

# Quick Start Guide

## Getting Started with Stocks

### Simple but Sophisticated

Don't let the name fool you: the scan may be simple, but behind the curtain is a very sophisticated process designed to bring you the stocks with the very best chances of making money.

Each day, before you even press a button, The Wizard combs through close to 10,000 stocks. Using a proprietary algorithm and several powerful filters, The Wizard narrows this list to only a basket of the best ones. The Wizard follows a top-down approach that does the following:

**1. Finds the best sectors:** A sector is simply a category of stocks, grouped together by their general industry. Of the many sectors in the stock market, The Wizard identifies only the best ones.

- a. For Buys: The Wizard looks only for the strongest sectors.
- b. For Short-Sells: The Wizard looks only for the weakest sectors.

**2. Finds the best Industries:** Each sector contains a number of industries. Once The Wizard has identified the best sectors, it then looks for the very best industries within these sectors.

**3. Looks for the big money:**

A stock can only move if there is a lot of money behind it. If a lot of investors are buying it, this will create upward pressure, and the stock will move up. If a lot of investors are selling it, however, this will create downward pressure, and the stock will drop in price. The telltale sign of this pressure is called Volume. Volume is simply the number of shares that are both bought and sold during a given day. High volume indicates that there is big money - a lot of investors - behind a stock. The Wizard can filter for stocks that exhibit high volume over a 50-day period.

**4. Matches the Trend of the stock market:**

If the Market Trend = Buy,

The Wizard only looks for stocks whose trend is also a Buy.

If the Market Trend = Sell,

The Wizard only looks for stocks whose trend is also a Sell.

And the best part you don't have to do any of this, because The Wizard does it all for you. All you do is choose a few simple options, run your scan and The Wizard will give you that day's list of the very best stocks to buy or sell.

If that sounds easy, wait to you see how easy it is to actually run your own Simple Scan.

**In this guide, we'll show you the four simple steps to investing in stocks with The Wizard.**

It's important to us that you understand what to do before you learn how to do it, because once you learn this simple process, everything else will make sense.

This guide is broken into 3 parts:

### **Part 1: What to do**

A diagram of the simple, 4-step process to investing in stocks with The Wizard.

### **Part 2: How to do it**

An overview of The Wizard's features you'll need for investing in stocks.

### **Part 3: How to learn**

We want you to get up to speed as quickly as possible, so in this section, we've laid out the quickest, most optimal path to learning everything you need to get going now.

If you're ever unsure about what to do, just refer back to this guide, and let us show you the way!

# Part 1: What to Do

The 4 Steps to Investing in Stocks with The Wizard

**Step 1:** CHECK THE MARKET TREND

**Step 2:** CHECK FOR BUY OR SHORT-SELLING SIGNALS

**Step 3:** SELECT YOUR STOCKS

**Step 4:** PLACE YOUR ORDERS WITH YOUR BROKER

# Part 2: How to Do It

An overview of The Wizard's features you'll need for investing in stocks.

**Step 1:**

## **CHECK THE MARKET TREND**

The Wizard is based on a very simple but time-tested philosophy: It always follows the Trend - or direction - of the stock market.

When the stock market is moving up, The Wizard issues signals to buy stocks.

When the stock market is moving down, The Wizard issues signals to sell stocks short.

When the market is moving sideways, the Wizard issues neither buy nor sell signals. Instead, it simply stands aside and waits for the market to begin moving up or down again.

The Wizard makes identifying the Market Trend easy. On the top right of every page in our site, you'll see our Market Trends box. It always tells you what current Trend of the stock market is. To make it even

easier, at the bottom of this box, The Wizard always tells you what you should be doing.

## THE MARKET TREND BOX IS ALWAYS AT THE TOP RIGHT OF EVERY SCREEN

THE WIZARD TREND RANKING™		All Stocks Ranking		↓	↑
DJIA 30	↑↑	Russell 2000	↓↑	\$USD	↑↑
S&P 500	↑↑	10 Year	↓↓	GOLD	↓↓
NASDAQ	↑↑	Euro	↓↓	OIL	↓↓

**The stock market has three possible directions:**

Buy, Sell or Sideways.

**Market Trend = Buy**



This is the signal to buy stocks. The Wizard will only issue a signal to buy stocks if the Market Trend = Buy

**Market Trend = Sell**



This is the signal to sell stocks short. If you do not want to sell short, you can also stand aside and wait for the Wizard to issue a Buy signal.

**Market Trend = Sideways**



This means that the stock market is moving neither up nor down. When this happens, your action will be to simply hold any open investments and then wait for a Buy or Sell signal before making any new investments.

## Step 2:

### CHECK FOR BUY OR SHORT SELLING SIGNALS

With The Wizard, finding Buy or Short-Selling signals for stocks is a snap! Select one of The Wizard's stock investing tools. The Wizard gives you multiple ways and tools to invest in stocks.

## Our simplest tools for stocks

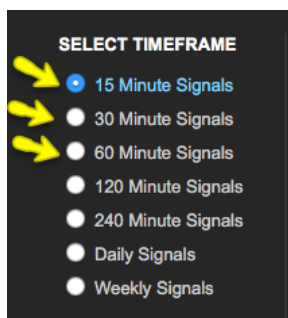
You select a few simple options, while The Wizard uses sophisticated criteria to comb through thousands of stocks to find only the very best ones for you.

## Your Time Horizon

The Wizard gives you options for choosing your Time Horizon.

### Intraday Trading Signals

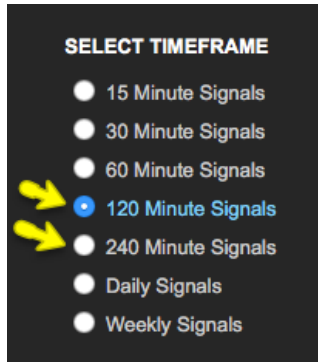
If you prefer to invest for the shorter-terms choose one of these options.



Each investment for Intraday Time Horizons typically lasts between a few hours and a few days. Choosing this option means that you'll be checking The Wizard at the end of every time period, you have selected for Buy or Sell Signals.

## Swing Trading Trading Signals

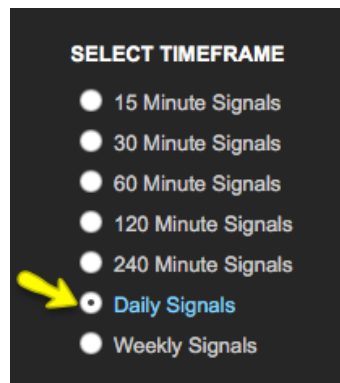
If you prefer to invest for the shorter-terms, choose one of these options.



Each investment for Swing Trading Time Horizons typically lasts between a few days to a to a week or two. Choosing this option means that you'll be checking The Wizard at the end of every time period, you have selected for Buy or Sell Signals.

## Daily Trading Signals

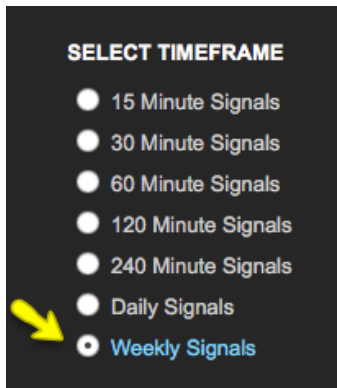
If you prefer to invest in longer swing trades choose one the Daily Option.



Each investment for Daily Swing Trading Time Horizons typically lasts between a few days to a to a weeks and sometimes months. Choosing this option means that you'll be checking The Wizard at the end of day for Buy or Sell Signals.

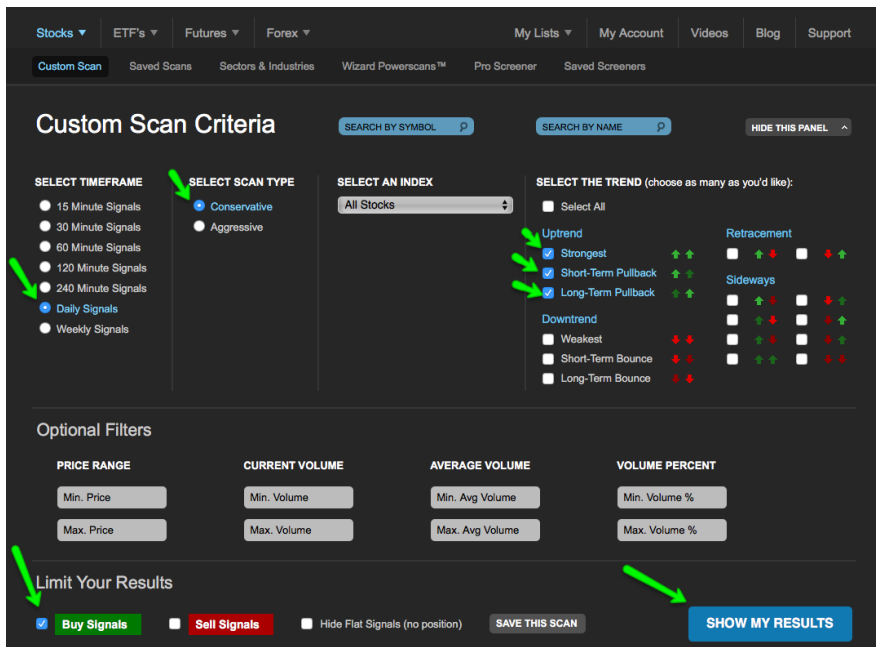
## Weekly Trading Signals

if you prefer to invest for the longer-term, choose this option.



Choosing this option means you'll be checking The Wizard once a week - at the end of every week or on the weekend - for Buy or Sell Signals. Each investment for this Time Horizon typically lasts from a few months to well over a year.

## SIMPLE BUY SCAN



To run a scan you need to select an option from the following:

- Select a Timeframe
- Select Scan Type
- Select an Index
- Select the desired trends
- Optional Filters: Price Range, Current Volume, Average Volume and Volume Percent.

## SIMPLE BUY SCAN RESULTS

Custom Equities Scan Results 3 SYMBOLS ON 1 PAGE Items per page: 10 25 50 100

ADD SELECTED TO WATCHLIST SHOW AGGRESSIVE SHOW TRENDS

All symbols on this page

COLOR KEY: Very Bullish Less Bullish Very Bearish Less Bearish

Symbol	Sector / Industry	Trend L S	Last (change)	Entry Date	Entry (direction)	Stop	Profit Targets 50% 75%	Days Held	% Profit (per share)
<input type="checkbox"/> MNST Monster Beverage Corp.	Consumer Staples Beverages - Soft	↑↑	150.24 +11.33%		Buy @ 152.88	134.34	171.42 189.95		
<input type="checkbox"/> HES Hess Corp.	Oil-Energy Oil - US Integrated	↑↑	62.76 +0.91%		Buy @ 62.87	58.34	64.69 67.75		
<input type="checkbox"/> HIG Hartford Financial Services Group	Finance Insurance - Multi Line	↑↑	47.60 +1.47%		Buy @ 47.80	46.74	60.67 68.09		

## SIMPLE BUY SCAN INSTRUCTIONS

Trade Signal for MNST CLOSE X

Current Signal **Buy at 152.88**

1st Target **171.42** Exit 50% of your position at this price.

2nd Target **189.95** Exit 25% of your original position at this price.

Stop **134.34** Exit your entire position at market when price closes below this price.

*Last updated: Friday Nov 06, 2015 @ 9:55 pm EST*



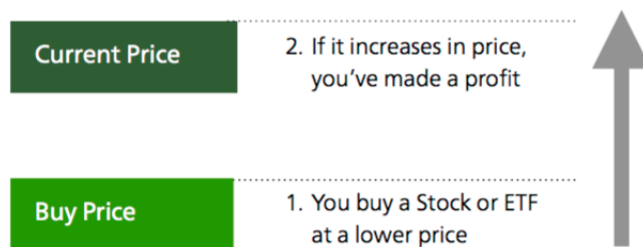
# HOW TO SELL STOCKS SHORT

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## What is Short-Selling?

Simply put, short-selling is the opposite of buying.

When you buy a Stock or ETF: You hope to profit when the Stock or ETF rises above the price at which you bought it - buy low, sell higher.



When you sell a Stock or ETF short: You are actually doing the same thing - but in reverse. Instead of buying the Stock or ETF first at a lower price and then selling it later at a higher price, when you sell short, you simply reverse the order



# How Short-Selling Works

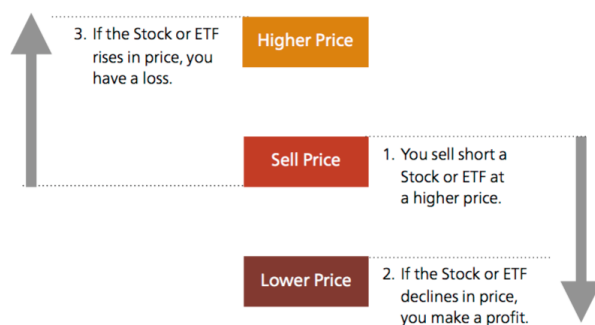
Here's where it gets a bit technical, so bear with us. While you don't need to fully understand all the ins and outs of how short-selling works, the more informed you are, the better prepared you'll be to invest.

In order to sell a Stock or ETF short, you must first borrow the shares from your broker. The reason is that when you buy a Stock or ETF, you're actually purchasing it. Just like buying a book from the bookstore, when you buy it, you actually own it.

But when you sell short, you don't actually own the shares you're selling. Instead, you have to borrow them from your broker. And you should contact your broker to find out the requirements for you to sell short.

1. When you place your order to sell short, your broker either takes the stock from its own account or borrows it from another account.
2. It then deposits these shares into your account so that you can sell them short.
3. This all happens instantly.
4. The net result is that you are now "short" these shares. Thus, the term "short-selling".

Remember, the only way you can ever make money on an investment is if you sell it for more than you buy it. But because short-selling works in reverse, you will sell these shares first.



# Sell First, Buy Second

We've already covered the fact that, to sell short, you must first actually sell a Stock or ETF.

But how do you exit a short-sell position? Easy - you buy it back.

Remember that in short-selling, you always Sell first and Buy second. So if you open a position by selling short a Stock or ETF, then the only logical way you can exit a position is to buy it back.

**Open a Position: Sell it Short** To open a position, you Sell short a Stock or ETF.

**Exit a Position: Buy it Back** To exit that same position, simply Buy it back.

2. To exit that same position, simply Buy it back.

## Why do I have to “buy it back”?

Remember that when you initially sold your Stock or ETF short, you first had to borrow those shares from your broker. Well guess what? You still owe your broker these shares. At some point, you have to return them!

So, in order to exit a Short position, you must buy back the shares you first borrowed and then sold. Once you buy back these shares, they are automatically returned to your broker, and your investment is closed. This is known as “covering your short” or “buying to cover”. These are terms your broker may use, which is the only reason we mention them.

## When I buy back the shares, won't I own them?

Nope. When you initially entered your order to sell short, your broker knows that this is a short-selling order. Because of this, when you buy back your shares, these shares will automatically be returned to your broker and your position will be closed. This process happens automatically. As long as you buy back the same number of shares you are currently “short”, you will not end up owning any shares once you've exited your position.

# SIMPLE SELL SHORT SCAN

**THE WIZARD**

THE WIZARD TREND RANKING™ All Stocks Ranking

DJIA 30	↑↑	Russell 2000	↑	\$USD	↑↑
S&P 500	↑↑	10 Year	↓↓	GOLD	↓↓
NASDAQ	↑↑	Euro	↓↓	OIL	↓↓

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Custom Scan Saved Scans Sectors & Industries Wizard Powerscans™ Pro Screener Saved Screeners

### Custom Scan Criteria

SEARCH BY SYMBOL SEARCH BY NAME HIDE THIS PANEL

**SELECT TIMEFRAME**

- 15 Minute Signals
- 30 Minute Signals
- 60 Minute Signals
- 120 Minute Signals
- 240 Minute Signals
- Daily Signals**
- Weekly Signals

**SELECT SCAN TYPE**

- Conservative**
- Aggressive

**SELECT AN INDEX**

S&P 500

**SELECT THE TREND (choose as many as you'd like):**

- Select All
- Uptrend
  - Strongest ↑↑↑
  - Short-Term Pullback ↑↑
  - Long-Term Pullback ↑↑
- Retracement
  - ↓↑↓
  - ↓↑↓
- Sideways
  - ↑↓↑
  - ↑↓↑
- Downtrend
  - Weakest** ↓↓
  - Short-Term Bounce** ↓↓
  - Long-Term Bounce** ↓↓

**Optional Filters**

PRICE RANGE	CURRENT VOLUME	AVERAGE VOLUME	VOLUME PERCENT
Min. Price	Min. Volume	Min. Avg Volume	Min. Volume %
Max. Price	Max. Volume	Max. Avg Volume	Max. Volume %


**Limit Your Results**

- Buy Signals
- Sell Signals**
- Hide Flat Signals (no position)
- SAVE THIS SCAN
- SHOW MY RESULTS**

# SIMPLE SELL SHORT SCAN RESULTS

Custom Equities Scan Results										
14 SYMBOLS ON 2 PAGES										
Items per page: 10 25 50 100										
ADD SELECTED TO WATCHLIST										
SHOW AGGRESSIVE SHOW TRENDS										
All symbols on this page										
COLOR KEY: <span style="color: green;">■</span> Very Bullish <span style="color: green;">■</span> Less Bullish <span style="color: red;">■</span> Very Bearish <span style="color: red;">■</span> Less Bearish										
Symbol	Sector / Industry	Trend L S	Last (change)	Entry Date	Entry (direction)	Stop	Profit Targets 50% 75%	Days Held	% Profit (per share)	
<input type="checkbox"/> CELG Celgene Corp	more + Medical Medical - Biomedical	↓ ↓	116.74 -3.19%		Sell @ 113.98	122.20	113.19 106.21			
<input type="checkbox"/> NI NiSource Inc	more + Utilities Utility - Electric Power	↓ ↓	18.96 -3.16%		Sell @ 18.76	19.44	16.80 15.01			
<input type="checkbox"/> GIS General Mills	more + Consumer Staples Food - Misc & Diversified	↓ ↓	56.58 -1.84%		Sell @ 56.15	57.76	54.72 52.87			
<input type="checkbox"/> AET Aetna Inc	more + Medical Medical - HMO	↓ ↓	107.55 -3.46%		Sell @ 106.31	112.75	92.16 89.43			
<input type="checkbox"/> M Macy's Inc	more + Retail-Wholesale Retail - Regional Dept Stores	↓ ↓	48.90 -3.17%		Sell @ 48.73	50.78	43.47 41.92			
<input type="checkbox"/> WBA Walgreens Boots Alliance Inc	more + Retail-Wholesale Retail - Drug Stores	↓ ↓	84.67 -1.51%		Sell @ 83.75	88.43	75.19 71.43			
<input type="checkbox"/> CPB Campbell Soup Company	more + Consumer Staples Food - Misc & Diversified	↓ ↓	48.77 -3.34%		Sell @ 48.27	50.86	45.77 44.05			
<input type="checkbox"/> T AT&T Inc	more + Computer and Technology Wireless National	↓ ↓	33.16 -0.54%		Sell @ 32.85	33.73	31.51 30.98			
<input type="checkbox"/> MHK Mohawk Industries	more + Consumer Discretionary Textile - Home Furnishings	↓ ↓	187.14 -3.51%		Sell @ 182.97	197.77	178.64 167.01			
<input type="checkbox"/> ETR Entergy Corp	more + Utilities Utility - Electric Power	↓ ↓	65.65 -3.67%		Sell @ 65.41	69.28	61.56 57.71			

## SIMPLE SELL SHORT SCAN INSTRUCTIONS



The image shows a screenshot of a trade signal interface for the stock CELG. The title is "Trade Signal for CELG" in blue text, with a "CLOSE X" button in the top right corner. The signal is a "Sell at 113.98". Below this, there are three target levels: a 1st Target at 113.19 (Exit 50% of your position at this price), a 2nd Target at 106.21 (Exit 25% of your original position at this price), and a Stop at 122.20 (Exit your entire position at market when price closes below this price). At the bottom, it says "Last updated: Friday Nov 06, 2015 @ 9:53 pm EST".

Trade Signal for CELG		
Current Signal	<b>Sell at 113.98</b>	
1st Target	<b>113.19</b>	Exit 50% of your position at this price.
2nd Target	<b>106.21</b>	Exit 25% of your original position at this price.
Stop	<b>122.20</b>	Exit your entire position at market when price closes below this price.

*Last updated: Friday Nov 06, 2015 @ 9:53 pm EST*

## How many stocks do I want to hold in my portfolio at one time?

This is another question of personal preference. Some investors prefer to hold only a few investments at once, while others are comfortable holding 20 or more stocks at once.

There are two things to consider when deciding how many stocks you want to hold at one time:

### 1. Your investment size:

Your investment size will dictate the maximum number of stocks you can hold at one time. If you've set your investment size to 5% of your portfolio, you will be mathematically limited to 20 stocks in your portfolio.

A more conservative style is; invest 2% of your portfolio and only keep 10 to 20 stocks in your portfolio. It is a good strategy to have a percentage of cash or bonds in your portfolio at all times. You can

add more positions in a strong trending market. It isn't necessary to dedicate all of your investment capital at one time. It's OK to simply keep some in cash or a cash-equivalent positions.

However, if you decide that you're only comfortable with holding 10 stocks in your portfolio at one time, this does not mean you should increase your investment size to 10%. While this choice is ultimately yours, such a large investment size significantly increases your risk of losing a good chunk of your capital.

## **Your time commitment**

A question you'll want to ask yourself is: "How much time am I willing to spend investing"?

There's no right or wrong answer. If you decide you want to spend only 30 minutes per week, that's perfectly fine; The Wizard has been designed so that you can invest using the Long-Term (weekly) Signals and spend about half an hour per week checking for new Signals and managing your orders with your broker. We have some extraordinarily successful customers who do just that. The entire purpose of The Wizard is to take most of the work of investing out of your hands.

**Short-Term (daily) Signals:** The Wizard updates these Signals every day, after 7pm EST, so you must check our site for new Signals and also monitor any existing investments you have on a daily basis.

**Long-Term (weekly) Signals:** The Wizard updates these Signals once a week, after 7pm EST on Friday. Using the Long-Term Signals, you must check our site for new Signals and monitor any of your existing investments once a week.

Long-term investors can spend as little as 15-20 minutes per week. Short-term investors will need to commit more time, but will also have more investment opportunities per month and per year.

The one piece of advice we can offer is this: Do what feels right for you.

Also remember that the more stocks you have in your portfolio at one time, the more time it will take you to monitor your investments.