

# How to Trade Well in Up or Down Markets

A private class with **Dr. Alexander Elder**

Author, *Come into My Trading Room*

*Trading for a Living*

*Entries & Exits*

celebrating the release of his latest book

***Sell and Sell Short***

**free for every participant**

Also, a free *Study Guide* with early registration

Radisson SAS Royal Hotel, Copenhagen, Denmark

Thursday, 21 August 2008, 10 am – 5 pm

Dear Trader,

You have a unique opportunity to invest a day in your education learning from one of the world's top experts on trading. He will share with you his latest discoveries and teach you to create a winning trading plan. Together with him, you will review current markets and see how to make specific plans for the days and weeks ahead. You have a rare opportunity to receive answers to your important trading questions.

The recent turbulence in the financial markets has confirmed that the market is not a one-way street – it goes up and down. Professional traders sell in time and they also go short, making money both on rallies and declines.



**Free book(s)**

Dr. Elder's latest book *Sell and Sell Short* was published in the US in April 2008, to excellent reviews. This full-color book will show you how to buy, sell, and sell short stocks, futures, options, and forex. You will receive a copy of *Sell and Sell Short* at this meeting. The book's list price is \$85 – but you will receive it free, signed by the author to you. In addition, if you register before August 1, you will also receive a soft-cover *Study Guide* for *Sell and Sell Short* (list price \$40).

Which of the thousands of stocks, futures, or currencies will you buy or sell short? How will you find the best price levels for entering trades? Where will you set your profit targets and protective stops? When will be the best times for exiting trades?

Most traders face these and other decisions alone, and often repeat the same mistakes. Now you have a unique opportunity to improve your trading performance. Learn what steps you must take to lift yourself above the crowd of competitors. You are invited to a day-long intensive class with Dr Alexander Elder, author of the world's most popular books for traders – *Come into My Trading Room*, *Trading for a Living*, and *Entries & Exits*. Now you can learn from a professional trader who does exactly what he teaches you to do – trade for a living.

Many traders buy stocks after they zoom up and sell after they fall out of bed – at the worst possible time. Some buy 'black box' software – but one cannot buy success. You can become a successful trader only through your own work, and this class will teach you how to do it. Dr Elder will show you how to recognize trends and turns, how to organize your homework, and how to structure your decision-making tree. He will mark the areas of the best opportunities as well as the danger areas for you.

You are welcome to bring up specific stocks, futures, and currencies you want him to analyze – and learn to apply his methods to your specific markets. The class will be held on a weekday, using live data. Imagine how useful it will be to see a professional trader make his decisions in front of you. You will be able to ask him your important questions.

Psychology is an essential aspect of trading success. You must develop trading discipline, and the best way to do it is through keeping good records. Dr Elder will show you his record-keeping template. Money management is a skill that separates winners from losers. Professionals who control risks keep taking money away from amateurs and losers. You will learn Dr Elder's rules for risk control, enabling you to manage your own account like a pro.

Our class will be held in a comfortable hotel, where you will meet other serious traders and talk with them during breakfast, coffee breaks and at lunch. Most traders feel very isolated, but traders who meet at our conferences often stay in touch long after the class. Dr. Elder held his last one-day conference in Europe two years ago. Most of his classes sell out completely – just like in trading, those who delay are left out.

Please email us at [info@elder.com](mailto:info@elder.com) or call +1.718.507.1033 (after 4 pm in Copenhagen) with any questions and to register.

## **PRACTICAL DETAILS**



WHO – Dr. Alexander Elder, a professional trader and author of the world's most popular books on trading

WHEN – from 10am to 5pm on Thursday, August 21, 2008

FEE – covers class, free book, handouts, breakfast (starting at 9am), lunch, and coffee breaks. €150 if you register before July 1, €180 before August 1, €110 thereafter

DISCOUNTS – €50 off for Traders' Camp graduates and traders who attended our previous conferences. €40 off when two or more traders register together. These discounts can be combined. Once you register for this class, you will become eligible for a 20% discount on any purchases from elder.com. This discount will begin once you register and continue for one month after the class.

EARLY BIRD SPECIALS – Traders who register before August 1 will receive a complimentary *Study Guide* (\$40 list price). This is in addition to the free book *Sell and Sell Short* (\$85 list) that will be given to all conference attendees. If already have the book, we will give you credit equal to the selling price of the book for any future purchases.

WHERE – Radisson SAS Royal Hotel, in central Copenhagen. Please come one hour early, at 9 – we will offer a complimentary buffet breakfast prior to our meeting.

HANDOUTS – A template of Dr. Elder's record-keeping files and a decision-making tree.

REFUNDS – your registration is refundable – 95% until August 1, and 50% until August 19, two days prior to the conference.

To ask any questions and to register, please call us in New York at **1.718.507.1033** 10 am – 5 pm EST (after 3 pm in Denmark) or email at [info@elder.com](mailto:info@elder.com). We look forward to seeing you in class and helping you become a more confident, disciplined, and profitable trader.