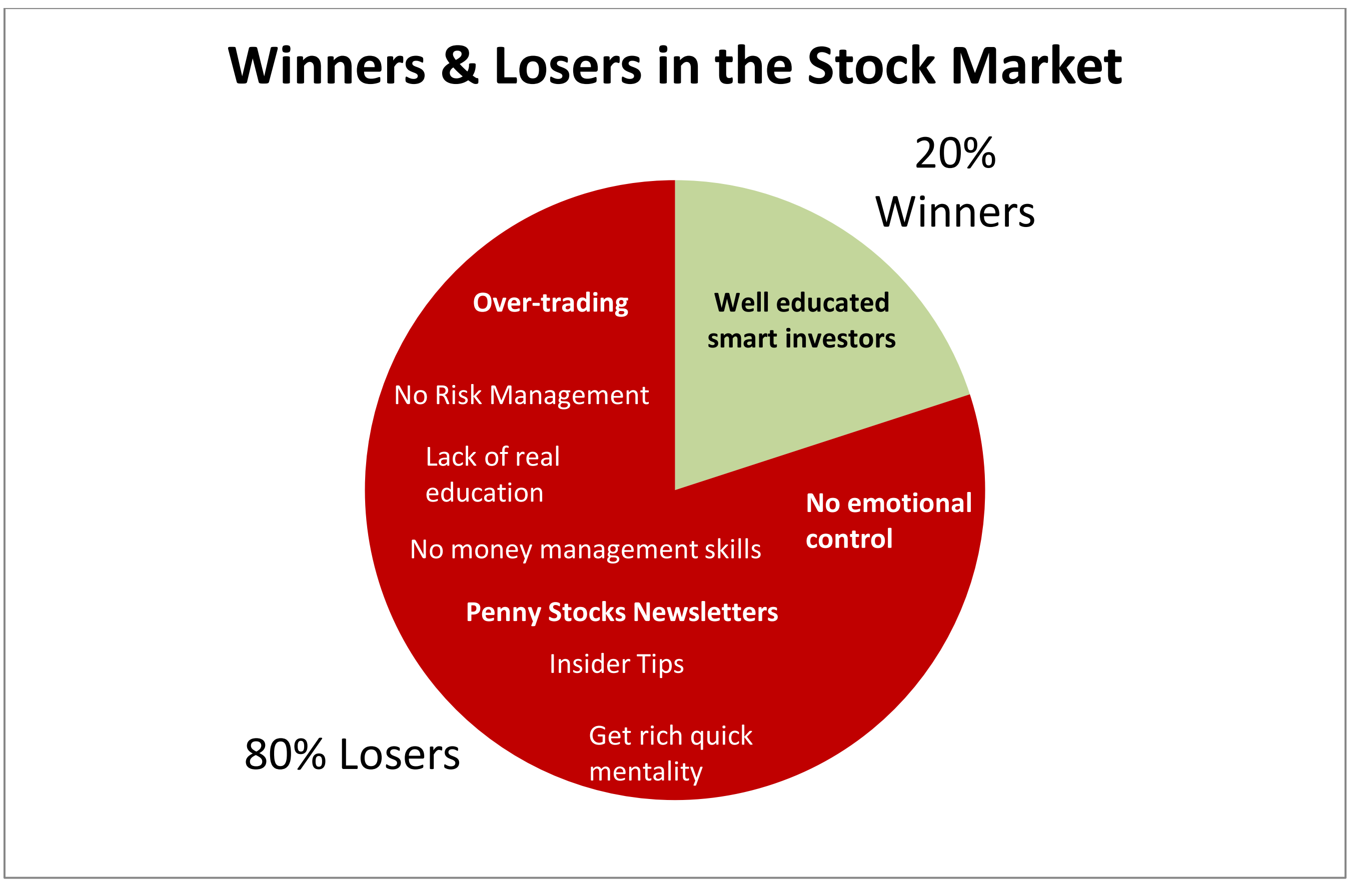
First, individual traders almost always trade smaller positions than professional traders. As a result, the pressure that their trades impart on prices is likely to be much less.

This makes them far better positioned to trade using strategies that exploit smaller or shorter-term deviations from fundamental values.

Second, individual traders are less constrained than mutual funds to hold a diversified portfolio or to track the market or a given benchmark."

Resource : http://researchnews.osu.edu/archive/goodinvs.htm

So how can I be part of the TOP 20% of smart investors?



The key is to be part of the top 20% of really smart, educated investors.

That means some hard work.

How can you educate yourself to be a top 20% performer?

Here is the crunch. Those elusive stock market profits are not easy to find as 80% of investors will attest to. So we need to go and educate ourselves.

But wait, there is a little problem with that also.

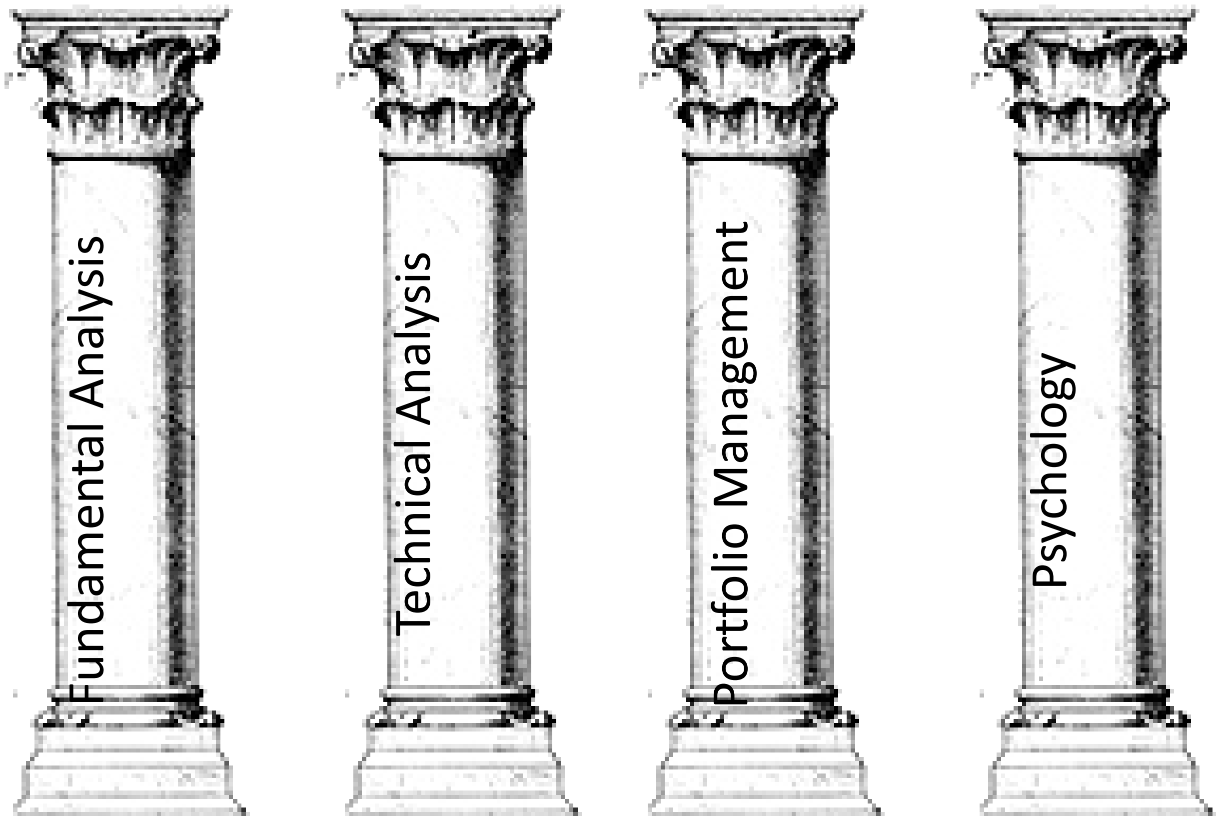
Most stock market education fails to achieve what it is supposed to. Most courses fall into the technical analysis trap. They teach only technical analysis. This is where the Stock Market Profits Blueprint comes in. It will provide you with the entire roadmap of knowledge you need to have to be a top performer.

The Stock Market Profits Blueprint

The Stock Market Blueprint will enable you to become a successful trader by providing you with a roadmap to understanding how the stock market really works.

Unlike any other structure for learning, it is based on four pillars.

The 4 Pillars to Profit



Each pillar represents a critical foundation of knowledge. Have a deep understanding of these pillars will enable you to excel in the Stock market. This knowledge will mean you no longer seek stock tips, yearn for advice, or are insecure in your trades. You will be a master.

Soon we will look inside the pillars to find the critical knowledge.

But first, you need to know there is a war between the stock market professionals.

The War: The Fundamentalists versus the Technicians

Perhaps the word war is a little strong, but it is a war of words.

Fundamental Analysis	Technical Analysis
Studies the why!	Studies the what!
Studies the cause!	Studies the effect!
Focus on value	Focus on market action
Focus on economic data	Focus on price
Focus on fundamentals	Focus on trends
Forms hypotheses based on fundamental data as to what has value and therefore forecasts using news and economics or simply the value of a business	Forms hypothesis based on what actually happens in the market only forms an opinion about the market based on what the market or stock tells them. Supply and demand

What does this really mean: Fundamental Analysis and Technical Analysis? Imagine the job of a Meteorologist. One of the core tasks of the meteorologist is to predict the weather. The approach to weather prediction is in many ways like traders and investors approach the market.

The fundamental approach to weather forecasting means you need to understand the fundamentals. Why do rain clouds form? What happens when cold air meets warmer air? How does thunder and lightning occur? How does hail or snow form? Why do winds move in particular directions in general? What types of rainclouds produce what types of weather?

However, understanding all of the fundamentals does not enable you to predict the weather on a particular day for a particular region; this is similar to the market.

Understanding how the Federal Reserve works does not enable you to predict the stock price of ABC Inc, nor does knowing that ABC has increased its sales guarantee in any way a stock price increase.

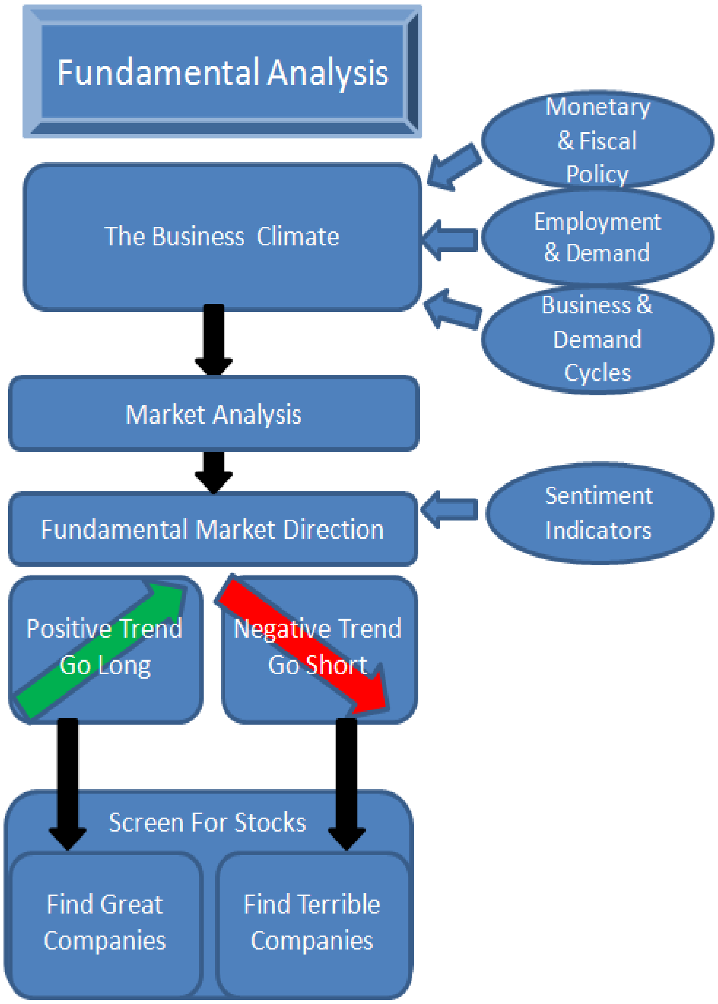
To predict the weather, forecasters also use a technical approach. They measure the direction of the wind, the temperature of the air, the humidity, levels of rainfall, and cloud density. Using this information, the weather forecaster can combine what is actually happening with their understanding of the fundamentals of weather to predict the weather in a particular area. Of course, they are never 100% correct in their predictions as the weather, like the Stock Market, has so many chaotic influences that it is impossible to be correct all of the time. However, if you know that it is currently raining in New York City and the wind is blowing from the north at a certain speed, you can predict with some accuracy when it will be raining in New Jersey.

Using Technical analysis on the stock market is just the same. If you know that the market trend is up (the wind direction) and you can see the price movement of a stock is accelerating (wind speed), and you know how much power the rally is carrying using Volume and Momentum. You can see where the next resistance area will be (New Jersey) and assess the probability of a stock price increase. You can then use this probability to assess your risk-reward of being correct (forecast the weather) and then place the trade (announce the weather forecast on TV)

Understanding the conditions that breed a healthy stock market and healthy companies are fundamentally important.

However, if you buy any stock at the wrong time when supply and demand are not in your favor, you stand a strong chance of losing money. This is why the technical approach is so important.

The Fundamental Analysis Pillar



The Fundamental investors or Value Investors like Warren Buffet or Benjamin Graham seek out investments where the trade risk is extremely low due to the large difference between the value of the stock and the underlying fundamentals.

Many other critical fundamental factors play on the stock market.

The effect of Monetary & Fiscal Policy in many ways determines the overall direction of the stock market. They also directly impact employment and demand.

Learning about the fundamental impact of government economic policy and money supply on the market is very important to your long-term success.

From this information, we can assess the long-term market direction. This will enable us, in turn to adapt our strategy to the market.

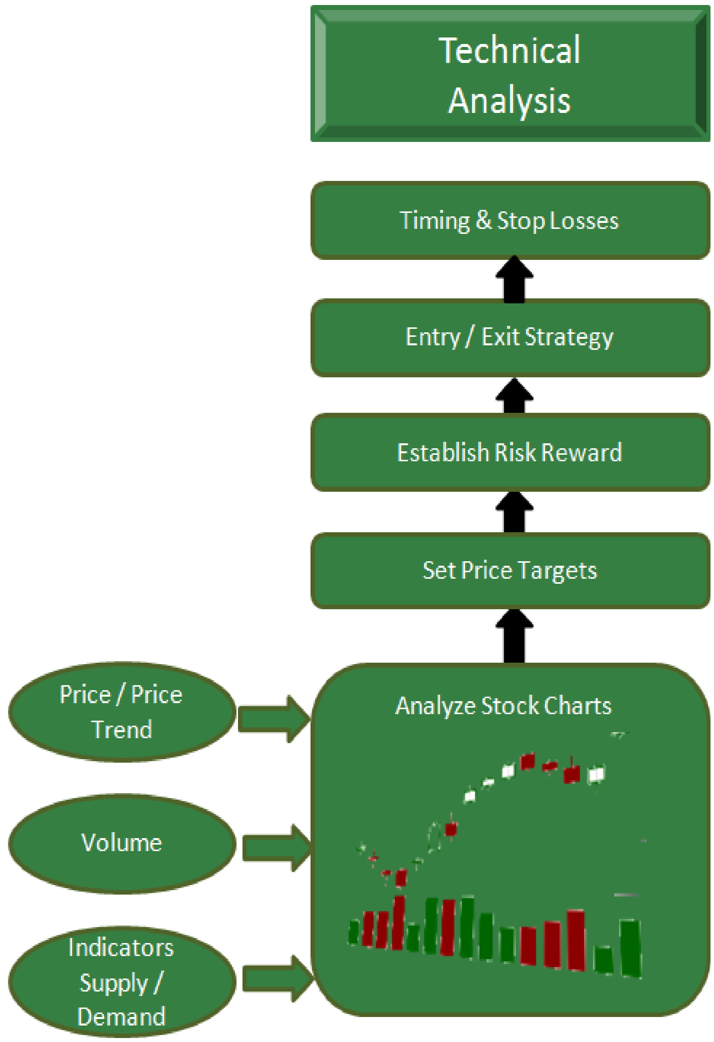
Recommended Reading: The Intelligent Investor - Benjamin Graham

The Technical Analysis Pillar

Technical Theory is the study of fundamentals, but indirectly. A stock with great fundamentals can increase in value, but when? Technical analysis is the study of the effect of good fundamentals, not the cause. So, when it is time for a stock to start increasing, the technical analyst will see this in the charts. Whether the reason is good news, fundamentals, positive sentiment in the market, or an improving business climate, all will be seen through the study of the price in the format of charts.

Contrary to popular belief, having a solid grasp of technical analysis enables you to combine it perfectly with your fundamental knowledge of markets and companies.

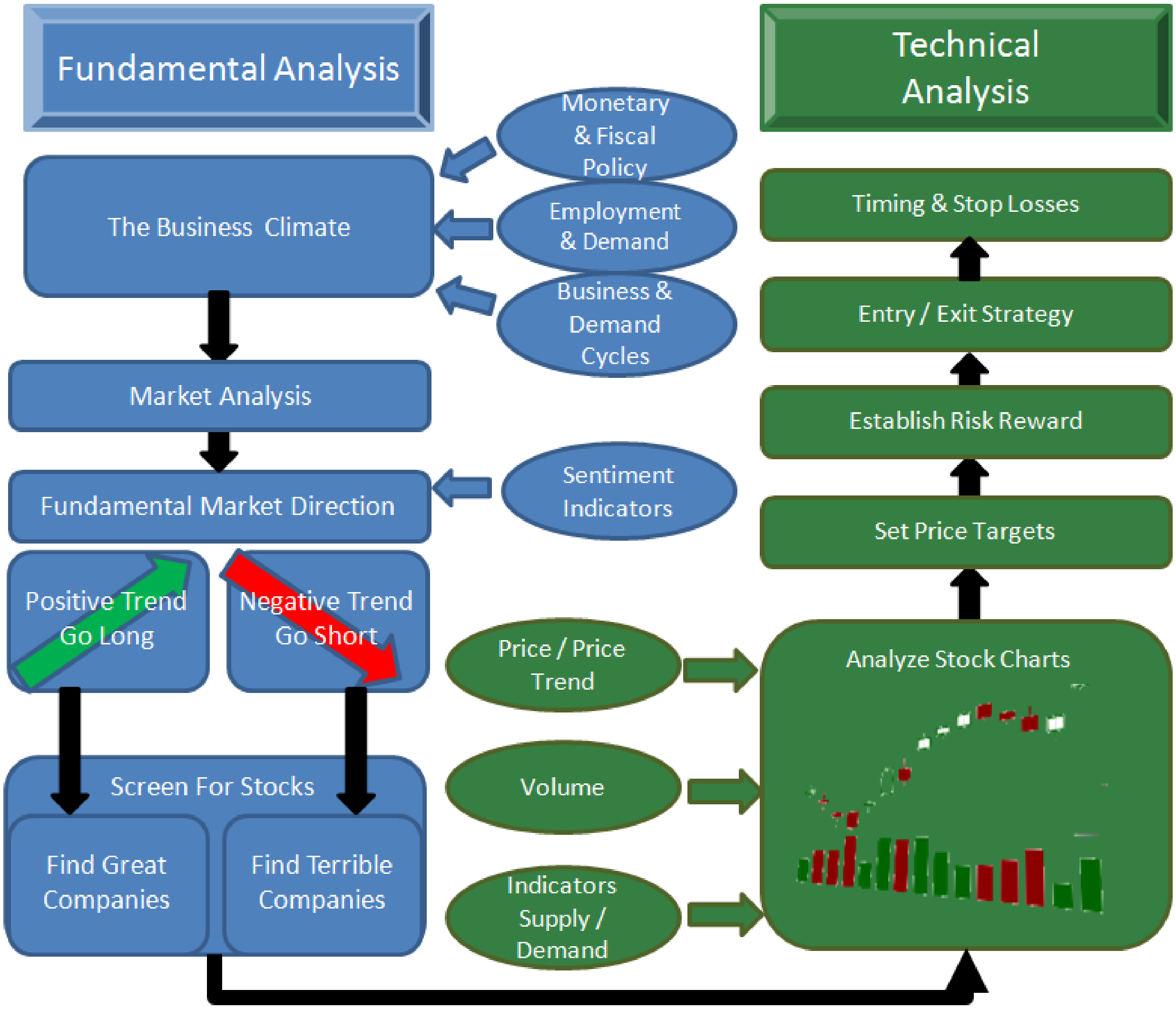
Stock chart analysis lets you see the supply and demand balance, especially when used professionally with some excellent Price & Price Volume indicators currently available.



You can then set price targets based on chart patterns and use these price targets to establish your risk-reward ratios.

This in turn, will enable you to plan exactly your Entry & Exit strategies for your stock. Technical analysis also allows you to optimize your timing and stop losses to minimize your risk and maximize your reward.

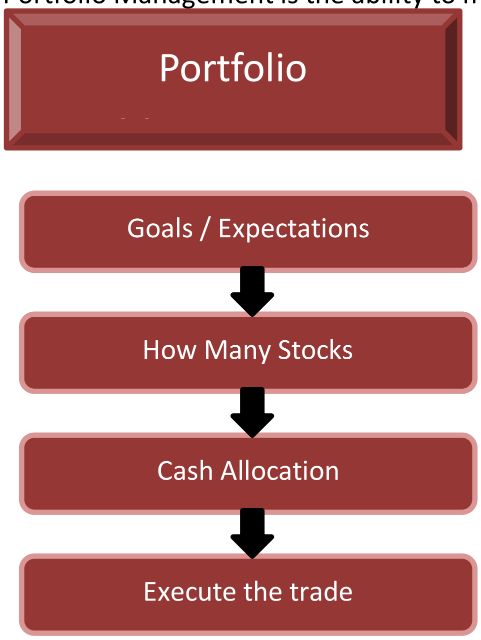
Fundamental & Technical Analysis Combined



Portfolio Management Pillar

Equally important is the Portfolio Management pillar.

Portfolio Management is the ability to manage your money optimally, understanding how to use compounding and solid growth to maximize the worth of your portfolio.



Setting solid expectations and real targets to achieve is absolutely key.

Diversification or concentration? How many stocks should you buy? How long should you hold?

How much should you reserve in cash? How much should you invest in any one stock?

How can you optimally execute the trade? What risk-reward factors to use. How do you secure against significant losses? What size of win do you need, and how many?

The Psychology Pillar

What most people neglect is the psychological aspect of trading. This is why I do not believe using Stock Market simulation games provides a realistic indication of future performance. When real money is on the line, it is a completely different sport.

Mastering your mindset is important and can greatly assist you while you are "in the trade"

Learn to manage your emotions in a practical way. There are many practical and personal lessons we can get from other traders.

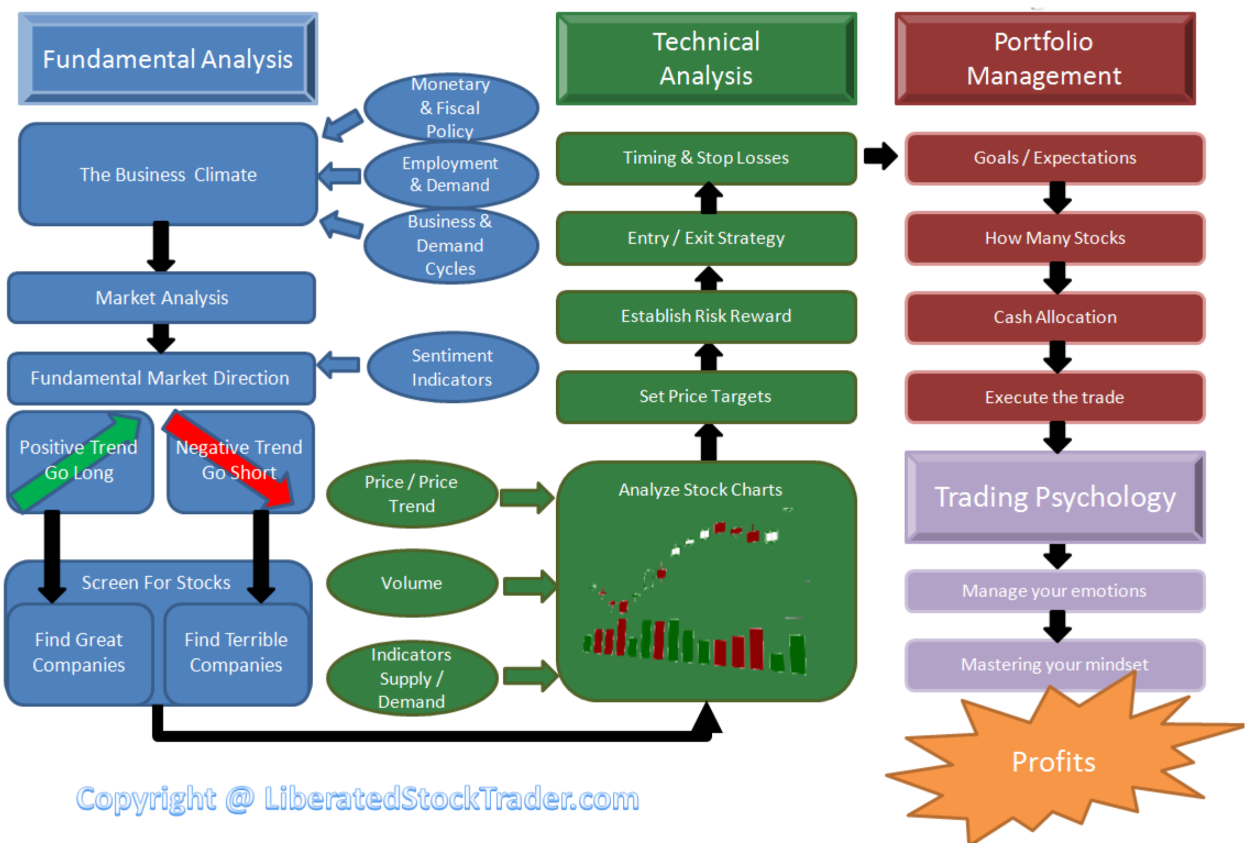
Try to set up and review your "in trade rules" to be as emotion-free as possible

Recommended Reading: Market Wizards: Jack D. Schwager; The New Market Wizards: Jack D. Schwager

The Stock Market Blueprint: How does it work?

The system is essentially a roadmap to follow to enable you to chart a course through the many stages required to make rational, intelligent investment decisions.

Follow the black arrows from the top left to the bottom right.



http://www.liberatedstocktrader.com/stock-market-training/

Selecting the right education for the Stock Market Profits Blueprint

The Technical Analysis Trap

Most stock market education fails to achieve what it is supposed to. Most courses fall into the Technical Analysis Trap. They teach only technical analysis.

While technical analysis is an excellent tool, it is not the only tool.

Both students and education companies fall into the trap of over-reliance on technical analysis.

- You need an education that provides every element of the Stock Market Profits Blueprint.
- An education that completes all four pillars of the Stock Market Profits Blueprint
- Education to help propel you into the top 20% of stock market winners

There is only one education that fits this bill.

Introducing the Liberated Stock Trader Pro Training:

- Understand what REALLY moves the stock market
- Combine the power of Fundamental Analysis & Technical Analysis
- Utilize the power of Stock Charts, Price Patterns, Volume, and Indicators
- Learn how to avoid the sheep mentality – using Sentiment Indicators and News Filtering
- Take control of your mind with Trading Psychology
- Learn how to do Market Analysis like a professional – to help predict future stock market moves.

See the details http://www.liberatedstocktrader.com/stock-market-training/

Liberated Stock Trader PRO Stock Market Investing Training

Take Control Over Your Stock Investments With An Honest, Unbiased & Complete Training Course.

Barry D. Moore – CFTe

Certified Financial Technician CFTe (International Federation of Technical Analysts IFTA II) – 20+ Years Investing & Analysis Experience

A Unique Stock Market Training Course

The Only Training Course In The Industry To Combine:

★ Fundamental & Technical Analysis ★

★ 2 Value Investing Strategies ★

★ 4 Dividend Investing Strategies ★

★ LST Beat the Market Growth Strategy ★

★ Professional Grade Stock Chart Technical Analysis Lessons ★

Whether You Want To Invest Long-term Or Trade Short-term, You Will Have the Knowledge You Need.

Standard Disclaimer

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It is essential for you to have a thorough understanding of the tools & strategies you are using. Ultimately, everything rests with the Trader. The Buck Stops with YOU, and only YOU are responsible for every aspect of the trade. Never put your money on the line without a thorough understanding of what you are doing, and why you are doing it, based on your own personal knowledge and experience.

No Chart Pattern works out the way we think it should every time, so it is vitally important to have a protective Stop-Loss and/or Exit strategy planned before entering into a Trade. Do your own research and testing before attempting any new technique. To properly utilize this tool, you must do enough thorough testing on your own to be satisfied with the results, and how those results will affect your personal Trading and Risk Management, before making any trading decisions.

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3. Traders should consult their own financial advisers regarding any securities transaction, and be responsible for their own investment decisions.

Past performance is not indicative of future results.