

# Insiders Guide To What To Expect At Your Next Investment Seminar

From the Desk of Jimmy Slagle

RE: What to expect at your next trading seminar.

Dear future (or current) seminar attendee,

I am writing this report to you today to help shed some light on the whole trading seminar/workshop world.

I am a former (10 years) seminar instructor for one of the largest financial seminar companies in America today. And during the ten years that I spent traveling from city to city teaching and selling financial seminars I learned a lot about the people who attend and participate and the people who don't.

At this point I am not sure what type of seminar attendee you are, what your goal is, what your motivation is, what your level of interest is; basically I know nothing about you.

So to help you make the right decision I am going to share with you my ten years of experience in the trading seminar world and take you behind the scenes so you can see what really goes on before, during and after you arrive to the seminar itself.

In order for me to share with you any information about this process I think it is important for you to know two things about me and also a little bit about my background and experience.

The two things you need to know about me are as follows...

1. I am NOT a disgruntled ex-employee holding a grudge. I absolutely enjoyed my ten years teaching financial seminars and the only reason why I am not doing it now (I retired in October 2006) is because I chose to stay home with my amazingly supportive, beautiful wife and raise my 3 daughters in the way they should go, so that when they are old they will not depart.

2. During my ten years of service to this amazing industry I had the opportunity to meet thousands of investors, traders and financial window shoppers looking for a better, faster, easier way to trade in the financial markets.

It is those people that I am writing this report to. Mostly as a way to give back to future seminar/workshop attendees all the support and respect I received from my students over the last ten years.

In order for you to read this report and understand the foundation by which it was written I feel it is important that you know a little (lot) about me. So that you can make an educated decision as to whether or not this report will benefit you going forward.

So please allow me a few paragraphs to tell you my story so you can decide if you want to listen to me any further...

Who is Jimmy Slagle?

My first experience in financial markets occurred in 1986; at the time I thought it was just another class. In hindsight, it was one of the best decisions I ever made.

After graduating high school and moving out from under my parent's watchful eye, I went to college to become a pilot. I attended a small college in the great state of Arkansas (Now don't hold that against me, I tell you this to prove a point; even with my "Arkansas" education I was able to become a successful trader.) Anyway, back to my story.

In my pursuit to become a pilot, I was fortunate enough to attend a school that had just started its flight program. This meant that there were few students involved, which pretty much gave me unlimited access to planes and flight time. To make a long story short, I was able to get all of my flight requirements completed in just over 2 years. What does this mean? I had what I needed "flight wise" for a degree in aviation, however I still had to get the "filler" courses under my belt to get a degree. (Things like English, history and the basics.) My junior year I was preparing for registration and I decided that I would take some easy courses (read: easy A's) so I could improve my GPA and get on to the friendly skies.

As I was browsing through the available courses at the registrar's office, I ran across one that I thought would be a no-brainer, based on my family history and "extensive financial market knowledge". It was titled "Personal Investing". I was thinking Easy "A", so I registered for it.

I will never forget the first day of class. I remember it so well because it was on Tuesday morning at 10:00 A.M. And the reason I remember that was because my last two years of college I only took Tuesday/Thursday classes (I didn't want to cut into my weekend time). That morning's class is still so vivid in my mind because it was the day I found my true calling.

I remember sitting in that classroom with about 35 other students waiting for our instructor to arrive. Most of my fellow classmates were fraternity brothers and we were having a good time speculating on the future outcome of this class. In the midst of our fun, our instructor arrived. I will never forget this man and the impression he made.

He walked into the room, an older gentleman probably late 50's early 60's. He carried a worn brown leather briefcase and a complete air of confidence. As he began to settle in you could hear the buzz beginning around the room. Most of us were discussing "how in the world could this man teach us about the markets and how to make money"? I mean come on this guy has probably been a teacher most of his adult life, what could he possibly have to share with us about the real world?

And then it began...

He opened his brown leather briefcase and pulled out a few papers and a worn, off-white textbook. This textbook had significance because I, and everyone else in the class, was in possession of the exact same book. However, mine was white and still shrink-wrapped.

He stepped to the front of his desk and leaned back; in his left hand he was holding that off-white textbook. He began to flip through the pages of the book, grinning and surveying the room. He began to explain to us how this was a wonderful textbook written and edited by talented writers and editors. How it was filled with terms, definitions, examples and theory. Then he abruptly slammed the book shut and promptly through it into the trash.

At that moment I glanced down at my white, shrink-wrapped textbook and laughed. I was thinking to myself, "Great, I just spent \$80.00 on

this text book and my professor just threw his into the trash". Best-case scenario: I can take my book back to the university bookstore and sell it back. However now it is a used book and the best I am going to get is maybe \$40.00. Fifteen minutes into class and I have already lost 50% of the value of my investment. Things weren't looking too good in my "personal investing" class.

Then he explained to us why he did what he did. He told us that it was in fact an excellent book and that it was filled with marvelous theory. He stressed the point theory. He explained to us that theory was great to talk about and debate, but wasn't applicable to the real world. He explained to us that the markets didn't trade logically, most of the time they were driven by emotions, most prevalent of these being fear and greed.

From there he proceeded to explain how the class was to be conducted. You see, he wasn't a lifelong college professor. He was a retired trader, and was teaching this course to share with impressionable young minds his 30+ years of being in the trenches. He informed us that he was going to give all of us in the room \$100,000.00 (play money of course) to trade with. He was going to spend the next 3 months teaching us everything he knew about selecting stocks, analyzing them, balancing our portfolio based on our risk profiles, putting in trigger points to exit on profits and losses. Basically he was going to teach us how to make money. His grading system was right up my competitive alley. At the end of the term whoever had the most money got an "A" and the rest of the class would be graded on a curve. That was pretty much all I needed to hear. I was ready to begin.

Thus began my journey into the financial world, a journey that I am still on today.

Fast forward to May 1989...

I am now living in Atlanta, Georgia. (How I got here is another story for another time.) I am working at small, family oriented health club. I am a single 23-year-old male in the big city of Atlanta, desperately trying to find my place in this world. I knew most of the members of the club and they would come and go, however one member really stood out. His name was Scott, and what got my attention was that He always arrived at the club at 4:30 to play racquetball. Normally this wouldn't be unusual except for the fact that it was Atlanta and 4:30 in

the afternoon. With Atlanta traffic being what it is most of our "working" members didn't usually arrive until after 6:00.

Scott impressed me because of his energetic, upbeat attitude, BMW 740i and his impeccable suits. Scott wasn't much older than I, yet he appeared to be extremely successful. After observing his routine for a couple of months, I couldn't stand it any longer and finally asked Scott what he did for a living. It turns out Scott was a Vice-President at one of the countries oldest mutual fund companies. When he told me this, I knew I needed to pick his brain.

Scott took me under his wing and began to educate me on the inner-workings of the mutual fund industry. I was hooked. One day Scott invited me to lunch and laid an offer on the table. He asked me if I would be interested in coming to work with him. He told me that with his knowledge and experience combined with my enthusiasm, we could take over the world with the split being 60/40. How could I refuse an offer like that?

Thus began my career in the financial industry... October 1989.

A lot has happened since October 1989.

The firm I started with got sued by every state's attorneys general and my choices were to stay on with a sinking ship or leave the firm and look for opportunity elsewhere. I chose to start an independent financial advisory practice with an associate from the firm. We set up our private practice, moved our securities licenses with an independent broker-dealer, and began to offer our clients any investment vehicle they wanted. During our first year of private practice we attended our broker-dealer's annual conference. This is when I met Jeff.

Jeff was the top representative for this particular broker-dealer and I made it a point to get to know him on a personal level. Over the next few months I spent a lot of money in phone calls and plane tickets, spending as much time picking the brain of Jeff as I could. I was determined to replace him as the top dog.

One night my business partner called me to inform me that he had just inherited a large sum of money (mid six figures) and no longer needed to work for a living. Once again I was faced with a choice... do I continue with my investment advisory practice or do I take my knowledge and client base and head for the corporate world?

Thus began the second phase of my financial industry career... March 1994.

At this point, I had about five years of stock market experience under my belt. I was bullet-proof and invisible so I proceeded to make the 2nd biggest mistake of my life. I decided to go back into the corporate arena. I don't know how many of you have ever been self employed and then went back to work for someone else... It was a nightmare. I could not wait to get out of that mess.

So I decided to do what any man would do. I decided to go out and conquer the world on my own. I knew that my investment advisory practice was not going to pay the bills (I didn't have a clue of how to run a business). So I began to look for a way to make money. I began to attend every seminar I could find... Real estate, 900 numbers, travel agencies: you name it, I went. I was looking for a way to make truckloads of money without having to work. Sounds great in theory, but it doesn't pay the bills. The good news is my wife was working as a teacher and pretty much supported us as I tried and failed to conquer the world.

Then it hit me like an iceberg hitting the Titanic: discover what you love to do and then find someone to pay you to do it. My next-door neighbor worked in the public school system as the director of adult education and offered to pay me to teach classes on debt elimination and investing. I jumped at the chance and began to teach others how to get out of debt and begin to invest. I thought, this is amazing! I will get paid to teach others, be viewed as an expert, and I can use this as a stepping-stone to rekindle my investment advisory practice. Brilliant.

So from the middle of 1994 to July of 1996 I began to teach others how to take control of their financial lives and I was having a ball. In July of 1996 I met a man who I believed was going to propel me to financial freedom. A cab driver.

Now this was no ordinary cab driver, no sir, this was a man who had become a self-made millionaire by investing in real estate and the stock market and he was willing to teach me how to do the same. Just think: no boss, no 9-5, just back up the truck of cash and give me my free time to enjoy it. Who could ask for more?

So in July of 1996 I made a decision, with my wife's permission of course. I would do something very profound. I decided to take the money that we had and some borrowed funds from my family, go invest in the markets and become a professional trader.

At the dawn of 1997 I quit my job and I began to trade full time in the stock market. I had spent the previous six months studying at the feet of a cab driver. Using what I learned from him, this is what I was able to do... I took roughly seventeen thousand dollars... (I did pretty well; check this out.) I took seventeen thousand dollars all the way to zero in six months.

It was very hard to do that; it actually was, because we were in a very bullish market at that time. How in the world, as a former broker and investment advisor, could I possibly do that? Because as a broker I was never taught how to trade, I was taught how to sell. I was taught how to make cold calls. And how many cab drivers do you know who are actually making any real money in the markets?

I took roughly seventeen thousand dollars to zero. Now that was a very frustrating experience for me as I am sure you can imagine. For you, maybe that kind of money is nothing or maybe it's a lot, for me it was everything. It was all I had. Now the bad side of this for me (as if losing money is not bad enough) was that my wife did not know that I had done this, she thought I was doing good (because that is what I had led her to believe).

I was in a mess here and I needed to find a way out fast. So once again I did what any man would do. I stepped up and found a way to make some money to pay the bills while I could figure a way out of this mess.

I took a job throwing newspapers. It didn't pay a lot of money and I was ashamed and embarrassed, however I did what I had to do. This job would allow me to pay the bills and still have time to study the markets to find a way out.

One morning, while running my newspaper route, I was startled out of my routine by the ringing of the market bell over the radio. When I heard that very distinctive sound I knew one of two things was taking place, I was either very late running my route or still home dreaming. As it would turn out neither was true, I was listening to an ad on the radio discussing a new way to trade in the financial markets.

I will always remember that radio ad.

It said, "Come to this free seminar and we will teach you how to make money in the market safely, stress free, with a low defined amount of risk, regardless of market direction". That appealed to me. When I arrived home that morning my first call was to register for the class that I had heard advertised.

One week later I was in a hotel room on a Wednesday night in July of 1997. I was sitting there waiting for the instructor to teach me how to make money in the market safely, regardless of market direction. I was sitting on the front row and this guy walks up to the front of the room, spun himself around and introduced himself as Rance Masheck.

For about the first hour, of this three-hour seminar, I knew everything he was talking about, but the last two hours changed my life forever.

At the end of that three-hour seminar Rance gave everyone in the room a life changing challenge. He challenged everyone to continue their education in the markets and give him the opportunity to teach them all they could learn.

Three Months later I was in Boston attending a two-day, knowledge intensive, live market-action trading class with 3 of the most respected traders in the industry.

The day after I arrived home from Boston I began contacting my client base to explore the new opportunities in trading I had learned. Most of my clients rejected my newfound approach and brushed my suggestions aside. Determined to prove what I had learned was the answer to many of my clients' financial problems, I initiated a personal challenge to myself.

I opened a small trading account that I would only use for trading the new strategies I had been taught. My purpose was to share the results with my clients and then begin to move them into this newly discovered style of trading. After four months of trading I quit my job.

I had found the "Holy Grail". I had found what I had been searching for from the moment I bought my first share of stock way back in 1986.

I was now obsessed with finding the right combinations of trades and strategies that would enable me to reach a point where I could do what I wanted, when I wanted, without having to ask anyone else. To accomplish this task, I approached my original Boston instructors and asked for all the help they would be willing to offer... books, classes, tapes, conversations, anything they could suggest. Anything they offered or suggested I took. As my knowledge began to increase my mistakes began to decline. I began to share my results and breakthroughs with those who had introduced me to this type of trading and was ultimately asked by them to share what I had learned with others.

Thus began the third phase of my financial industry career... January 1998.

In January of 1998 I taught my first trading class in Dallas, Texas and never looked back.

The world of options trading is a world where time has a different meaning. A world where "long term" is often viewed as a matter of weeks or sometimes months, but never as years. It is a world where those who are on the right side of a price move can make a lot of money in a very short period of time.

I made my first trade in 1986. I am now rapidly approaching 40. In the 20 years that have passed between 1986 and 2006, I have learned much about having money in the bank, about having money invested in stocks, about investing money in option contracts. I have learned much about the value of time and the value of money and the value of things besides time and money. In those 20 years, I have seen many markets soar and I have seen many markets collapse. I have learned what one must do to be on board markets that are soaring and what one must do to avoid or go short markets that are collapsing. In those 20 years I have learned a great deal. You and I are about to embark upon a journey. It is a journey of those twenty years.

The one point I want to make, or the lesson that must be learned, is obvious. Through every phase of my knowledge, through every mistake I made, through every break-through I experienced. I always

had someone I could turn to, someone to ask questions to, some one to brainstorm with: a teacher, a mentor, a friend.

Think of it this way. Suppose you were about to set forth on a trip down an Imaginary River. You are all alone, or maybe your best friend or spouse is with you on your journey. You have no idea what is around the next bend in your Imaginary River; let alone what is around the bend three miles away. Suppose before you left the dock or traveled too far along the waterways, you were given the opportunity to talk to someone who has been sailing on this Imaginary River for the past 20 years. Wouldn't you like to have some private time with that river traveler in order to familiarize yourself with the smooth and rough waters ahead? You are not obligated to talk to him. You could always travel on without knowledge. "Live and learn" as they say. You could travel with blindfolds on. But would you want to?

I have been down the Imaginary River. I have been on it for the past 20 years and I have traveled on it from one end to the other many times. Now, I am going to tell you what I know. It will cost you nothing. It is all free. Come with me while I show you what it is like to live in this world. A world where time has a different meaning and clocks move faster. A world where a 5% change in price can be a day's action and not a year's. A world where there are perils, pitfalls, and opportunities. In the next few pages, I am going to teach you much of what I have learned since I made my first stock purchase so many years ago. I am going to walk you through parts of my life. I am going to show you where the bends in the river are located, where the rapids are, and where the waters are easy going.

Welcome to this time travel journey. I am going to enjoy having you along. I have traveled by myself so often that it will be a pleasure to have some company. Welcome aboard. The trip is about to begin.

### **Congratulations!**

If you made it this far you know who I am. I just wish I could say the same about you. Hopefully one day we will meet and I will have the opportunity to get to know you better and with your permission call you brother or sister.

However as the old saying goes enough about me, lets talk about you.

Well let's talk about the generic you, the you who is interested in attending a financial trading seminar/workshop.

I believe I should share with you some background about all of this seminar stuff so that you can make a better-educated decision going forward.

The best way I can address this is to work from a "series" of questions that I have been asked over the last 10 years. We will start with the broad based questions and work our way down to the narrow based questions, that way you can browse through the questions and maybe find what you are looking for. Also if there is a question that is not answered I will provide a way for you to ask it and I will try to answer it.

## **The Questions I have been asked and the answers I gave.**

### **1. What types of financial seminars/workshops are there?**

This is a great question and one that will take some time to answer because there is a lot more to this than meets the eye.

First we have to break the Seminar/workshop into the two "main purpose" categories.

The first category is Sales and the second category is Training.

Lets start with Sales.

In the Sales category there are three types of seminars that are presented to the public.

1. The Preview Seminar.
2. The Preview Fulfillment.
3. The Training/Sales Seminar.

Lets walk through all three of these so that you can determine which one you are about to attend.

The number one priority of these three types of seminars is SALES REVENUE. And this is what you should expect. Will there be some training? Yes, however it will be limited and generic at best.

So lets break down each one of these Sales Seminar formats.

### **The Preview Seminar...**

The preview seminar is the one that most people attend to "test the waters" and find out more about the company and the training provided.

These types of seminars are usually held in a hotel ballroom and are scheduled in the mornings, afternoons and evenings. They will generally last 2 -3 hours. The sole purpose of this seminar is to give you a taste of what the company has to offer. They will probably provide a workbook of terms and general market information and maybe an audio cd or DVD that you can take home and watch at your leisure.

This preview seminar will generally be free to attend although it will have a stated value of \$149.00 to \$299.00. You will generally be in a hotel ballroom and will view a prepared presentation on a screen that will either be in a "power point" format, presented from an overhead projector or maybe even just a white pad of paper.

You will spend some time during this preview seminar going through the presenting companies history, who they are, what they do, how many students they have... (The usual you can trust us speech).

Once the company introduction is done your instructor/presenter/salesman will most likely spend some time "getting to know you" (the group). He or she will most likely ask the group some questions about trading experience, lifestyle desires, income desires, etc. The purpose here is to begin to raise the energy in the room for the ultimate sales pitch.

After getting to know you the next step is to generically present some market/trading information, like...

When the markets started, how much capital is traded every day, the cost of trading, the success and failure rates of professionals and Individuals, basic trading and investing terms, where you can get market information, maybe a website or two will be mentioned. This is just generic market information presented to show you how much you don't know.

Once you have been introduced to what you don't know your "problems" will then be presented.

What are your problems, you ask? Simple. You don't have the time, knowledge, capital, experience, system, desire (and any other term you would like to throw in) to be successful and the only solution to all of these problems is... you guessed it their product/training etc.

Now you will be introduced to their "solve all your problems" trading system. This system will consist of the basic tools.

Most likely it will include a combination of workbooks, on-site training, on-line training, audio cd's, DVD's, one on one coaching, etc.

This training will require a commitment of time and money.

How much time and money varies so lets get to the meat of the second type of sales seminar/workshop.

Once you have attended the Preview Workshop the next logical step is what is referred to as the "Fulfillment Workshop".

#### The Fulfillment Workshop/Seminar

The fulfillment workshop will generally be a live on-site seminar that will be scheduled for 2-3 days depending on which seminar company is sponsoring it.

The fulfillment workshop will generally be held in your city or one within driving distance.

The fulfillment seminar/workshop is where the financial seminar business gets its black eye. Allow me to explain.

Thousands of investors and traders attend fulfillment workshops every week somewhere in the world. The problem is the vast majority of the people who attend these fulfillment workshops are unaware that they are in fact attending an extended sales pitch for other products and training.

This is where the mess begins.

Allow me to break it down for you and put it in perspective, let me take you behind the proverbial trading seminar curtain and let you see the dirty little secrets.

Whew! Are you ready to go inside? Remember there is no turning back and you might not like what you find, but at least you will know the truth.

I can't speak for every financial seminar company out there because I have not worked for every seminar company nor have I attended every seminar from every company taught by every instructor.

So what I am going to share with you is my ten years of experience teaching multi-day fulfillment seminars. My experience is not law. My experience does not make it right. My experience does not make it wrong. This is just my experience. However, I will say this; my experience suggests that the vast majority of financial seminars all work from the same premise (lets make money trying to teach others how to trade).

Here is what I believe you should know, before you attend a trading fulfillment seminar (a multi-day program).

The first thing you need to know is you are going to have multiple opportunities to buy something. That something may be more training, it may be software, books, audio cd's, DVD's, or coaching.

Rest assured you will have multiple opportunities to buy.

I want you to understand something about the sales process. Every salesperson is different, and the same is true during these fulfillment seminars.

Some of the men and women who present at these seminars have very little desire to sell and for others that is their sole purpose for living.

I wish I could tell you which type your instructor/presenter will be, but I can't. However if you pay attention it will become obvious as the day unfolds.

**Here are a few clues.**

If your instructor invites questions they are more interested in teaching you than selling to you.

If your instructor tries to prevent questions they are more interested in selling you something.

If your instructor sometimes (often) appears rude and condescending they are either having a bad day (we all have those) or they are mostly interested in sales.

If your instructor hangs around during breaks and really tries to get to know you, asks you questions talks about other things than just trading most likely they are more interested in teaching.

The reality is this, it doesn't matter if your instructor/presenter is more interested in teaching you or selling you, their purpose for being in that room is to be on the company's agenda and that agenda is sales.

Now, if you know this going in, you can relax and really get something out of the presentation and that is the purpose for you going anyway, isn't it?

Hear me when I say this (or in this case type this), You are under no obligation to buy anything, ever. Yes, some presenters and their staff are aggressive in their tactics but that is what they are being paid for.

They are being paid to do the job they were hired for. Just like you get paid for doing the job you got hired to do.

Ok, enough of that. Stick with me here. I want you to get your moneys worth out of every step of the process, so lets go back to the multi-day fulfillment seminar.

The number one objective of this event is sales. Period. Depending on the instructor it will either be heavily weighted on sales with some training thrown in or it will be heavily weighted on training with some sales thrown in.

### **Here is how you get the most out of the process.**

1. Know that as soon as you walk into the room, the purpose of you being in that room is so the sales team can present multiple products and opportunities for you to buy. Great! You now

know its coming so let it go and enjoy the training that will ultimately be sprinkled in.

2. Pay attention to the sales process from the instructor/presenter you might be able to use some of their sales techniques in your own job/career/life. Think about it, our entire lives are about sales and persuasion. Every day of your life you are selling somebody something (where to eat, what to wear, what to do for vacation, what to do this weekend, etc.) Smart people attend these multi-day fulfillments to learn as much as they can about trading and to pick up a few sales tips in the process (why not, **they** are free).
3. Know this... when you walk in the door of the seminar, no matter how smart you are, how good the instructor is, how many questions you ask, how well you understand what is presented, etc.; You will NEVER learn everything you need to know about trading in two or three days. It is impossible. My point is this... you will need more training, you will need more tools, you will need more support. The only question that you should be asking is this... **"Can this company provide the tools, training and support I need?"** I will show you how to quickly answer that question in just a moment.

Look, the last thing I want to do is burst your "trading fantasy bubble" by letting you know that you will need more training. Listen to what I am saying here; The financial markets are constantly evolving, new trading products (Exchange Traded Funds, Single Stock Futures, etc.) are being added all the time and if you don't constantly educate yourself you will be left behind a lot faster in the future than you were in the past.

### **Allow me to explain what I mean.**

Most of the people who attended the seminars that I taught were closer to my age (late 30's to early 50's). These individuals had already made a career for themselves in some other arena. Most had achieved a certain level of financial success and were simply disappointed in the results their brokers and mutual funds had achieved with the money they had entrusted to them.

Basically they were attending these financial seminars to understand the markets better for the purpose of having an educated conversation with their brokers. Some just wanted to understand why they had made or lost money in the past. Mostly they just wanted piece of mind that comes from understanding a subject they had mostly

ignored during their working years. Some however came on a quest for a new career, a new challenge if you will.

During my training years I would share this story and I believe it will help you more completely understand my point....

You know how to ride a bicycle, don't you? Of course you do and if you are like me you probably learned how to ride the bicycle 30 or more years ago. Now I don't know about you, but when I learned to ride a bicycle it was a basic one-speed setup. You got on the bike held on to the handlebars and began to peddle like crazy. The speed at which you traveled was directly proportional to the speed at which you peddled and the size of the hill. Going down was a blast and going up... forget it, get off the bike and walk.

So we enjoyed our bikes as children and before we knew it, life took over. We grew up. We went to school. We got our drivers license. We went to college. We got a job. We got a career. We got married. We made money. We had children. We spent money. We spent a lot of money. We got older. We got stable. We got bored. We got life.

Then one day as we are cleaning out our garage we stumble across our bike or maybe one of our children's bikes and we can't help but smile. Two wheels, handlebars, peddles; just like it should be.

I wonder if I can still "ride a bike" we think. Of course we can (otherwise the cliché "its just like riding a bike" wouldn't exist).

However, here is the difference. Pay close attention and you will get it. We can still ride a bike, we haven't really changed, we have just gotten a little older. We haven't changed... but the bike did... Massively.

See if you remember. When we learned to ride the bike there was one speed.

We went about our lives and the bike began to change...

The bike went from one speed to three speeds. Over time the bike became a five speed. Then a ten-speed. Then the mountain bike was introduced... then the racing bike... then the tandem bike... then the tag-a-long for your children... then the fifteen speed... then the twenty speed... and last year I bought my 10 year old daughter a twenty-seven speed.

Twenty-seven speeds (it sure makes hills easier to climb), especially when you get old like me.

You see this is what happens to the financial markets when you (like me) were first introduced to the stock market basically it was a one-speed bike (buy and sell).

Now, twenty years later it has evolved into a twenty-seven-speed bike. We can still buy and sell (ride the bike) but now there are so many different "bikes" to choose from... mutual funds, exchange traded funds, options, single stock futures... the list is long and distinguished.

This is why seminar companies offer more training its not just to make money (although they do) it is to educate us on the various different bikes we can ride.

Does that make sense? I hope so.

So my point is this, when you go to an investment seminar it is to present all the different "bikes" available and help you choose the one(s) that are right for you based on your available capital, time, experience and desire.

So this is the flow of information as it relates to most financial trading seminars.

1. Provide a free "preview" seminar. This is designed mostly to introduce you to the company and its current offerings.
2. Provide a multi-day fulfillment at low cost (the cost is mostly to cover the expenses of the event itself). During this multi-day fulfillment you will be presented with multiple opportunities to purchase additional trainings and materials because as we have already learned the markets (bicycle) have evolved and it is important that you evolve with them.

**Let me interject something here, some financial seminar companies are better than others at teaching individuals how to fully take advantage of the trading opportunities available.**

**Some other seminar companies are, quite frankly, just in it for the money.**

3. Provide advanced "on purpose" instruction on a specific trading skill set. This is where you ultimately want to end up. This is where you will actually learn trading skills. Most people never get to this point in the process because of one of four basic reasons.

The first reason why most people never get to the actual teaching program is because of the cost. Education is not free (no matter how many people think it is or want it to be). In fact most of these advanced programs tuitions range from \$2,000 for one class to as much as \$30,000 for multiple programs. This cost can be prohibitive for some and therefore prevents them from attending an advanced training and learning more.

In reality, however, the cost is truly irrelevant if you "learn how to effectively trade" (we will talk more about this later).

The second reason why many people never get to the actual teaching program is because they are upset about being "sold" something. In other words they attended the fulfillment believing that they were going to learn everything they would need to know about trading in 2 – 3 days for under \$1,000.00

Now I am not going to get into why they think this. Some people were actually told that at a "preview" seminar. Others just want to believe its that easy.

The reality is some people feel they were misled and just can't get over the fact that to be truly good at something you must get educated and you are not going to learn everything from a book in the library.

The third reason why many people never get to the actual teaching program is because they just don't have the time to devote a year or more to training, studying, attending classes and doing the work.

I understand this reason, but I hate it, because I know the benefits of learning how to trade (yes, we will discuss the benefits of trading later).

The last reason why many people never get to the actual teaching program is because they just do not have the desire to trade.

This one I truly understand and quite honestly don't have a problem with. It is the exact reason why I don't invest in real estate. If you don't have the desire, learning to trade is a waste of time, energy and money. Simply find someone who is good at it and pay him or her to do it for you (yes, we will discuss this later).

I believe that everyone should discover what he or she is passionate about, what his or her gifts are and get "on purpose".

I also believe that if you have the desire... your lack of time, money and "I don't want to be sold anything" are just excuses.

Ok let's get back on point. The whole purpose of you attending a preview seminar, or a multi-day fulfillment is to discover if the company in question can provide adequate training in the area of trading so that you will feel comfortable paying them for the education and then using what you learn.

Which brings me to the second question that needs to be addressed...

## **2. Can this company provide the tools, training and support I need?**

This is a tough one. And I will explain why as we walk through this information. I will also let you in on a little secret, and if you pay attention during the seminars "sales pitch" process you will be able to quickly determine if the company you are listening to will meet your needs.

So lets get started...

One of the first questions I always got from students was "who stands behind the information you are presenting".

With some of the companies I presented for, I loved this question because it gave me a chance to drop some big names and brag, other companies I presented for I avoided that question like the plague.

Let me give you a real world example of what I mean. A lot of novice and inexperienced traders are looking for the biggest company around to invest their money and time with because many people simply believe that "bigger is somehow always better".

Is this true?

Lets go back to 1996-1997. This was the time that a book hit the bookstores and began to make an amazing climb to the #1 bestseller spot. The book was titled "Wall Street Money Machine" and was written by a former cab driver by the name of Wade Cook.

You may or may not remember Wade Cook (my, how our memories fade over time), however he is a real guy and a real story...

Once the book hit #1 there was an amazing phenomenon that occurred, he began to write more books and then turn those books into seminars.

Novice investors were running to the Wade Cook fountain investing upwards of \$4,000 for every seminar that the Wade Cook machine could create.

So what did we have on our hands? A massive bull market, a self-proclaimed guru, a trading seminar machine and an amazingly large, prosperous and eager audience which all leads to horrible losses, bankruptcies and prison terms.

How could something so amazing go so horribly wrong?

It is the secret that I need to share with you before I explode...

Side Note: If you want to read more about the rise and fall of Wade Cook I found a great article at [Wade Cook](#). Or <http://www.fool.com/Specials/1999/sp990422wadecook.htm>

So what does this mean to you?

There was a time when the Wade Cook machine was the largest financial seminar provider in the U.S. It was loved and endorsed by thousands and hated and loathed by just as many.

Investors, traders, and everyone in between chose to invest in Wade's seminars and trading courses simply because he was the biggest kid on the block.

Bigger is not always better, although sometimes it is. But in the case of Wade Cook and company bigger was badder (is that even a word?).

You see; all of the Wade Cook seminars were missing the one ingredient that must exist in order for the education to work.

This is the one thing you must look for (and find) when you are attending any investment seminar. It is the secret that taunts you. It is the one thing that will dictate whether or not the company promoting the trading seminar will be able to help you reach your goals.

And here is the good news... It doesn't matter how large or small the seminar company is, It doesn't matter if it is a one-man show or a hundred employee publicly traded corporation.

The most important element in trading is this...

Who ever is going to teach you how to trade must First and Foremost be concerned with RISK MANAGEMENT.

This is the one thing that Wade Cook left out of his financial seminars, workbooks, books, tapes and DVD's.

They loved to talk about the amazing potential profits but had a hard time discussing the risk.

Because they (Wade Cook) led people to believe that the risk of trading was too small to worry about, thousands of people lost millions of dollars when the markets turned against them.

Take a deep breath and listen closely to the next few sentences...

Because I am about to reveal some life changing information, these are things you probably already knew but nobody ever just came out and said them.

1. People buy (seminars) based on emotion and not on logic.
2. High Returns (profits) = Emotion... Risk Management = Logic.

Having said that, follow along with me...

The purpose of the preview seminar and the preview fulfillment seminar is to sell. Period. Emotion sells. That is why the seminar presenter is going to focus their time and attention on the potential returns, the ease of their system, the amazing software blah blah blah.

Every seminar company promises amazing returns, an easy system, and amazing software blah blah blah.

**Don't you get it? GREED Sells. Emotions Sell.**

Great, now you know that every seminar company is going to sell the greed and ease of their system. However if you want to separate the client focused seminar companies from the profit focused seminar companies it boils down to one factor and you will have to watch closely for this during the presentation.

For every winning trade you are shown, for every winning strategy you are taught, for every winning system you are presented an equal amount of time must be spent on the actual and potential risk of the trades, strategies and systems.

If at least a third of the time is not spent on the risks of trading and the management thereof you can be assured that the primary motivation is corporate profit and not client satisfaction.

There, I said it, and a lot of seminar presenters and the companies they work for will be angry because I just revealed one (and a big one at that) of their dirty little secrets.

So here is what I want you to take away from this part of our five-part report..

Every seminar you attend is a "Sales Event". That is the purpose of the event to have an extended opportunity to present their various products and services. Fine. Go in the door knowing this.

Now once you have paid the 0 - \$300.00 to get in the door, listen for how to manage your risk.

**Key Point...** Risk management is NOT sexy (until you loose some money) so most of the presenter's time will be spent on the profits and the returns and the simplicity of the system/software etc.

Remember this... If the presenter does not spend at least a third of his or her time explaining the risks of their system: they do not have your best interests at heart.

However if they do spend an adequate amount of time on risk management, then the next tips I give you will help you find the right match going forward.

**“OK, I am in the room. Risk management is being discussed. So what is really going on in this seminar and how can I get the most out of it?”**

Here is where we are going to dig into YOU. If you have made it this far, you have probably made up your mind to attend a “Preview Fulfillment Workshop” or at least a “Preview Seminar”. If for no other reason than to find out if what I have said so far is true. I would encourage you to go. Because this section will arm you for what to do while you are in the room to get the most out of the experience.

Ok, in order to move forward I need to recap a couple of points.

- #1. There are Preview Seminars – those that last 2-3 hours and are free.
- #2. There are Preview Fulfillment Workshops and these are Multi-day programs ranging in cost from \$199.00 - \$1,999.00.

Remember BOTH of these events have a primary purpose of sales.

Ok, so how can you get the most out of them...

Lets stop for a moment and take a deep breath before we go further down this path. I need to throw in a “disclaimer”. I can’t tell you to go or not to go to any seminar, workshop or training. That is not what this report is about. I am only offering my experience as a 10 year veteran instructor of these types of events.

I encourage you to take what you read here, your own research, your own goals and aspirations as well as your current financial situation and make an informed decision that is right for you.

This report is not an endorsement or slam of any financial workshop, seminar or training. Period. It is merely an informational approach from someone who taught these types of programs for 10 years.

Now that we are through the "disclaimers", lets get to how you can personally benefit from attending a financial seminar/workshop in the future.

We must first start with the "Preview Seminar". The truth here is that you will simply be subjected to a two hour fast-paced sales pitch. That is it. Any information that is "covered" will be surface and glossed over at best. There will be no real meat, only concepts.

Remember the goal of this "Preview" is to give you a preview of what is to come.

So what does this mean to you?

Listen closely, its time for a history lesson of financial seminars.

In the years leading up to the market Crash (correction) of 2001, it seemed that every one in the country wanted to be in the stock market and most were willing to pay any amount of money to learn "insider trading secrets".

This atmosphere was great for the seminar companies and those who taught them (me). And truth be told most seminar students made out ok as well.

Then when Alan Greenspan spoke his two immortal words "Irrational Exhuberance" and the market reacted the financial seminar industry was forced to change. Some say for the better... others say for the worse. We will let you decide.

So in our history lesson lets go back to the pre-crash financial seminar era. During this time it didn't take much convincing (selling) to get investing novices to invest (spend) their money on stock market training.

In fact it was quite simple, actually. The process went something like this...

You hear a radio ad on your favorite AM talk radio show. The ad would say something like...

"Come to this free seminar and we will teach you how to make money in the market safely, stress free, with a low defined amount of risk, regardless of market direction".

You would be amazed at how many people that tag line appealed to (by the way I was one of them, but you have already read that story).

Anyway, once you hear the ad you would then call and register for the 3-hour preview seminar.

During this preview seminar you would be shown concepts and ideas and your emotions would be thrust in every possible direction.

At the end of the Preview Seminar you would then be asked to invest between \$1,500.00 - \$3,000.00 for a two day training program. You would also take home with you today the course manual a set of audio tapes or video tapes of the entire program so that you could study before your scheduled class and therefore be fully prepared when your training class was held.

Once you had graduated from your "basic level" trading class you were sure to be presented (sold) into an advanced level class and on, and on, and on it would go.

Here is the MAIN POINT I need you to understand. Because of the markets amazing bull run, there was a frenzy for people to get involved in the stock market because it seemed almost everyone was "missing out" on the greed and just had to get in.

Because of the Greed and the "I need it now" mentality there was no need for the "Preview Fulfillment Workshop". People went straight from the free "Preview Seminar" directly into the Training Seminar.

Then when the market crashed (corrected) in 2001, the financial seminar business had to re-think how it conducted its programs.

### **Key Point...**

The good news (for you) is this. Most financial seminar companies all follow the same format (it works). This is good to know because now you can concentrate on the "education presented" and not on the "sales process".

After the 2001 the old way of marketing these training programs didn't work any more. Because a lot (a lot) of people got burned in the markets they were (still are) a lot less willing to part with their money.

Because of this, more persuasion time must be taken to convince the customer (you) that "X" trading system is better than "Y" trading system.

So today the process is as follows...

You here an ad on the radio, see an infomercial on late night tv, whatever. Somehow they get you to their website so you can register for the Free "Preview Seminar".

Once you attend the preview you will then be asked to invest anywhere from \$50.00 to \$300.00 to attend the "Preview Fulfillment Workshop". (go review part one if you have forgotten the purpose of the "preview fulfillment workshop").

### **Side Note...**

I am not going to spend a lot of time on the FREE preview seminar it is exactly as it is described 2 hours of why you should spend a couple of hundred bucks to go to a weekend fulfillment.

You have to decide if you can invest that money (go back to section one if you need to remember what will happen there.)

So here we are. I am going to suggest that in order for you to go further in this report you have decided to attend a "Preview Fulfillment Workshop" or you are seriously thinking about it and want to know how to get your moneys worth.

Well Strap yourself in because here we go...

Whether the event is scheduled for two days or three days, it will be a TWO day event (I'll explain in a moment).

So lets walk thorough how the next two days will unfold. Forget about the day to day schedule of material printed in the "workbook" I will walk you through what is really going on...

### **This WILL OPEN YOUR EYES.**

Because I am going to do something no one else has ever done. I am going to take you through the weekends schedule through my eyes.

## **IMPORTANT POINT...**

Every seminar/workshop instructor is different (obviously). This is MY experience, however it will give you a tremendous edge in knowing what is happening and what to expect.

The most important thing for you to remember is this...

The purpose of this multi-day seminar/workshop is SALES.

It doesn't matter if your presenter is a good or bad salesperson the end result of this event is sales and EVERYTHING that takes place is designed for that objective.

It all starts before you even walk into the room. The room was set up with Sales in mind. Everything in that room is where it is for a purpose (and I will share some of this with you).

There are two differing opinions on how a room should be set up for our "guests" I have tried both and quite honestly didn't see much of a difference in the end results.

The first opinion is to...

Set the room so that everyone is comfortable. This means comfortable chairs widely spaced apart, tables to rest your materials and elbows on, a wide distance between rows so you can easily move around, dim lights so the presentation screen can be viewed easily, water and glasses on the tables within easy reach, air temperature just right. When you walk in and get settled it is as if you just walked into your own living room. Ahhhh... I am comfortable and relaxed and when I am comfortable and relaxed my attention is on the presenter and whatever he or she is selling. It's a wonderful world. And because you are so relaxed the presentation is like hypno-therapy; the sales message of your presenter will flow into your subconscious unchallenged.

The second opinion is to...

Set the room so that the vast majority of participants are uncomfortable. That means the chairs are tightly spaced and in fact are side by side. There is very little space between the rows (so you won't get up and move around without having to bother everyone between you and the end of the row). There are no tables to rest your

materials or elbows on. The room is cold (cold, did I mention cold?). Water (if available) is as far away from you as possible. The lights are at full bright making it difficult to see anything presented on a screen. The purpose of this setup, you may ask. Simple. If you are uncomfortable you won't move, you won't distract others (you don't want to bother anyone), and because you are so distracted by your own discomfort the sales message of your presenter will flow into your subconscious unchallenged.

As soon as you walk into the room you will now know what approach the presenter is taking. Either way, they will get their sales message through. You can't stop it.

The only thing you can control is whether or not you will respond to it.

**Side Note:** I always liked everyone to be as comfortable as possible simply because the mood in the room was always more positive when others were comfortable. Remember each presenter has their own preference or maybe the company dictates the set up, it doesn't matter it is what it is and now you know why.

The only real advice I can give you here is to arrive early so that you can choose where you sit and pick a location that is most comfortable for you.

Now you have arrived early, made it through registration, you have walked into the room, recognized the setup and are now trying to decide where to sit.

The seminar company's staff wants you to sit up front for obvious reasons (the closer you are the more you will "connect" with the presenter). However pay attention to this....

**KEY POINT:** If the company staff lets you decide for yourself where to sit, they are already putting you into "groups". There are three main groups that presenters look for and where YOU choose to sit will put you into at least one of these three groups.

Group one – The Exciteables. We love/hate this group of seminar participants. These are the people who run to the first three rows and when the first three rows are taken the look for the end seats of each row. This group is the emotional group. They tend to be the "seminar Junkie's". If this group can afforded it they will buy something.

Problem is most of this group can't afford whatever is being offered but they sure will get excited about it.

As presenters we love this group of people because they laugh at our jokes, they respond when asked, they answer questions and are just all around fun to have in the room.

What we don't like about this group is that most of them don't buy anything not for lack of desire but a lack of money. But they go to seminar after seminar getting excited.

For the record not everyone who sits in the first 3 rows are "Exciteables" some sit up there because of audio or visual difficulties and some (like me) know that if I don't sit up close I won't pay attention.

Group two - The Intellectual Skeptics. We also love/hate this group of seminar participants. These are the people who choose to sit on the back two rows. As presenters we know that this group are the buyers if we can simply overcome their skepticism and appeal to their logic. This group tends to get bored with the emotional aspect of the process but loves the logical details.

As a rule this group has money they just need to be proven how "the system" will get them better results than they are already getting.

We love this group because they have the resources and interest to buy whatever we are selling but what we dislike about this group is if we "give away too much information" they THINK they can take whatever they learn at the workshop and do it on their own (generally they can't, however they think they can).

What you have to remember is this... The workshop is about sales, and the only way to get sales is to teach you exactly what to do, but NOT HOW TO DO IT.

The problem is this... the intellectual skeptics think that since they know what to do they can figure out THE HOW on their own.

The truth is... if they could; they would have already done it by now and wouldn't be sitting in a multi-day sales seminar.

Group Three - The Interested Participants. This is about half the room. These are the people who sit in the middle of the room. They

participate to the point of being there but they never get overly excited. They ask good relevant questions. They engage in conversations, they talk to others around themselves. They just try to get as much out of the event as possible.

We love this group because they tend to buy value and are willing to spend money if the "product" meets their specific needs. It is the presenter's responsibility to make sure the product meets those needs.

What we don't like about them (as a group) is they tend to ask other participants in the room this mind-blowing question...

"What are you going to do?"

Why someone would ask another person, that they have probably never met, will probably never see again and most certainly will not be working with during their training, a question like that is completely beyond comprehension (at least to me).

The reason they ask is because they are looking for any reason not to purchase the educational program, even if they believe it will benefit them.

So here is my best advice for choosing where to sit.

Try to sit in the middle of the room as much as possible, because if you sit in the middle of the room you will still be able to see and hear the presentation and the presenter will not be able to quickly discern if you are an excitable or an intellectual skeptic. You will keep them guessing.

And as long as they are trying to figure you out you will be in control.

Wow. Lets continue on...

You have come into the room by the setup you know if they are trying to keep you comfortable (hypno-therapy) or uncomfortable (which keeps you off balance).

You now know where to sit (the middle of the room).

Lets now discuss the timeline of the day.

Day One:

Today is information day. Information for you **AND information for the presenter and sales staff.**

The first hour or so will be the "Mental Setup". What is the "Mental Setup", you may ask. It is where the presenter will get you mentally prepared for the sales pitch that is coming either later today or before lunch on the second day.

This is the time that the presenter will discuss topics like "mindset", the importance of education, the importance of investing in yourself, the importance of starting your own business.

Any subject that involves spending money for education, experience or something tangible will be discussed here.

This will also be the time that the presenter shares "their personal story" with you so that you can see how they needed this education to become "rich and famous" and if they can do it so can you.

**Key Point:** For many financial seminar instructors (at least some of the ones that I have personally met) the education did help them to become "rich and famous", but mostly from selling the education and not from using it in their personal trading.

Remember this is a sales event NOT a teaching event. Because this is a sales event, the company wants people who can sell in the front of the room and not necessarily people who can "trade". Keep in mind that if they can also trade this is just a bonus. Selling is priority number one.

Sometime during the first day you will be asked (either during the course of the presentation or one on one) a series of questions designed to find out about your knowledge of trading, your commitment to move forward, your ability to pay for education and your desire.

These questions may be asked straight on or they may be more subtly approached. Either way, rest assured, they will be asked.

Side note: When asked a question give an honest answer. I know, some of you are thinking but if I answer honestly won't they use that information to make me purchase something? NO.

Listen closely... no one can make you purchase anything you do not already want to purchase. So answer every question you are asked, honestly; and here is why. (This may never happen to you but, if it does, I want you to be prepared) If you lie or mislead someone you will automatically lose their respect and if someone doesn't respect you (because you lied or misled them) they have been given a license (by you) to use every sales tactic they know to get you to buy.

When someone doesn't respect you, it becomes a game in the sales process and depending upon the aggressiveness of the salesperson it can get ugly very quickly.

Keep your respect, tell the truth and you will always have the upper-hand.

Also, during the first day (information day) the seminar instructor and the staff will be trying to pinpoint who "their" best prospects are. They will making their decisions based on...

Where you sit.

How much you participate in the day.

How you answer any questions you are asked.

And any other information that can be obtained either through direct contact or through previous information the company may have provided.

The reality is sales tend to boil down to the Pareto Principle (the 80/20 rule), which simply states that 80% of the sales will come from 20% of the people. And that my friends is what day one is all about. Finding the 20% of the room who will buy the products presented.

Ah yes, day one is information day and day two is sales day.

Well that about wraps up our time for today. Tomorrow we will discuss what to expect on day 2 (sales day). I will also provide some interesting insight on how to get the most out of day one and day two whether you choose to invest in the trading education or not.

I hope you are enjoying this report and getting some good useful information.

In this section we are going to discuss Day Two... "Sales Day".

Day 2 is the favorite day for every presenter. This is the day they get to see results from all of their hard work...

What hard work you may ask... ask away.

Believe it or not it is hard work pulling, tugging and twisting a roomful of emotions. There are high's and low's, laughter and frustration, blah, blah, blah.

Face it, the first day was merely an opportunity to feel the crowd out. Get some feedback. Find the hot buttons. Tug on the emotional heart- strings. Pinpoint the buyers. Separate the window shoppers. It was a day to separate the wheat from the chafe.

Now it is day two and on day two we find out just how good of a salesperson was in the front of the room.

Here is where you will want to play your role masterfully. And my job is to give you some insight on exactly how to do this.

When you walk into the room the morning of "Sales Day" you will know the atmosphere has changed, the mood will shift from this is fun and interesting to... it is time to make a decision... put up or shut up.

Ok, lets back up a few steps, look at the big picture and then walk through this from all angles.

When you walk into the room on "sales day" you will already have a fairly good idea of what the cost of the additional products and training is going to be.

You will know this information because the presenter has already told you or some repeat student in the audience has let it out. Either way you know what is coming.

Now if you are reading this report before you go to a trading seminar you will be fully prepared, however if you are reading on "sales day" let me catch you up.

Today... "sales day" is the day all of the marketing arms pay off.

**Side note:** I can't say buy or not buy, that is still a personal decision. do you remember what the most important factor is? Come on...

Remember? I'll give you a hint... Risssssss... Risk Management. Hello.

Most trading seminar companies are going to be in the ballpark with one another as far as cost goes. So if Risk Management is an important part of the process (and the only way to know this is if during the presentation the presenter spent at least a third of their time discussing the risks of their systems) Then you need to start looking for the "perks".

"Sales Day"... today you are going to be offered special discounts if you become a "client" today. If you don't become a client today you will never see these discounts again (yeah right. Like the company won't gladly take your money if you call them two days later... but then again Maybe they won't).

Anyway the pitch today is very emotional it has everything to do with the 10 Laws of Influence.

If you are not familiar with the ten laws of influence I will share them with you now. (If your presenter was any good, you should have been exposed to them all day yesterday "information day" and you will surely experience them today on "sales day".)

The Ten Laws of Influence...

- Law of Reciprocity – When someone gives you something of perceived value, you immediately respond with the desire to give something back. Your presenter has given freely of their time and expertise it is now time for you to give freely of your money.
- Law of Time - More than likely your presenter asked you to look into the future and how happy you will be when you are using their education and training to make gobs of money
- Law of Contrast – They will (should) show you their most expensive program first and then show you what they really want you to buy. By contrast you will feel better about purchasing the second program shown because it is now a better value compared to the first program offered.

- Law of Friends – Have you watched all your “friends” in the seminar go back and “buy” if its good enough for them its good enough for you.
- Law of Expectancy – When someone you respect and/or believe in (your presenter) expects you to perform a task (buy their program), you will tend to fulfill this person’s expectation (if you can afford it) whether the expectation is positive or negative.
- Law of Consistency – If you have been saying “yes” to all of the presenters simple questions on “information day” then your brain will have to maintain consistency and say yes to buying the presented program.
- Law of Association – We (you) tend to like products, services, and ideas that are endorsed by other people we like and respect. So if you like and/or respect your presenter good chance you will want to buy. By the way, this is the reason we ask those around us “what are you going to do?” We ask even if we have never met them before simply because they are at the same event, therefore they must be like us and since they are like us we have to like and respect them.
- Law of Scarcity – The old... we only have a few packages, seats, classes available. You can only get this discount today... etc.
- Law of Conformity – Most people tend to agree to proposals, products, or services that will be perceived as acceptable by the majority of other people or a majority of the individual’s peer group.
- Law of power – This is all about charisma... If your presenter was charismatic you will want to get involved so you can get what they have so you too will be charismatic.

So what does all of these “laws of Influence” mean to you? It means be prepared. You know its coming. Watch it unfold. Learn from your presenter. Become a better salesperson, even if you aren’t in sales (you really are, you sell stuff everyday... where to go lunch, what movie to watch, etc).

Your emotions are going to go on a ride because of the above mentioned laws, expect it. And remember this truth...

We buy on emotion and back it up with logic.

I just want to help you make your decision based on logic (more than likely it will then be right) and then you can get all emotional about it.

Are you still with me? Good. Let us continue...

There is no way to "combat" the laws of persuasion just like there is no way to combat the law of gravity.

Just know what is going on and roll with it. Understanding the process will make you a better, more attentive student... and person.

Ok so now you are on the inside. You know your emotions are going for a ride, you know how and why it is happening. Now you can focus on making a logical decision.

So how does one make a logical decision? Especially if this is the only trading seminar you have ever attended and have nothing else to compare it to.

You Can't. Really, you can't.

Logic is based on "compare and contrast". If you have nothing to compare and contrast you can't make a logical decision.

And if you can't make a logical decision you are forced to make an emotional one and this will sometimes get you in trouble.

So making a logical decision without all the "facts" is tough. Which brings us to the mistake most people make when doing their "research".

Most people will go to the internet and try to find information (which I assume is what you did because you are reading this report). Anyway, people go to the internet and begin to search for the trading seminar company's name.

In your search you will find the companies website (duh!, by the way if they don't have a website do you really want to do business with

them?) and of course on the website you will find lots of (valuable?) information and tons of glowing testimonials.

Away from their corporate website you will find the underbelly of the seminar world. Almost all other information you find will be bad reviews of the company and their programs.

Here is where I would ask you to stop and consider the source (that includes me as well).

Thanks for reading this report, I hope it shed some light on the trading education industry's dirty little secret.

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