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Your Financial Independence is at the Heart of Everything We Teach

Now Only 1 Week Before Jim Berg's Seminars in Sydney and Melbourne



This photo was taken last week, during the first of Jim's presentations in Brisbane of his new 2015 seminar on 'How to Trade with Weight-of-Evidence'.

Many of the attendees commented to us on how they were pleased to find it packed full with in-depth content and how they also found it very useful to be able to ask their

questions direct to Jim on many aspects of his trading and investing strategies.

During his seminar, Jim included:

- His latest view on the current markets
- How to take advantage of opportunities in the USA Markets AND
- How, before the GFC, he gave Members an exit signal in January 2008 and went to cash, then re-entered after the GFC in June 2009.
- In contrast, he also shared how next time the market switches to a falling trend, Jim plans to profit from trading the downside in both USA and Australia – without the risk of leveraged products.

There is now only just 1 week before Jim continues his evening seminars in:

1. **Sydney on 17 March** and
2. **Melbourne on 18 March**

These are Jim's only evening seminars planned for 2015 and will be an excellent opportunity for you to:

- ✓ [Recap on the details](#) on how Jim trades and invests
- ✓ Build on your knowledge and expertise
- ✓ [Ask your questions directly to Jim](#)
- ✓ Hear Jim's latest view on the market and shares of interest to you at that time
- ✓ [Take home a list of shares](#) for you to watch for prospective entry signals

Savings of \$40 are available and you also receive your choice of a Free DVD (usually \$147)

In addition, **your friends and family members attend with you at no charge (they save \$99 each).**

Please nominate, under 'Special Instructions' in your order template, the names of your family members and friends who will accompany you *with our compliments* - so we will be able to check their names off at the door. (If you have already ordered and would like to bring extra guests please [email us](#) with their names).

For more info about Jim Berg's seminars in Sydney & Melbourne: [Click Here Now →](#)

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Trading Psychology



A Trader's Self-Evaluation Checklist

By Brett Steenbarger, PhD

Dr Steenbarger is the author of '[The Psychology of Trading](#)' (Wiley, 2003), '[Enhancing Trader Performance](#)' (Wiley, 2006), and '[The Daily Trading Coach](#)' (Wiley, 2009) with an interest in using historical patterns in markets to find a trading edge. He is also interested in performance enhancement among traders, drawing upon research from expert performers in various fields.

A valued contributor to our '[Investing & Online Trading](#)' Report since we first launched in 2005, we thank him for the following article:

Controlling Emotions is Not the Goal of Trading Psychology

Pick up a book or magazine article about trading psychology and you're likely to find prescriptions for success based on controlling emotions and increasing discipline. Yes, emotional arousal can interfere with performance, but does that mean that elite performance is a function of dampened emotions?

When you look at some of the greatest performers in sports--and in trading--you'll find highly competitive individuals. They are quite emotional and don't take well to losing. Lance Armstrong? Michael Jordan? Tiger Woods? Muhammad Ali? All were quite intense, emotional individuals who managed to channel their emotional drive into victory.

Conversely, I've encountered many well-balanced individuals who have sought success in trading. They don't blow up, they follow rules faithfully, and they have no intense, competitive emotional flame burning within. I've never yet seen one go on to become successful.

Can anyone watch the really successful college basketball coaches--Coach K., Jim Boeheim, Bob Knight, Tom Izzo--and attribute their success to emotional restraint? Yes, there have been emotionally reserved winners--think John Wooden and Dean Smith--but one suspects their emotionality was that of a warm mentor, not that of a cold fish.

The important ingredient in success is not emotional dampening per se, but **the enhancement of concentration and focus**. That is what enables people to act with sustained purpose and stay rooted in their goals.

When we review the lives of great individuals across a variety of fields--the research of Dean Keith Simonton and K. Anders Ericsson stands out in this respect--what we find is that the greats have prodigious capacities for work. They are hugely productive. They sustain effort hours at a time, day after day, week after week, year after year.

Only the ability to regularly access "the zone"--that flow state of consciousness that comes from being wholly absorbed in an activity that captures our interests, skills, and talents--can account for the amazing dedication of the Olympic athlete, the great career scientist, or the chess grand master.

Indeed, such exemplary performers can use emotion to access the zone. Michael Jordan used to provoke players on opposing teams so that they would argue and fight back. That would arouse Jordan's competitive instincts and elevate his game.

When we operate outside that "zone" and lose our focus, we are no longer activating that executive center of our brains--the frontal lobes--that control planning, judgment, and reasoning.

Left with a weak executive center, we become like the person with Attention Deficit Disorder: prone to wandering attention, reduced self-control, and impulsive behavior.

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That makes it look as though "emotion" and "lack of discipline" cause our trading problems. In reality, however, these are the results of the problem; not the causes.

The goal of trading psychology is to build consciousness, not reduce emotion.

The goal is to create regular access to the flow state of heightened learning and focus. Talking to a trading coach, in itself, won't accomplish that; nor will well-intentioned efforts to calm oneself or take breaks from trading.

We can only build consciousness by working on consciousness. That is why I find meditation, heart rate and galvanic skin response biofeedback, self-hypnosis, and newer methods such as hemoencephalography to be valuable tools for traders and emphasized their use in my book on the Psychology of Trading.

These methods don't eliminate emotion; they build minds. If we can exercise for 30 min./day and build our cardiac fitness and our physiques, maybe--just maybe--a similar commitment could strengthen our abilities to operate within life's "zone".

A Trader's Self-Evaluation Checklist

- 1) What is the quality of your self-talk while trading? Is it angry and frustrated; negative and defeated? How much of your self-talk is market strategy focused, and how much is self-focused? Is your self-talk constructive, and would you want others to be talking with you that way while you're trading?
- 2) What work do you do on yourself and your trading while the market is closed? Do you actively identify what you're doing right and wrong in your trading each day—with specific steps to address both—or does your trading business lack quality control? Markets are ever changing; how are you changing with them?
- 3) How would your trading profit/loss profile change if you eliminated a few days where you lacked proper risk control? Do you have and strictly follow risk management parameters?
- 4) Does the size of your positions reflect the opportunity you see in the market, or do you fail to capitalize on opportunity or try to create opportunities when they're not there?
- 5) Are trading losses often followed by further trading losses? Do you end up losing money in "revenge trading" just to regain money lost? Do you finish trading prematurely when you're up money, failing to exploit a good day?
- 6) Do you cut winning trades short because, deep inside, you don't think you'll be able to make large profits? Do you become stubborn in positions, turning small losers into large ones?
- 7) Is trading making you happy, proud, fulfilled, and content, or does it more often leave you feeling unhappy, guilty, frustrated, and dissatisfied? Are you having fun trading even when it's hard work?
- 8) Are you making trades because the market is giving you opportunity, or are you placing trades to fulfill needs—for excitement, self-esteem, recognition, etc.—that are not being met in the rest of your life?
- 9) Are you seeking trading success as a part-time trader? Would you be seeking success as a surgeon, professional basketball player, or musician by pursuing your work part-time?
- 10) Can you identify the specific edges you possess over the many other motivated, interested traders that fail to achieve success in the markets? Do you really have an edge, and—if so—what are you doing to maintain it?

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Tap into Jim Berg's common sense trading & investing approach - so you too will know:

- ✓ **WHICH** stocks /shares to Buy
- ✓ **WHEN** to Buy and, most importantly
- ✓ **WHEN** to **SELL**

Information alone will NOT change your life.



Implementation is the key.

It's what YOU DO with what you learn which makes Expert Trader & Investor Jim Berg's stock & share trading and investing education **so VALUABLE.**

"To climb a mountain quickly, everyone needs a Sherpa to lighten the load and help them get where they want to go." (Taki Moore)

With Jim Berg's mentoring-style 'Investing & Online Trading' Report you will receive:

- The details on **WHAT** to do, step-by-step
- Real life examples every week on **HOW** to do it
- 2 hands-on exercises and email support
- **so you can IMPLEMENT what you learn**

Test and measure on paper for as long as you like --before you put a single dollar more in the market. **Prove it to yourself.**

No matter what experience level or age you are, or which country you live in, you will find Jim Berg's weekly Report will **save you time, money and aggravation.**

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