

WENDY'S MILLIONAIRE MAKER

Action Plan

If you've never traded options before, I think you'll find it's much easier than you thought. So please, don't let the terminology throw you for a loop... it'll all become crystal clear in a minute.

The mechanics of buying and selling Options is identical to trading stocks... They're traded on an exchange, just like stocks are... You trade Options using the same types of "Market", "Limit", and "Stop" orders as you would with stocks... And price is determined by a bidding war between buyers and sellers, the same as with stocks.

CALL Options give you the "right"... but not the "obligation"... to BUY a stock at the "Strike" price.

PUT Options give you the "right"... but not the "obligation"... to SELL a stock at the "Strike" price.

Having both PUTs and CALLs to work with makes it super easy to profit in Bear Markets as well as in Bull Markets.

And best of all, since you aren't actually buying the stock itself, your investment is much lower... making your percentage returns as much as 100 times greater.... Sometimes even more!

For example... If Coca Cola's (KO) stock price is \$48, and CALL Options to buy KO for \$48 cost \$0.74 per share, (\$74 per 100-share option)... and 2 days later KO is selling for \$50...

You Buy	Pay	Sell 2 Days Later	Profit	% Return
100 Shares of KO	\$4,800	\$5,000	\$200	4.1%
1 48 CALL Option	\$74	\$274	\$200	270%
10 CALL Options	\$740	\$2,740	\$2,000	270%

Weekly options are a cost effective way to trade short-term and are therefore ideal for the exciting, fast-paced PEP trading strategy.

- **Weeklys are inexpensive**... expiration is within a few days, and sometimes within a few hours. You can purchase At-The-Money (ATM) Weeklys for as little as \$.50 cents or \$50 per contract. Lower prices means traders have the potential to buy numerous contracts for the same trade investment.
- **Weeklys have unbelievable leverage potential**... Weeklys soar 400%, 600%, 1,200% or more on a regular basis. Compare that with regular options, which typically earn much less.
- **Weeklys are easy to trade**... They trade just like everyday stocks. Volume is very high so liquidity (finding a buyer/seller to participate in the trade) is never a problem.
- **Weeklys compared to monthly options bring in more opportunities for low-risk income**... Weekly options give you 52 opportunities a year to profit from a low-risk, recognizable pattern, income earning strategy... 40 more opportunities than monthly options.
- **One week a month all stocks that offer regular monthly options become Weeklys**... This special week opens the trading opportunity to not only the 150 or so weekly option stocks but includes thousands of trade candidates.

PEP Trade Guidelines

Price of the underlying stock or ETF should be \$25 or more

Average True Range (average daily price range) for the underlying equity should be near 2% or more of the equity's price... i.e. for a \$25 stock, you'd want a minimum ATR of 50cents (0.50).

Time of Day for placing your trades should be between 10:30 -11:30am EST or 3:00-3:30pm.

Plan Exit Before Placing Trade... Determine a Stop-Loss and Profit-Target strategy according to your own personal objectives and tolerance for risk, and follow it religiously!

Once you've found a profit opportunity ripe for the picking... Next you look up an appropriate Option Chain and step-by-step choose the perfect option... This OptionsExpress.com Option Chain was free and tells you everything you need to know.

Expand All		Pricer								
▲ Strike ▼	Last	Bid	Ask	Theo Value	Open Interest	Delta	Gamma	Rho	Theta	Vega
Weekly										expires 10/25/2013
81.00	1.56	1.56	1.59	1.527	10,448	.9510	.1091	.0063	-.0178	.0077
81.50	1.13	1.11	1.14	1.074	9,731	.8637	.2373	.0058	-.0361	.0164
82.00	0.72	0.72	0.75	0.678	7,233	.7106	.3760	.0048	-.0558	.0256
82.50	0.41	0.41	0.42	0.370	13,790	.5055	.4459	.0034	-.0654	.0298
#4 83.00	0.19	0.19	0.20	0.177	9,688	.2999	.3825	.0020	-.0558	.0260
83.50	0.09	0.09	0.09	0.071	1,509	.1452	.2480	.0010	-.0361	.0171

#1 Open Interest must be at least 50. And don't buy more than 10% of the Open shares.

#2 Weekly Option Expiration date should be about two weeks out... That way, if the trade is slow to develop, you still have time for it to play out before time decay escalates right before expiration.

#3 Premium Cost is 100 times the Ask price, (because each contract controls 100 shares of stock). Target options with a minimum premium of 0.45 (\$45) and standardize your position size. Avoid trading \$300 on one trade, \$450 on another, and \$600 on yet another. Establish a trade amount that feels comfortable... for example \$600... And maintain that position size until you make a conscious choice to change to another amount due to compounding, or whatever.

#4 Strike Price is the price at which you have the right to buy/sell the stock. In this Option Chain, yellow is in-the-money and white is out-of-the-money. Select first strike out-of-the-money (OTM).

#5 Bid/Ask Spread is the difference between the Ask (price you pay) and Bid (price you receive)... and this difference is the market-maker's profit. Sometimes the difference is a matter of pennies, other times it's considerable. You don't want to pay a Bid/Ask spread greater than 0.30 (\$30).

This **Millionaire Maker Action Plan** is ultra-condensed for your convenience. In the PEP Manual you'll find detailed instructions that are loaded with illustrations and are super-simple to follow.

And, of course... **Wendy's Millionaire Maker Alliance** will be guiding you every step of the way!

Nothing to it but to do it...
Let's go make YOU a Millionaire!