

*'I caught the GE trade at \$1.20 and closed it out 3 weeks later for \$2.60. I couldn't be happier with a 116% profit in such a short period of time! Thanks!'*

**How ONE e-mail a week -- and THREE minutes each Monday morning -- could show you how to make you as much as **\$182,750 in 2004** .**

**In fact, subscribers who see these e-mails have had an opportunity to pocket up to **\$852,350 in cash** over the past 4 years...**

# Now you can join them, as this 'Bonafide Options Genius' reveals his *Superleverage* strategy for trouncing the market week in, week out...

\*\*\*

Dear Reader,

I'm going to keep this short and sweet...

***If you've ever wanted a way to make big, fast money in the market, you need to read this letter.***

It's the story of a man who for five years now has been quietly and consistently helping everyday investors like you and me make more money in the market than we ever dreamed possible.

There's no mystery as to how he does it.

Every week he scours the market for one outstanding opportunity...issues a single recommendation each Sunday evening...and on four out of five occasions, those trades move higher.

You read that right...

**81% of the time** the recommendations his subscribers see jump into profitable territory...often in a matter of days.

This past November and December are a classic example, when he rattled off recommendations that produced up to **48% gains** in three weeks on Microsoft...**23% gains** in one day on Hitachi...**25% gains** in two days on General Dynamics...**20% gains** in one day on Dow Chemical...**117% gains** in three months on Albertsons...and **65% gains** in six weeks on Intel.

Very often recommendations will take off like rockets to the moon. In fact, over the four years he's been making recommendations to this small group of subscribers, roughly **two out of every five** picks go on to produce triple-digit gains...

## No Shortage of Triple-Digit Winners

Like Glamis Gold did this past November, when investors had an opportunity to pocket as much as **180% gains** three weeks...

...or Bank of America (as much as **260% gains** in two weeks)...

...or Placer Dome (**140% gains** in just over three months)...

...or AngloGold (**528% gains** in two months)...

...or Sony Corp. (**419% gains** in under two months)...

...or Coca-Cola (**153% gains** in five weeks)...

...or Qualcomm (**508% gains** in four months)...

...or Albertson's (**128% gains** in six weeks)...

...or Harrah's Entertainment (**334% gains** in two months)...

...or General Electric (**393% gains** in one months)...

...or Blockbuster (**141% gains** in five weeks)...

In fact, of the 43 executable trades in the calendar year 2003, only four were losers. Of the 39 remaining trades, 21 could have netted investors double-digit gains...while 11 more went on to produce potential gains well into the triple digits.

[Click Here To view our Full Track Record](#)

## 30 Picks - 29 of Them Winner!

In addition to this, as I write you today, all but one of his ***last 30 trades*** has produced the potential for gains ranging from 6% in one day to the over 528% in eight weeks I mentioned with AngloGold.

Now, I know all this might seem like just a jumble of numbers on paper...

But when you consider that a mere \$5,000 investment in each recommendation could have earned you up to \$182,750 in gains in 2003 alone -- these number take on a new and exciting meaning...

And 2003 wasn't even our best year!

In 2002, you could have made up to \$192,950!

In 2001, you could have made up to \$206,000!

But what's truly remarkable is how easy the whole process is. You just...

(1.) Check your e-mail (or fax) Sunday evening and review the half-page recommendation.

(2.) Wake up Monday morning and place the trade online or with your broker.

(3.) Wait for the profits to come.

In a moment I'll tell you why and how so many of the recommended trades went off like clockwork--and were able to produce the kinds of gains I've told you about.

## **Meet a Bona Fide Options Genius**

But first, allow me to introduce you to the gentleman who has made such a valuable difference in the lives of so many work-a-day investors like me and you.

His name is Steve Sarnoff.

If that name rings a bell it's for good reason. Steve's father, Paul Sarnoff, was a legendary options expert on Wall Street for 40 years. In fact, you may have read about him or seen him on the financial channels from time to time.

A true pioneer in this field, he offered the very first options trading classes to ordinary investors back in the 1950s. At his very first session, 22 people paid \$25 to listen to his advice. Five weeks later, those who applied his advice were \$50,000 richer.

Word got out fast, and his next session drew 200 people, including a man Paul Sarnoff befriended named Billy Rose. Rose was a rich man who wanted to become richer. And that he did. Using options and Paul Sarnoff's advice, his portfolio mushroomed from \$8 million to \$45 million over a four-year period year.

Billy Rose credited the elder Sarnoff for much of his success...and quickly a moneymaking legend was born. Over the next half century Paul made millions for thousands of people to whom he offered his recommendations and taught his secrets...including subscribers to his private options advisory service he would later create called ***Options Hotline***.

So what does all this have to do with Steve Sarnoff--the man I'm introducing to you today -- and with you getting richer?

Plenty...

## **Options Trading Is 'in His Blood'**

Some 30 years ago, Paul Sarnoff took son Steven under his wing so he could properly learn the art of trading options. For the first decade, Steve mostly watched and listened, soaking everything his father taught him.

In time, Steve began tinkering with his own unique technical

charting system. After all, the markets were evolving. Investing was becoming more and more mainstream. Factors that influenced price moves in stocks were changing. In the old days, investors were mostly professionals who valued companies based on fundamentals. Today, the market is more driven by emotion, economic statistics--even politics.

So, built on the foundation of the knowledge his father provided, Steve Sarnoff developed his own proprietary trading techniques that took into account all these complex indicators. And in a very short time, Steve had honed his system to the point where it was exceeding even his father's phenomenal success.

Steve worked by his dad's side until he passed away in 1999, after a very good life at the age of 80. It was always Paul's wish for his son to carry on his good work--an honor and privilege Steve is grateful for each day.

In fact, many of us who work with Steve behind the scenes at **Option Hotline** believe it's his commitment to his father's legacy that has helped make him one of the most prophetic and successful options experts in the world today.

Consider the success **Options Hotline** has enjoyed since Steve began running the service on his own:

- Beginning in late 1999 the eight recommendations triggered went on to average per-trade gains--winners and losers included--as high as 218%...
- In 2000 34 of our recommendations triggered, averaged per-trade gains as high as 99%...
- In 2001 our 47 executed recommendations, averaged per-

trade gains as high as 88%...

- In 2002 our 41# triggered recommendations, averaged per-trade gains as high as 103%...
- And in 2003 42 of our recommendations triggered, averaged per-trade gains of 87% --several of which remain open as I write you today, with the potential to climb higher.

## 59--Count 'em--59 Triple-Digit Gainers!

That means since 1999, anyone who traded Steve's system had an opportunity to double their money every time out. This, during a time when the Dow *only gained a measly 2%...* and the Nasdaq *fell 27%*.

Along the way Steve managed to rattle off no less than **59 triple-digit gainers** --with gains as high as 1,201% in a matter of weeks!

What's more remarkable is that in Steve Sarnoff's four years at the helm of **Options Hotline** he's never had more than three losing trades in a row. Yet he's managed to string together impressive winning streaks well into the double digits--like his streak of 28 big winners he enjoyed (with only one loser) between late April to October 2003.

Despite this phenomenal success, Steve remains humble. He'll be the first to tell you that much of the credit for **Options Hotline's** success belongs with his father. After all, it was his father who taught him how to benefit from every trading experience--and gave him the foundation from which to develop his unique and highly successful strategy.



But he'll never forget the first and most important lesson he learned from his father about wealth building: ***Options are the best--perhaps the only--way to get very rich, very quickly.***

## **Superleverage: The Secret to Getting Rich in the Market**

Why is it so? It's all because of superleverage...by far the most powerful wealth-building tool there is. Why is it called superleverage? Because it lets you earn huge, unlimited gains ...yet your risk is always known and limited to whatever you can afford.

Let me explain...

You probably know what options are. They're the right to buy or sell a particular stock at a certain price for a limited amount of time. A 'call' option gives the holder the right to buy the underlying security, while a 'put' option gives the holder the right to sell it. The price at which the stock may be bought or sold is called the 'strike' price. The 'expiration date' refers to the date the underlying security has to reach or exceed the strike price...or have it expire worthless.

That's the definition. But the power of options is the leverage they afford you, since they allow you to control the underlying stock for a fraction of the cost of owning it.

Here's a good example...

## 21% Gains or 180% Gains...It's Your Choice

Recently Steve's research told him that the short-term prospects for gold were good, and that Glamis Gold was setting up to trade significantly higher before the year was out, thanks to the rising trend in the price of gold. Confident the timing was right, Steve's system read a huge opportunity.

Now, as an investor, you could have bought Glamis Gold stock for \$14.35 on Steve's recommendation and done very well when it climbed to \$17.40 three weeks later. That's a nice, fast gain of 21%...

But had you bought the February 2004 \$15 call option--which gave you the right to buy Glamis Gold Stock for \$15 anytime between the date you bought the option and the third Friday in February 2004--you would have been much happier. That's because for \$1.25, you could have owned the right to buy Glamis Gold for \$15. And when Glamis shot up to \$17.40 a share in late November, other investors were willing to pay you \$3.50 for your option. Why \$3.50? Well, there's the \$2.40 *intrinsic value* (the difference between the strike price and the actual stock price). And there's *premium* value, the amount investors were willing to pay for the nearly three months left on the option.

So instead of 21% gains you would have made on Glamis Gold buying the stock, **Options Hotline** subscribers had an opportunity to pocket gains as high as 180%. That's the difference between \$1,050 profit on a \$5,000 investment in three weeks and a \$9,000 profit over the same period of time.

## 528% Gains in 9 Weeks

The same thing happened with another gold stock a few months earlier. Steve felt strongly that the U.S. dollar woes would send gold surging higher...and his charts suggested AngloGold was in an ideal position to profit. So with the stock trading at \$32, he suggested subscribers buy the October 2003 \$35 call option at a price of \$105 per contract (Just so you know, options are purchased in 'contracts' of 100 shares. An option trading for \$1.05 will cost you \$105 for every 100-share contract you buy.)

Sure enough, Anglo began its steady climb higher, and in late September, reached a high of just over \$41. Stock owners made a healthy 28% gain...

But ***Options Hotline*** subscribers were able to capture gains as high as 528% when the option contract went from \$105 to \$660 in just nine weeks!

See how Superleverage can work to make you richer?

## Limited Risk--Unlimited Gains

But there's more.

With options, your risk is always limited to the amount you choose to invest. (You can buy one option contract for as little as \$100...or buy hundreds at a time. It depends on how much of your money you want to risk.) *Yet the upside profit potential of any investment is virtually unlimited!*

This is an important factor because when you're able to pocket 200%, 300% and 400% gains--and your worst-case scenario is a 100% loss--you can afford to take the odd hit.

Here's an example. In late 2002, Steve issued a trade on Hartford Financial that simply didn't pan out. He called for the stock to move higher, but it never did...and wound up moving lower. Anyone who invested in the recommended option lost whatever amount they invested and not one penny more.

But look what happened on the next two trades. Steve's Texas Instruments and Qualcomm recommendations were right on the money, showing gains as high as 170% and 292%. Anyone investing \$5,000 in each of those trades walked away with as much as \$23,100 in gains, making the earlier loss a lot easier to swallow.

## Profit in Good Times and Bad

There's another reason options are the best way to get rich: They afford you the opportunity to make solid gains in rising markets or markets that are falling...off of good companies or bad ones.

Take a recent trade involving Bank of America.

With his charts showing Bank of America approaching a critical price point, Steve issued this recommendation to his **Options Hotline** subscribers on October. 12, 2003:

BAC is rallying toward substantial resistance at \$83.50-\$84.90. I anticipate sellers being able to turn prices down toward underlying

support between \$70 and \$75. If BAC falls to \$71.50, each \$75 put will have an intrinsic value of \$350. If BAC is at or above \$75 on the third Friday in January, your option will expire worthless. That is your risk.

Therefore, buy the Bank of America January \$75 put for \$125, or less, good this week.

Steve's research suggested that, at over \$80, Bank of America was reaching its cyclical high and that prices could be in for a substantial pullback. Sure enough, two weeks following the recommendation, Bank of America stock slid from over \$81 a share to below \$75.

Had you shorted the stock, you could have made a quick 7% profit...

But the put option--which subscribers could have bought for \$125--soared to a high of \$450...for a very fast 260% gain. And what's remarkable about this gain is that Bank of America barely fell below the option's strike price of \$75. Yet the market--betting that the stock would fall harder and farther--was willing to pay a premium for the option...simply because there was nearly three months until it expired!

## **5 plays (1 loser) = \$66,550 in Gains**

A \$5,000 investment in each of the six trades I just talked about Glamis and AngloGold, Qualcomm, Texas Instruments, Bank of America, and our loser Hartford Financial--could have netted you as much as \$66,550 in gains. And remember, those are just

the tip of the iceberg when it comes to the number of winning plays Steve uncovers in a given year!

Naturally, you can't have this kind of success buying any old option on any old stock. The key to Steve's success is his ability to identify when a stock has reached a critical point in its price cycle.

## **A Rare and Invaluable Gift**

Steve's father taught him that success in options trading is a combination of sound forecasting methods, careful research, timing, well-placed contacts and good old-fashioned market knowledge.

While he thrives on studying charts, researching companies and keeping up on the market players, the one thing that gives Steve his biggest advantage is the more than 50 years of options experience his father passed down to him. I can't tell you how he does it. Nor can I explain the incredibly complex charting system that's the backbone of this service--a system he and his father have spent over 50 years perfecting. But Steve has attributed much of his success to a few simple rules his father passed on to him early on:

### **(1.) Never buy options blindly.**

It pays to know what's happening in the company and the industry--and to watch very carefully what insiders are doing. Even a cheap option is a bad buy if the underlying stock has no chance of moving in the right direction. So find out as much as you can about

the company you are buying.

## **(2.) Don't be greedy; small profits never hurt anyone.**

A smart options trader will 'lock in' gains once they happen. Once your option moves to its target price, lock in a sensible 'stop price,' where you get out with your gains. (Steve gives you a profit target with every recommendation.) If the option never falls back to your stop price and keeps going up (as it often does with ***Option Hotline*** recommendations)--consider it a happy bonus.

## **(3.) Practice Sound Money Management.**

One of the greatest things about investing in options is that you can choose how much you want to risk on any given play. In many cases you can risk as little as \$100. Or you can buy multiple contracts where you have \$5,000, \$10,000 or more in the play. The key, however, is to be consistent with how much you risk in every play, so that when that rare loss comes along, you'll more than make up for it on the next string of winners to come along. In fact, Steve talks at length about money management in ***The Option Buyer's Handbook*** --a free option buying guide every ***Options Hotline*** subscriber gets the instant you subscribe. Make no mistake about it: Sound money management--combined with the potent power of superleverage and Steve's ability to pick winner after winner--can have a profound effect on your wealth from this day forward.

## **(4.) Never overbuy a position.**

Never put all the money you've earmarked for options investing in one position. Why? Despite the success Steve has enjoyed, losses will happen along the way. The investment you load up on could be the one that does. Pace yourself. If you have \$2,000 to trade, limit your first trade to \$500. Other opportunities will come along. Many will be winners. And over the long run, you'll be far ahead.

These key guidelines, combined with sound judgment and many, many years of real market experience, has enabled **Options Hotline** subscribers to consistently uncover the kind of opportunities I've told you about so far...opportunities that can take a very small amount of money and grow it into a substantial windfall very quickly.

It's also the reason why over the past four years more than 80% of every recommended stock or index play winds up trading in positive territory well before the option expires.

That's uncanny stock picking ability. And if you want to see the entire **Options Hotline** trading record for yourself -- every trade that was ever executed since Steve took over the service in 1999--  
[Click Here To view our Full Track Record](#) .

I think you'll agree the numbers are pretty impressive. This innate ability to know when a given stock is reaching a critical point in its price cycle is the reason why every **Options Hotline** subscriber has had an opportunity to lock in anywhere between \$167,500 and \$206,000 in pure gains each and every year!

## A Rare Master of Trading



You know, as an investment publisher for a major investment publishing organization, I've been involved with a lot of investment advisory products run by some pretty sharp and successful people. No one, however, can match Steve Sarnoff for his raw ability to identify that one stock per week that's poised for a precipitous up or down move--and then match an option play with it that will give you the very best opportunity to profit.

No question, Steve is one of the best technical stock analysts alive. But it's his ability to combine good stock analysis with his uncanny sense of what the market's going to do next that can give you a distinct advantage over everyone else. And that's no fluke. No one researches the markets more thoroughly than Steve--and no one puts more effort and preparation into each and every trade he recommends.

How else can you explain winning streaks of up to 29 trades in a row...a long-term track record where better than four out of every five picks wind up winners...or a career littered with potential triple-digit gains, among them:



• 260% in 14 days with Bank of America...	• 158% on 3M in 45 days...
• 100% in 49 days with Qualcomm...	• 431% 3 weeks on Pfizer...
• 528% in 71 days with AngloGold...	• 332% in six months on AOL...
• 419% in 49 days with Sony Corp...	• 192% in six weeks on Newmont Mining...
• 153% in 35 days with Coca-Cola...	• 858% in two and a half months on Navistar...
• 335% in 56 days with Harrah's...	• 898% in one month on TRW...
• 393% in 28 days with General Electric...	• 252% in 10 weeks with Meridian Gold...
• 141% in 35 days with Blockbuster Video...	• 1,202% in six weeks with General Motors...
• 292% in under a month on another Qualcomm pla	• 105% in three months on Aflac...
• 360% in a little over a month on Halliburton...	• 130% in 33 days on Lexmark...
• 150% in 2 months on Baxter...	• 160% in three weeks on BB&B...
• 341% in 3 weeks on Biopure...	• 212% on DJX in three months...
• 176% in 2 weeks on Bank of New York...	• 104% on General Electric in one month...

Right now you have an opportunity to be part of this extraordinary service. You, too, can participate in the kinds of consistent gains I've shown you. That's because Steve and his group are looking for a few serious investors who understand the enormous gains investing options along side a options expert can bring.

## Monday Mornings Have Never Been So Fun!

I'll promise you that as an **Options Hotline** subscriber, you'll look forward to Monday mornings like you never have before. Imagine checking your e-mail before the market opens...seeing the recommendation for the week...placing the recommended trade in a matter of minutes...and sitting back until the next triple-digit gainer unfolds!

Investing doesn't get any more exciting than this. And making money doesn't get any easier. Just ask the **Options Hotline** subscribers who have written us recently:

*'In at \$1.55 and out at \$2.20 in less than 2 days. That's a 41% profit. It just doesn't get any better than this!'* (R. Kinser)

*'Hallelujah! The best investment dollars I've ever spent. Thanks. Send me my next subscription payment, I don't want to miss anything you have to say or recommend. I didn't think Gold was ever stop going up.'* (R. Hensley)

*'My first trade last week was a 50% winner in four days. I couldn't believe how accurate you were in predicting the first level of support on the QQQ trade. I sold it ... when it got there. A day later it bounced back. Just like you said. I was amazed.'* (M. Turi)

*'I have followed your father's recommendations and now yours. I am very pleased. I am very impressed with your ability to pick specific trades with prophetic wisdom. Somehow you know what's going to happen before the rest of us do!'* (M. Rosenblatt)

*'I just wanted to tell you that joining **Options Hotline** was the best decision I've ever made...since I joined 3 months ago I have doubled my money and look forward to every Sunday!'* (M. Adkins)

## How to Get Started

Please understand that **Options Hotline** is a premium service. It costs \$995 to join and -- as so many of our subscribers have told us--it's worth every penny and more. Invariably, most subscribers

we talk to say they made their subscription cost back and more on their very first winning trade!

If you like, you can choose our quarterly payment plan and have your credit card billed \$260 every quarter--until you tell us to stop. It's an excellent way to 'test drive' Steve's recommendations. And should you decide options trading is not for you, simply cancel before 30 days is up, and your entire payment will be refunded to you.

## What You'll Get...

For your money you'll get Steve's remarkably prophetic recommendations delivered to you every Sunday evening (excluding holidays) by e-mail or fax--it's your choice. The recommendations you'll get are short and to the point. He'll tell you the opportunity at hand, why he thinks it'll be a winner, the stock and option symbol, how much you should pay for the option, and the kind of profit he's gunning for.

Don't worry if you don't know much about options at this point. The 'action to take' portion is so clear, even the most novice investor can understand it. Just follow the advice with your online trading account, or read the information to your broker. It'll take you all of three minutes, tops.

## The Option Buyer's Handbook -- FREE!

If you'd like to know more about options trading--as well as details on Steve's unique system --read ***The Option Buyer's Handbook***. It's the free 'members, only' options guide I mentioned earlier that's

designed for investors new to options trading. Besides giving you all the terms and concepts to get started, you'll learn everything you might feel silly asking an options pro--like precisely what are calls and puts...where to buy them...what a premium is and how it can affect the performance of your investment. There's also a quick section on how to use your weekly **Options Hotline** service to its fullest...basic information on how many positions to take and strategies for locking in gains.

You'll also learn--in more detail than I could ever share with you here--the fundamental rules Steve follows for options trading success, so that you can start to think and act like a trading professional.

## Members, Only WebSite Access

You'll also get 'members only' access to the **Options Hotline** website where you can get the latest recommendation updates, access past bulletins, ask questions regarding any current recommendations, review the **Hotline** track record and link to Steve's favorite options- related sites.

### [Click Here To view our Full Track Record](#)

In short, you'll get everything you need to start profiting, just as so many **Options Hotline** subscribers have.

And don't forget, your decision to join **Options Hotline** comes with absolutely no risk. If you decide within 30 days options trading isn't your cup of tea, just send us an e-mail and we'll cancel your subscription and return every penny you've paid us.

## Investings 'Best Kept Secret'

**Options Hotline** is without question the 'best kept secret' in the investment world...and the only sane and sensible way to speculate in today's markets.

No service I know of dispenses so many potentially profitable situations on such a consistent basis. I mean, how many investment advisory services can say they've provided their subscribers with the opportunity to earn between \$167,500 and \$206,000 each and every year!

Join us today and you'll have your first trade in hand as early as this Sunday.

And given Steve's amazing track record of success, your first gains should be in your pockets in short order.

Sincerely,

Amy London  
Publisher, **Options Hotline**

P.S. 2004 is already off to a rip-roaring start. Steve's first pick of the year already rose 171% in just 22 days. Please don't miss out. Subscribe to **Options Hotline** now!

[Subscribe Now](#)