

E-Book: Trade 4 Success

Tips and tricks to make the market work for you!

By Buzz Stocks



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Introduction:

You are receiving this complimentary e-book because you signed up to Buzz Stocks. This is just the first of many free goodies that you will get as a valued member.

This e-book is full of great information on spotting trends, reading charts and a few tips on how you can make money in the stock market.

Here's a brief outline:

- **Chapter 1: The Basics**
- **Chapter 2: Trading**
- **Chapter 3: Chart Patterns**

Chapter 1: The Basics

What is a stock?

The short and sweet answer is, a stock is a way to own part of a company that you do not manage or even work for. If things go well, you can to earn from a company's success.

Companies are either privately held or public. When you hear of a company "going public" they are preparing to launch an IPO (Initial Public Offering), or a reverse merger.

Basically, the soon-to-be-public company is to allowing the general public to invest in their company and own part of their company. So, when purchasing what is referred to as a "share" of a company you are doing just that -- buying your share (percentage) of a company.

A stock is your little piece of the larger company that you own and control. Granted, if you own stock in a company, you most likely own a small percentage in that company. As an owner of the company, though, you are entitled to your piece of "worth" that the company earns as well as voting rights attached to the stock.

The physical representation of owning a stock is the stock certificate. The stock certificate is an official document (piece of paper) that is proof of your ownership. With the invention and popularity of online stock trading, you may never actually see a physical stock certificate. The brokerage that you belong to keeps the records of your ownership electronically. This process of having electronic "holdings" makes the trading of stocks as easy as a click of the mouse.

Major US Stock Exchanges

Most of the stock securities are traded on what are called stock exchanges. Stock exchanges are where stock traders come together and decide on the price of a stock security. If you have ever watched the opening bell being rung at the NYSE you have witnessed the opening of the day's trading on a trading floor. This is an example of a exchange with a real location, with real stock traders on the trading floor. There are also other types of exchanges which are virtual and lack an actual trading floor. These virtual stock exchanges are made up of a network of computers where stock trades are executed electronically.

You could look at the stock market as an electronic auction of buying and selling company ownership. That is, instead of having to travel around store to store, garage sale to garage sale to find the best price to own

something or to find a buyer for what you are trying to sell, you instead log into the stock market and you are all set. Buyers can find sellers, and sellers can find buyers and trade their shares back and forth.

The New York Stock Exchange

One of the most famous stock exchanges is the New York Stock Exchange or the NYSE. Also referred to as the "Big Board" the NYSE was first founded over two centuries ago, in 1792. The largest companies in the U.S. such as Coca-Cola, McDonalds and Wal-Mart call the NYSE home.

The NYSE is a listed exchange where a lot of trading is done face-to-face on the trading floor. The flow of an order starts first at the brokerage firm, then down to the broker on the floor (at their trading post). At the time of the actual sale the price is determined via auction where the current price is the greatest amount a buyer is willing to pay and the lowest price at which one is willing to sell.

The NASDAQ

The NASDAQ is a virtual stock exchange, referred to as an over-the-counter or OTC market. There is no physical location for the NASDAQ, nor are there floor brokers on the NASDAQ. All stock trades are done electronically through a network of dealers. While the NYSE used to be the only place to go if you were a big company, the tech boom of the 1990's changed that. The NASDAQ is now the home of tech giants like Apple, Google, Cisco, Dell, Intel, Microsoft and Oracle.

With the NASDAQ brokerages act as market makers for the stocks being traded. It is the task of the market maker to provide a streaming bid and ask price within a certain percentage spread for shares being traded on the NASDAQ. They have the option to match buyers and sellers directly. However, most often they will maintain an inventory of shares to sell to investors.

NYSE Alternext

The NYSE Alternext, formerly known as the American Stock Exchange or the AMEX, is the third largest on the major US stock exchanges. When the AMEX was first created it acted as an alternative to the NYSE. However, now that is the role of the NASDAQ. Mostly all remaining trading that occurs on the AMEX is with small-cap stocks and their derivatives.

Over the Counter Bulletin Board

This is the home to the renowned penny stocks. Not really an exchange by itself, but really a sub-section of the other exchanges. For example, any small public company of the NASDAQ that do not meet listing requirements are considered OTC stocks or penny stocks. Due to the lack of regulation that exists in this market sector risk can be very high.

Buying Stocks

You should now have the basic concept of the stock market, the exchanges that exist within it and just what it means to buy and sell a stock. Now you are probably wondering what it takes to get setup and get started buying and selling stocks yourself.

Choosing a Stock Brokerage

The first thing you need to do is decide on a stock brokerage. There are quite a few online stock brokerages available. They range from the more pricey full-service brokerages with brokers who work with you to manage finances and investment to discount brokerages. Discount brokerages are much cheaper and allow you to do the research and management on your own.



Your First Stock Purchase

While all of the brokerages have a somewhat unique way of letting you research stocks and enter orders to buy and sell a stock, they are all quite similar. Most brokerages will offer you rather in-depth tools to research and find your first investment.

Once you have located a worthy stock to purchase, you can look up its quote. There are quite a few things that can appear on a full stock quote. However, the basics are: Symbol, Last Price, Bid and Ask. For example: MSFT (Microsoft Corp.), \$26.56, Bid: \$26.55, Ask: \$26.56. We will explain about bid and ask more later. So, all you need to know to begin is for most companies that are traded by a lot of traders throughout the day (which are most of them) the bid and ask spread is very small. In our MSFT example it is 1 cent (26.55-26.56). When this is the case and you aren't buying 1 million dollars worth of the stock, you probably would never need to pay attention to the bid, or the ask. Therefore, for the simplicity of first stock trade, let's look at only the Last Price (which is usually somewhere between the bid and ask).

At this point you would decide how much money you wish to invest. Let us say, you want to invest about \$2700 in MSFT. At its current market price you would be able to purchase about 100 shares. You would then enter a market order (there are other order types which we will cover later) for 100 shares of MSFT. Click "buy stock" and that should be it. Within seconds you should be the proud owner of 100 shares of MSFT.

Chapter 2: Trading

When trading stocks it is best to know all of the options you have with buying and selling them. While not all order types are supported by all brokerages across all exchanges, if you know them all, you will still be better off.

Market Order

This order type is used to execute a buy or a sell at whatever the current market price is. This is usually the fastest order type to execute. There is a risk however with this order type, because you are not control what price your order will be executed at. The risk is far less with a slow moving stock, but if a fast moving stock jumps 10% during your order's execution, that could cause some trouble for you.

Limit Order

With the limit order type, you set your price "limit". Therefore, giving you much more control over the execution price. A buy limit order would only execute at or below your limit price and a sell limit order would only execute at or above you limit price.

Stop or Stop Loss

This order type allows a trader the ability to add to their position if the market rises or to sell shares if the market declines. With buy orders the stop price is above the current market price. A sell stop order is placed below the current market price. Once the price of a stop order is hit the order (a buy or a sell) becomes a market order.

An example being if a stock has gain a lot in a few days and you do not want to sell, but you also do not want to lose out on all the profits. You might place a sell stop loss slightly under the current under the market price. Therefore if the stock continues to rise, you would not miss out and if the stock should fall, you would be able to take some profits.

Stop Limit

A stop limit order is basically the same as a stop loss. However, when it is activated instead of becoming a market order, it becomes a limit order.

Trailing Stop

The trailing stop is a fancy way to have a stop order. That is, instead of having a static stop price, a trailing stop has a dynamic price that adjusts to the current market price of the stock. As with the regular stop order a buy order is above the market price and a sell order is below the market price. A trailing stop to buy would decrease while the stock's price decreases and remains static as the stock price increases. A trailing stop to sell increases when the stock rises and remains static as the stock falls. When a trailing stop is triggered it becomes a market order.



Trailing Stop Limit

A trailing stop limit order acts the same normal trailing stop, but when it is triggered it become a limit order.

Sell Short

When you sell short you are betting the stock with fall in price. What happens when you sell short is you are borrowing the stock at its current market price and immediately selling it. Also, you are agreeing to buy it back (Buy to Cover) at a later date, hopefully at a cheaper price.

The SEC only allows for selling short to occur on an uptick or a zero-plus-tick. Therefore, you cannot sell short a stock that is in the process of plummeting.

Buy to Cover

After selling short, you must then agree to "buy to cover" your borrowed shares. Therefore, buy back the shares you borrowed and return them to the market.

Order Fill Amounts

All or None (AON) - If a trader was to specific an order as All or None, that would tell the brokerage to only fill their order if you can buy the full amount of shares desired. Therefore, if an buy limit order for 1000 shares of

MSFT at 25 was entered and there were only 900 shares available before the price increased, the order would not be filled.

Order Durations

These are two of the most common order durations.

Day Order – An order that lasts until the market close

GTC Order (Good 'Til Cancelled) - An order that lasts until the trader cancels it.

Reading Stock Quotes:

If you are new to trading stocks then taking a look at a full stock quote can be a bit overwhelming. In this section, we aim to break down the major elements of the stock quote for your reading pleasure. Just below, you will see a screenshot of a Microsoft (MSFT) stock quote.

Microsoft Corp. (MSFT)

Last Price	26.25	Last Trade	10/2/08	Tick	-	Volume	93.83 m
Change	▼ -0.23	% Change	-0.87%	Open	26.18	Prev Close	26.48
Day High	26.53	Day Low	25.70	52 Wk Hi	37.50	52 Wk Low	23.19
Bid	22.70	Bid Size	1000	EPS(TTM)	1.87	PE Ratio	14.20
Ask	27.50	AskSize	200	Shares	9.13 b	Market Cap	239.67 b
Dividend	0.52	Ex-Div Date	11/18/08	Yield	2.00	Exchange	NGS

Last Price

The *last price* is the price at which this stock was last traded. It may also be accompanied with *last trade* time, which tell you the time of day when the last trade occurred.

Previous Close

The *previous close* is what the last price of the stock was at the close of the previous market day.

Open Price

The *open price* is the price of the stock at the open of the market day.

Change / % Change

The *change* tells you by how much a given stock's price has increased or decreased since the market open.

Tick

The tick is usually shown as an up arrow, down arrow or hyphen, representing the last trade on the stock was an increase in price from the previous trade, a decrease in price or no change in price respectively.

High/Low

There are a few variants you will come across for highs and lows on a stock quote. The most common being the 52 Week High and 52 Week Low, which show the highest and lowest price for a stock over the course of the past year. Some stock quotes also show this value over the course of the current market day (Day's High, Day's Low).

Bid/Ask

The Bid/Ask are where things get a bit interesting. The bid price is what someone who is looking to buy the stock is currently willing to pay. The ask price is what someone who currently owns the stock is willing to sell for.

A real world example being, you enter a mom and pop store and an item is priced for \$5.00, you go to the owner and say, I'll give you \$4.50. The owner of the store is **asking** \$5.00 to sell the item (his asking price), and you are **bidding** to purchase it at \$4.50 (your bid price). If the owner lowers his asking price the sale will execute, or if the bidder raises his bidding price the sale will execute. Of course, the stock market is made up of many more than two people bidding and asking, but hopefully you get the picture.

Level II Quotes

Okay, so what is level II you ask? Level II's provide the stock trader with a lot of very useful information about the stock's current trading. It shows at a glance all of the open orders for buys (the bid column on the left, in the level II screenshot below) and open order for sells (the ask column of the right, in the level II screen shot below).

The screenshot displays a Level II quote for MSFT. At the top, it shows the Symbol (MSFT), Volume (56,071,087), Last price (26.23), High (26.49), and Change (-0.25). Below this is a candlestick chart. The main part of the screenshot is a table of open orders, split into 'Inside' (bids) and 'Outside' (asks).

Inside			Outside		
Shares	MPID	Bid	Shares	MPID	Ask
100	arcx	26.23	2667	NSDQ	26.23
9192	NSDQ	26.22	8400	cinn	26.24
6600	cinn	26.22	4200	arcx	26.24
400	FLOW	26.22	101	UBSS	26.27
1000	iseg	26.20	100	FLOW	26.28
400	WV	26.19	100	HDSN	26.34
100	FBRC	26.18	800	WV	26.35
1000	NITE	26.15	300	MSCO	26.36
100	GSCO	26.11	100	GSCO	26.37
300	MSCO	26.07	100	FBCO	26.49
100	MADF	26.00	700	iseg	26.50
1000	UBSS	25.95	100	HILL	26.50
100	HDSN	25.94	100	MADF	26.50
100	SBSH	25.85	100	SBSH	26.51
5000	TMBR	25.83	100	RBCM	26.67

(66 more) (67 more)

Level II's are the order book of a stock on the NASDAQ stock exchange. When you place an order to buy or sell on the NASDAQ exchange, your order is routed through many different [market makers](#), electronic communication networks (ECNs) or wholesalers. With Level II's you can see an ordered list of the best bids and asks from each. This gives you, the trader, a lot of detailed insight on price movement. For example a look at the asks in the right column would show you if the ask is "thin" meaning there are few market makers between the best ask and a large percentage jump up in price (thin ask example: 26.23, 26.25, 32.05, 42.05).

To look closer at the columns themselves, we have SHARES, MPID, BID/ASK.

SHARES: This represents the amount of shares ready to be bought (when in the BID column) or to be sold (when in the ASK column). The number is in hundreds so 100 is really 10,000.

MPID: These are the initials of the marketplace or market maker at the given bid or ask. For example: UBSS is UBS Securities, LLC.

BID/ASK: This is the price open for buying (bid) or selling (ask) a stock by the given MPID.

Three Main MPID Types

Market Makers (MM): These are firms who agree to provide liquidity the given market. Penny Stocks liquidity are commonly controlled heavily by some market makers. By making a market for you to trade stocks they are "market makers". They earn their money by profiting off the differences between the bid and ask prices of a stock. See the market makers for more information.

Electronic Communication Networks (ECN): These are automated systems designed to match up buyers and sellers of a stock. Examples are: NITE, ISLD and ARCA.

Wholesalers (Order flow firms): Some online brokerages have relationships with market makers or even a large group of market makers. If there is a need to handle a large amount of orders a brokerage may decide to use a wholesaler to execute the trades on their behalf.

Market Makers

A market maker is a broker or a dealer firm that agrees to hold a given number of shares in a particular stock thereby allowing for trading to occur. Market makers compete with each other for sales of a stock to the customer. They do this by quoting sell (ask) prices for a guaranteed number of shares. Upon receiving an order for a stock the market maker is able to fill the order almost immediately from their own inventory.

Symbol: MSFT			Volume: 56,071,087																																																																																																								
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The screenshot above is of a Level II quote. On this screenshot you will see columns with the heading of MPID. These are the initials of the market makers, which are next to the number of shares in their inventory (given in 100's). This screenshot is of MSFT which trades on the NASDAQ where market makers play a large role.

What is the Ax?

The "ax" is a market maker who currently has the greatest control over the stock's trading. They are who daytraders commonly look for on their Level II's. They are commonly seen supporting the bid and working to increase the bid. They could also be negatively controlling the movement of the stock and selling heavily into the bid, driving the bid and price per share down. The ax may also be working to keep the price trading sideways or near the same price. Keeping the bid and ask very tight.

The ax does not exist at all times, but it is good to be aware of them when they do. They are often heavily controlling the stock you are trading or looking to trade.

Commonly the ax can be found while the S-8 is in the process of completing. You should see an ax jump in and support the bid when the S-8 is close to completion. Then, of course with a strong S-8, this is accompanied with a **S-8 Bounce**, or strong rise in the price per share.

Finding the Ax

After you have been trading in a stock for a while, you will start to become quite familiar with its Level IIs. It is at that point that you should start to easily notice when that ax is in control and who they are. However, if you are new to a stock, there are a few tricks to finding them.

The Monthly Share Report for a stock will give you a lot of insight into finding the common ax on a stock. When viewing the share report, pay close attention to the top 5 spots (not counting the ECNs). ECNs should be ignored because they can be used by others to buy and sell shares and are usually retail and have little control over the stock.

It is important to note that ax is a slippery one. One MM could be an ax in the morning and another one in the afternoon. An ax can also use an ECN to hide most of their control over the trades.

Spotting the Ax Who is Selling

When the market is moving up nicely and a stock has a lot of new money coming into it, but it is hard even moving up. It seems to be meeting strong resistance at the same MM on the ask over and over. Then, when the stock turns negative, it quite easily falls. This is a strong sign that an ax is controlling things from the ask side. This is very bearish for the stock.

Chapter 3: Chart Patterns

In this chapter, we take a look at certain chart patterns to help you spot the next breakout possibility. All of the chart patterns we highlight are what you will most likely hear the most about in the stock forums you frequent. For example, "wow, nice head and shoulder forming here...this is breakout-bound!"

Symmetrical Triangle

The Symmetrical Triangle chart pattern is formed when a stock's highs and lows converge together to form a triangle shape. Therefore, the stock is having less and less price fluctuation. This is a stand-off with the buyers and sellers. The Symmetrical Triangle pattern is considered a consolidation pattern.



As shown in the chart above, a Symmetrical Triangle Pattern has formed. You can see the increasing inability for neither the buyers nor the sellers to control the price. When viewed with a candlestick chart you will also notice the candlesticks becoming shorter and shorter.

What Does the Symmetrical Triangle Pattern Signal?

Commonly, the Symmetrical Triangle Pattern is a strong signal of a pending breakout, meaning that eventually either the buyers or the sellers will win the battle. When the battle is finally won by the buyer then a bullish run is likely and when won by the sellers, a bearish price drop is likely.

Applying the Symmetrical Triangle Pattern

When planning an entry into a stock with the Symmetrical Triangle Pattern, a trader would place an order inline with a buy triggered from a breakout through the top line of the triangle and a sell triggered from a breakout below the bottom line of the triangle.



Ascending Triangle

The **Ascending Triangle Pattern** is formed when a chart has higher and higher lows with a resistance level it cannot break through. This is commonly a battle being fought hard by the buyers of a stock. The stock's intraday highs are not increasing, but its average intraday price is.



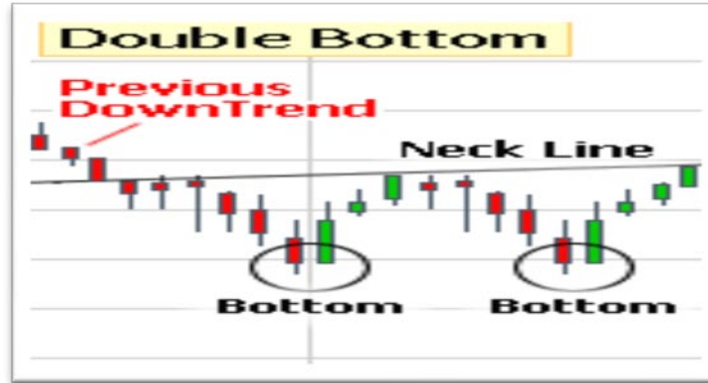
With the above chart you can see the bullish nature of the **Ascending Triangle Pattern**. The chart clearly shows how the buyers are pushing the lows of the stock up higher and higher. Should the pattern continue the buyers will eventually have a face-off with the sellers at the resistance price. Most often the buyers win this battle and push the stock through its resistance level usually causing a nice run.



The above image shows an example of an **Ascending Triangle Pattern** that resulted in the stock eventually breaking through resistance and having a nice bullish run.

Double Bottom Pattern

The **Double Bottom Pattern** is formed when a stock's price falls to a support level once, bounces off and then falls right back down to the same support level. Therefore, usually within a short time span, a stock hit two lows of nearly the same price. The **Double Bottom Pattern** is considered a reversal pattern.



The above chart shows an example of a **Double Bottom Pattern**. You can see the two "bottoms" formed after the share price had a recent climb. By the stock hitting these two "bottoms" or valleys, it is confirming a strong support level. Therefore, it is likely that the stock will have great difficulty going any lower. Chances are it will stay above support and soon begin to climb back up

Should the chart break through its "neck line" there is a good chance for a bullish run. See the chart below for an example of this price trend.



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Happy Trading!

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