



"We teach ways to financial freedom and security by educating people to continuously produce wealth in the financial markets, regardless of the directions the markets take."

NeverLossTrading Explained

We strongly encourage you to take your financial future into your own hands:

"If you do not care about your own money, nobody else will"

To be a successful financial market investor, you need to know strategies besides buy and hold:

Even classic companies like Microsoft, GE, DELL and many others produced negative returns over the last 10 years. You might say that you do not have those assets in your portfolio, but if you own Mutual Funds, you most likely invested in exactly those shares:

"Just check your mutual fund portfolio."

Every market investor should know the following:

- What and who moves the markets.
- How to constantly make money in up-, down- and sideways markets.
- How to leverage and protect your existing investments: 401 (k), IRA, Personal Accounts.
- How to pick the right investment instruments that fit your personal circumstances.

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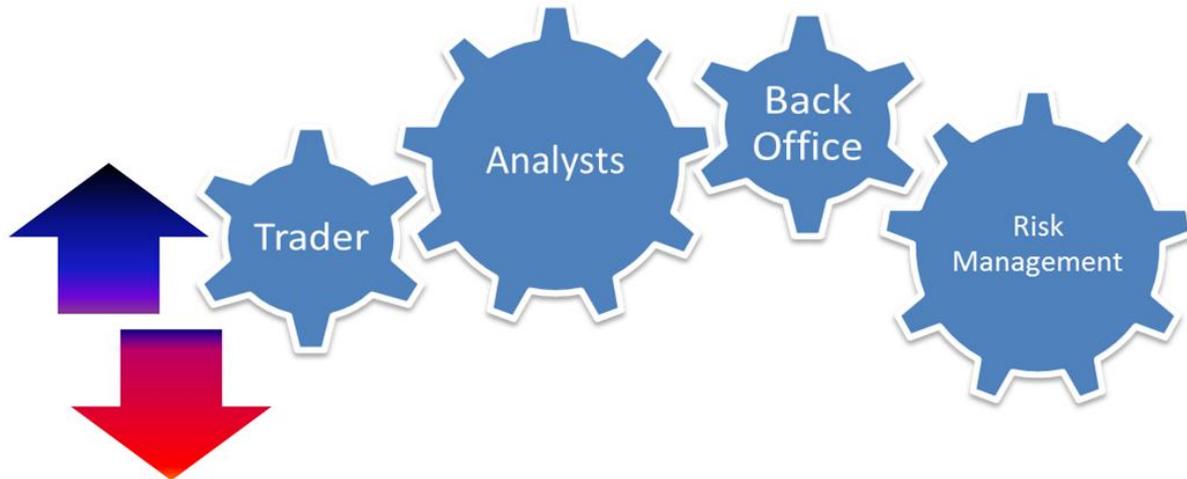
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1 Introduction to NeverLossTrading

Trading is a professional business where you need to be prepared for producing constant cash flow and long-term wealth. The following graphic expresses the network a professional trader uses:

Pro-Trader Network Group



NeverLossTrading prepares you in all dimensions to participate in the financial markets.

Network Stage	Professional Environment	NLT Guidelines for Private Traders or Investors
Trader	Makes the decisions Has his focus, knowledge, system Produces performance	<ul style="list-style-type: none"> Follow the entry and exit indicators of NLT Evaluates Reward/Risk per Trade Executes orders and adjusts lot sizes.
Analyst	Trade preparation: <ul style="list-style-type: none"> Ready on time Data preparation Order concept Information 	<ul style="list-style-type: none"> Symbols to trade Time frames to trade Signals or trade setups to choose Times not to be in a trade (news announcement)
Back Office	Order follow up: <ul style="list-style-type: none"> Win/Loss Long/Short Symbol/Situation. 	Trading Journal <ul style="list-style-type: none"> Every trade documented Score Card Analysis Adjustment Proposal
Risk Manager	Guidelines Rules for max risk to accept and relative lot size, according to the associated risk.	<ul style="list-style-type: none"> Maximum Risk per trade: Day Trade, Swing Trade, Long Term Invest. Lot Size per Trade Setup Maximum Risk on Odds Calculation Maximum Drawdown

You will learn trading strategies and concepts with focuses on constant trading income and compounding interest, where each trade has a clearly defined entry, alarm and exit, protect- or stop level, graphically portrait on the chart for you.

The investment strategy to choose will depend on:

- How much time and effort you want to invest,
- Your personal risk tolerance,
- The desired returns you want to achieve.

Knowing, that NeverLossTrading offers a variety of investment concepts:



Our indicators work on all time frames and for all securities: Essentially, we are trading people. Their nature and habits do not change based on the market traded.

We trade the market momentum und reinvest our profits constantly. The biggest invention of human kind seems to be compounding interest and we incorporate this in our trading:

- If you start with \$10,000 and you are able to produce and reinvest a 5% return; after twenty investment periods you end up having \$26,533 or a capital gain of \$16,533.

It will be your decision to make those twenty periods: Days, Weeks, or Months. There is a NeverLossTrading program for each individual need:

- If you are a busy person and you can only trade once a week or check the markets at night, we have a program for you.
- If you want to substitute other income through trading, we share an appropriate concept with you.
- If you are interested in long-term wealth building, NeverLossTrading is there.
- Our concept is applicable for every account type and we help you to select appropriate securities to trade.

Under any circumstances, we encourage you to get a financial market education prior to investing your hard earned money:

“There is no beginner’s league for financial markets and money can be lost quick”

“If you fail to prepare – you prepare to fail”

2 How to Pick the Right Market Direction

- Find high probability trade setups and follow them when they are confirmed.
- We help you on a daily basis to find assets with price move potentials.
- The NeverLossTrading concept spots price action of institutional money on all time frames and reaps the benefits by following where the big money is going.



85% of the Markets are Institutional Money Driven

Institutions place their trades in small increments; by that they do not disclose their action and try to stay anonymous.



Charts are a Footprint of Money

Never trust in information, receive buy and sell signals from:

- Indicators highlight what institutions are doing to follow their direction.
- Human created trade setups and patterns that repeat themselves.



Do not screen 1000's of Stocks and ETF's, focus on a few:

- 75% of all stocks and ETF's follow the S&P 500.
- Only a few have the liquidity and composition to be worthwhile to trade.
- Our trade alerts provide you with assets on the move.

Institutional Investors drive the market direction by injecting or collecting investment money from certain markets or instruments.

Now you know whom to follow: Institutional Investors. But how?

You have two choices: Build your own system to follow the price action of the smart money, or:

Learn NeverLossTrading, where we give you a trading system that spots price action of institutional money on all timeframes, indicating the direction the price is going to take.

Our indicators work real-time without the commonly known time-lack of standard indicators like MACD, Stochastics, RSI.

We teach multiple concepts for:

- Day Trading,
- Swing Trading,
- Combination of Both: Day- and Swing Trading.

We teach each concept individually in mentorship programs for the duration of six months, giving you the support you need to develop yourself in the trader or investor, you want to be.

You can choose from two different trading cockpits:

- TradeColors.com: A simple system for everybody to follow.
- NeverLossTrading: Advanced multi instrument trading cockpits.

Trading Concepts for You to Choose (prices are subject to change)

Focus	Mentorship	Specifics	Trade Initiation	Price
Day Trading	NLT HF-Day-Trading	Frequent Trades	<ul style="list-style-type: none"> • Momentum-Volatility Changes • Swing Points • Volume Differentials 	\$8,997
	TradeColors.com	Confirmed Moves	<ul style="list-style-type: none"> • Candle-Color-Sequence 	\$2,497 - \$500 = \$1,997
Swing & Day Trading	NLT Top-Line	<ul style="list-style-type: none"> • Scanners • History • Comparison • Correlation 	<ul style="list-style-type: none"> • Strong Institutional Price Moves • Swing Points 	\$9,997
Swing Trading	NLT HF Stock Trading	Frequent Trades	<ul style="list-style-type: none"> • Momentum-Volatility Changes • Swing Points • Volume Differentials 	\$8,997
	TradeColors.com	Confirmed Moves	<ul style="list-style-type: none"> • Candle-Color-Sequence 	\$2,497 - \$500 = \$1,997

The TradeColors.com price- and upgrade promotion will end by December 31, 2013: Sign up now and receive a program discount of \$500 and get every dollar you spend accounted against the retail price of a NeverLossTrading system on an upgrade.

For each of the systems, vector-graphicals indicate the price direction by a color scheme:

- **Blue:** Up
- **Red:** Down
- **Purple:** Indecision

“trading is now easy for you, trading red and trading blue”

A key element of each of our trading systems is the approximation of the expected price move, after institutional attention is identified and confirmed. We call this measure SPU (Speed Unit),

a dynamic measure, which constantly adjusts to the actual implied volatility of a security:
Volatility goes up, the NLT SPU-Measure goes up.

The SPU-Measure helps you to define the first Trade-Target, using the following model:

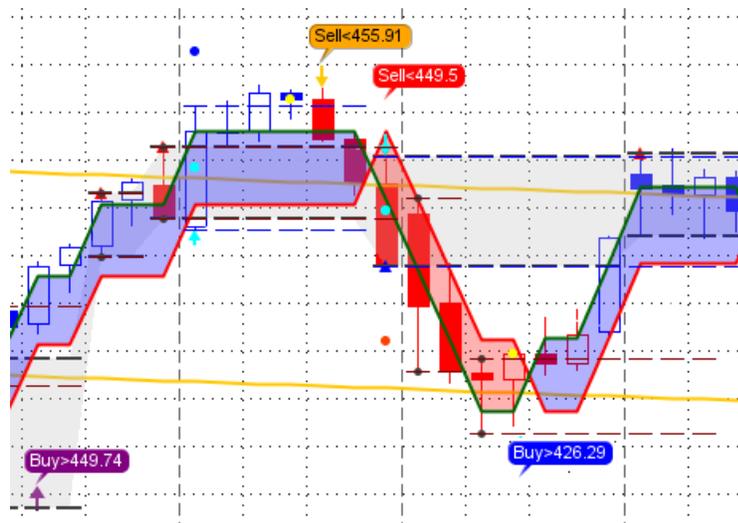


Institutions, by creating demand or supply, drive the price of an asset outside a specified price range. This action is identified by our programs and the analysts of other market participants. When the price action gets confirmed, it allows us to enter trades at high probability setups with SPU-measure-defined exit. Teaching you a model to only accept trades when the odds are in our favor.

[NeverLossTrading](#) provides you a fully integrated trading system with software, documentation, education and coaching. A step-by-step approach to develop yourself in the trader or investor you want to be. At all stages, you will know:

What to Trade	When to Trade	How to Trade	Trade Preparation	Control System
Asset Know-How Market Knowledge	Situation Analysis Trade Selection Entry, Exit, Stop	Market Access Time, Range, Tick	Critical Times Lot Size Mental Preparation	Journals/Statistics Risk Management and Guidelines
NeverLossTrading Plan for Day Trading, Swing Trading, Long-Term Investment, and Combinations				

This is what you can read from a NeverLossTrading screen:



Actual AAPL Price Chart

- Clearly Defined Buy/Sell Signals
- Specified Exits
- Stop Lines (**red line** on the chart)
- Trend Continuation: **Blue/Red**
- Support/Resistance: Lines

With TradeColors.com, you find your entries after a two-of-the-same-color-candle-sequence:

S&P Emini-Range Bar Chart (checkmarks identify positive trades, x when the trade setup failed)



Our indicators put on the chart when institutional investors make a market move.

3 How to Beat the World's Best Hedge Fund Managers

*"With NeverLossTrading,
you Spot the Action of Institutional Money
and You Copy Their Moves for Your Benefit."*

Who are Institutional Investors?

Institutions act on multiple levels of financial market interaction, as:

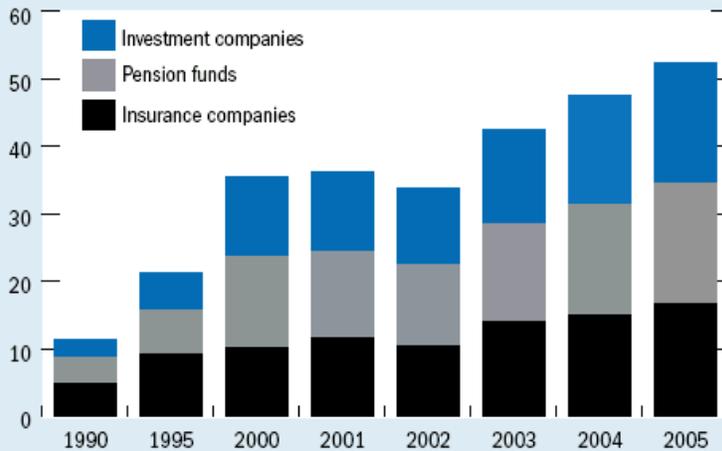
- Prop-Traders: Trading their own investments.
- Liquidity Providers: Market Makers, ECN's, Wholesalers, filling buy and sell orders.
- Fund Managers: Mutual Funds, ETF's, Pension Funds, Hedge Funds.

Let us give you a short overview and name some of the dominant institutional players per segment.

Growing asset base

Assets managed by institutional investors, such as banks, insurance companies, retirement funds, hedge funds, and mutual funds, in mature markets have been growing rapidly.

(trillion dollars)



Sources: International Financial Services, London; OECD; and IMF staff estimates.

Institutional Investors

- Banks,
- Brokerage Houses
- Insurance Companies,
- Retirement Funds,
- Hedge Funds,
- Mutual Funds,
- Exchange Traded Funds.

They hold control of about **85% of the Asset Base of the financial markets.**

Example: Who are the biggest FOREX Investors?

- | | | |
|---|------------------------|-----|
| 1 | Deutsche Bank - D | 20% |
| 2 | UBS AG - CH | 15% |
| 3 | Barclays Capital - UK | 11% |
| 4 | Royal Bank of Scotland | 8% |
| 5 | Citi-USA | 7% |

World's biggest Institutional Investors

Institution	Sector Focus	Country
Goldman Sachs	Investments, Funds	USA
JP Morgan Chase Manhattan	Banking, Investments, Funds	USA
Bank of America	Banking, Investments	USA
Merrill Lynch	Investments, Funds	USA
Deutsche Bank	Banking, Investments	Germany
UBS AG	Banking, Investments	Switzerland
Barclays Capital	Banking, Investments, Funds	UK
Citi	Banking, Investments	USA



Small- and Institutional-Investors

There is no way we can beat the big money by knowledge:

- Institutions have more tools and people to analyze the market.
- They are insiders by sitting in supervisory boards.
- Their leaders meet with the key leaders of nations and industries.

We are not in the position to beat the financial pros in their game and we do not want to. We benefit by spotting and copying their actions.

Even though the SEC (Security Exchange Commission) likes to create an even field by legal rules and regulations, we will never be in the position to compete with institutions and again:

“Your solution is: Do not compete; Benefit from copying their action.”

The key advantage of a private investor is: SPEED.

“You can get vastly in and out of investment decisions, much faster as institutions can”

This allows you to obtain favorable average price entries and exits, achieving much higher return rates compared to the big money.

- **Buy and Hold is over when you know how to be a financial market investor.**
- **Buy and Sell or Sell and Buy will be your investment method of your future.**

Check the NeverLossTrading buy and sell indicators and how they can benefit you: Ask for a consulting hour: Call +1 866 455 4520 or contact@NeverLossTrading.com

All our students receive an education of how to hedge and leverage their positions around the clock to even allow for portfolio adjustments at night.

Out of 35,000 shares we observe about 800, out of 3000 ETF's we selected 120 that fulfill our stringent NeverLossTrading success criteria.

With the NeverLossTrading Alerts, you will always know which of those instruments show signs of supply or demand.

Receive constant updates on assets on the move, reaching from stock and their options to commodities and currencies:



How else would you know, which assets have [institutional attention](#), so you can trade along with their moves?

- [Day Trading Alert](#)
- [Swing Trading Stock Alert](#)
- [Swing Point Trading Alert](#)
- [Confirmed Mover Alert](#)
- [Long-Term Investor Alert](#)

4 How to Pick the Right Investment Instrument

There is not one investment style that fits all. Financial market investments are a very personal decision, depending on the size and type of your portfolio. We have individual programs that focus on your specific investment needs:

Personal Situation	Recommended Action	NeverLossTrading Offer
If you are a 401 (k) holder and stayed with a company for a long period of time.	You should find immediate strategies to be able to protect your retirement investment at times of a market downswing.	We can show you applicable strategies to hedge and leverage your 401 (k) accounts as you never thought of.
If hold and IRA and you like to diversify.	You should aim for at least 2% return on investment per month with limited and defined risk strategies.	Our choice: A strategy to constantly hedge and leverage your IRA account for a monthly or weekly return of 2-5%.
If you like shares that prosper and show a development.	You should have a clear entry and exit strategy to make 2-5% income a week/month from trading shares. If that is not the case, you are not maximizing your opportunities.	We offer you a program of selected shares and how to leverage and protect them through options to make the desired profits/month or week.
If you like to substitute daily income through trading or if you want to build up a portfolio quick.	You need to find trading opportunities with high leverage and defined risk.	Learning how to trade Futures and Options or Forex would be our recommendation to cope with that goal. Like in no other business, you can leverage your investment up to 1:100 with a clearly defined risk.
If you want to build a custodian portfolio for your children.	Besides profitability, securing the portfolio on a constant base is key to long term growth. Work with trade repairs instead of stops that are applicable to custodian accounts.	We teach specific strategies focused on accounts that do not allow margin and we can show you how you can legally apply hedging and leverage in multiple dimensions.

5 How to Make Money Regardless of the Market Direction

Markets take different stages; they are not only going one way: up

When you invest your money with traditional brokers, there is mostly only one way to obtain a return: When the price of the asset you bought goes up.

We encourage you to have a trading plan ready for every market situation:

A) Methods of Protection

Protection Strategies	Disadvantage	NeverLossTrading Offer
Work with tight stops, getting into cash when the market starts turning.	You are getting out of positions when the markets might just take a retracement and you book a loss.	We teach methods of securing positions and you still will make an income, without using stops or buying expensive puts.
Buying a put for protection.	Puts are an expensive way to protect assets and the money invested might need to be booked as a net loss.	If you still want to have a put in place, our option strategies allow you to finance the money you spend for protection and allow the share to still make money on an upside move while the protection is in place.
Hedge existing positions with appropriate futures.	To handle Futures or their options in the right way and manner, sound knowledge is needed, else it can get a costly exercise and backfire.	We teach you how to apply Futures-Strategies with a clearly defined risk to protect or leverage your investment portfolio at all times (day and night).

B) Making money in Markets that go down

In average markets, prices drop with 3 times the speed in which they climb. **Every investor should have a clear cut strategy on hand of how to participate when markets fall.** Short selling stocks are only one opportunity, which has a lot of regulations and risks attached. We teach you multiple strategies how to make money in down-trending markets.

C) Have a Strategy for Sideways Markets

It is essential to have a trading plan for sideways markets, which provides sound income opportunities. In our mentorship programs, you will learn multiple strategies for making constant income in sideways markets.

6 How to Replace Current Income by Financial Market Investments

If you are out of a job, if you want to be independent, start retirement and you still have a need for constant income, we offer a clear cut program to use NeverLossTrading to trade for a living. We are trading the markets every day and we know what we are talking about.

In any case, but in particular if you want to trade for a living, set up trading as a business:

1. The market(s) you want to trade.
2. The timeframes you want to trade, morning/afternoon/night/time/tick.
3. A brief description of the strategies you want to trade and when to use which strategy.
4. Execution of entry and exit rules.
6. Other important rules, e.g. when to trade and when not to trade.
7. The money management approach you are using.

Every professional trader uses more than one trading strategy for a very simple reason: Typically, trading strategies are either trend-following or trend-fading. Trend-following strategies work well in trending markets, but they do not perform well in sideways markets. You cannot trade one strategy all the time! When the markets are trending, you use a trend-following strategy, and when they are going sideways, you use a trend-fading strategy. With NeverLossTrading, we added an additional dimension by trading the market momentum.

We encourage every trader to make trading a business. It can be the nicest business in the world with:

- Very little setup costs.
- No clients to serve.
- No collection to make.
- No employees to teach and focus.

Trading has a preferable tax rate, and all expenses can be declared with tax returns.

To sign up for a mentorship program or to obtain more information:

contact@NeverLossTrading.com

7 Your Choice of Trading Systems

To develop yourself into the trader or investor you want to be, you want and need a **Professional Investing and Trading Education.**

Professional development refers to the acquisition of skills and knowledge both for personal development and for career advancement. Professional development encompasses all types of facilitated learning opportunities, ranging from college degrees to formal coursework, conferences and informal learning opportunities situated in practice.

If you are a private investor, you want to know how to take your personal situation from where you are today, to where you want to be.

You want a coach, who understands your personal life situation, building you up, agreeing targets, focusing you on the subject matter and developing you to perform as the trader you want to be.

If you already have a skill or a system idea you want to continue, it will not be problem programming it into today's world of algorithmic trading.

Hence, I am ready for your challenge, are you?



Most likely, you had a different career prior to wanting to develop yourself into a trader. So did I, hence, I walked your shoes, know your feelings, fears and the challenges you experience. Check out my [LinkedIn profile](#) [...click...](#) and see for yourself what you will get and how I will make a difference for you.

Check out an interview with me about trading [...click here.](#)

NeverLossTrading is an adaptive system which will focus on your individual skills and dedication of time and funds.

You will receive education geared towards your needs adjusted to your best available times.

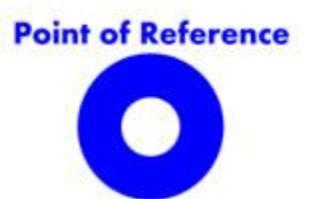
Click the following link to read more details how to:

[Spot and Trade Institutional Money Moves](#)

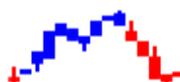
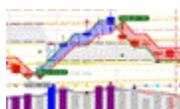
Experience and compare all we give you with NeverLossTrading and TradeColors.com

Aside from getting it done, it will be fun!

Your Portfolio of Trading Success

Trading Success	Offer	How
	<p>NeverLossTrading® algorithms paint trade set-ups by tick-, range- and time-frames on your charts, for spotting and trading along with institutional money moves.</p>	<p>Real time software plug-ins, useable on any computer or laptop. Spot your signals on a free platform and trade with what you are most comfortable with.</p>
	<p>Clear definition of expected directional price moves with approximation of risks to take, for allowing the price to progress in the desired direction.</p>	<p>Only trade when the odds are in your favor:</p> <ul style="list-style-type: none"> • Defined Entries • Defined Exits • Defined Minimum Expectations
	<p>Methodical teaching for participating in up- and downside price moves with various instruments, applicable for:</p> <p>Cash-, Margin-, IRA-Accounts.</p>	<p>Teaching you how to hedge and leverage position by integrating options and futures into your trading.</p>
	<p>If mankind could learn from a book, schools and universities would be obsolete. In addition, you will need more than a video to develop yourself into the trader you want to be.</p>	<p>Experienced coaching with set goals, feedback and follow up for 6-months, teaching and reinforcing good trading habits and getting you over your personal hindrances.</p>
	<p>Find trading/investing opportunities by either subscribing to our reports or by working with NLT Top-Line, where you operate your own market scanners.</p>	<p>Constant updates and reports on stocks, commodities, currencies (FOREX) and treasuries with institutional attention, supporting day- and swing-traders.</p>
	<p>Word searches and quick look-ups by written documentation beat any video (also included) in speed and accuracy.</p>	<p>You will get written tutorials and trading plans, explaining every trade situation, developing you into the trader you want to be.</p>

Find a System that is Right for You (click the bold headings for details):



Find Yourself	Your NLT System	Specifics
Are you interested in day-trading, looking for a reliable algo-based trading system where you stay in control of the ultimate decisions?	NLT HF-Day-Trading NLT Income Generating	Early entry Confirmed entry
Are you seeking an advanced algorithmic online trading system with human interaction to trade once or twice per week?	NLT Wealth Building	Trend trading Easy trading
Is stock trading your favorite and you are rather a swing trader, ready to open and close positions every 1-5 days?	NLT HF-Stock-Trading	Frequent trading Early entry
Are you serious in online trading or investing and you want to scan and screen the markets real time, using your own searches, watch lists and portfolio management?	NLT Top-Line	Strongest signals Market relation Own scanners
Do you find yourself in all above?	Combine NLT Systems. We tailor to your trading style.	Consult with us for your fitting day-trading and swing trading systems. Contact us.
Are you looking for an introductory algorithmic trading system to spot and follow institutional money moves for day-trading and swing trading, applicable for all time frames and asset classes: Stocks, Commodities, Currencies (FOREX), and Treasuries?	TradeColors.com Introductory Day-Trading and Swing Trading concept. Check our promotions: Receive an introductory discount and make the system fully refundable on upgrades to NeverLossTrading.	Momentum trading Trend trading

Experience a customer care of a different kind.

Call for an individual consultation: **+1 866 455 4520** or contact@NeverLossTrading.com

8 Disclaimer

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Following the rules of the SEC (Security Exchange Commission), we advise all readers that it should not be assumed that present or future performance of applying NeverLossTrading (a division of Nobel Living, LLC) would be profitable or equal the performance of our examples. The reader should recognize that the risk of trading securities, stocks, options, futures can be substantial. Customers must consider all relevant risk factors, including their own personal financial situation before trading. In our teaching of NeverLossTrading, in our books, newsletters, webinars and our involvement in the Investment Clubs, neither NOBEL Living, LLC, the parent company of NeverLossTrading, nor any of the speakers, staff or members act as stockbrokers, broker dealers, or registered investment advisers. We worked out trading concepts that benefit us greatly and share them through education with our readers, members and clients.

Good trading,



NeverLossTrading

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