

# Looking for the Secret to Profits?

One source can show YOU how to make **64%, 141%, 292%, 335%, even 1,202%** profits -- in a matter of weeks using the remarkable money making secrets of a bona-fide Wall Street legend



Right now, a small group of investors are making money hand over fist in the most exciting and profitable market on earth.

Now you too can join the wild

## ride .

It may sound too good to be true, but it's not. It's the real deal. And it's so simple, anyone reading this can almost instantly double... even triple... their money if they understand how this strategy works...

... Just like M. Davis, who made a 58% profit on his first trade and a 103% profit on his second trade... all in under a month.

... Just like T. Pittenger, who made a 50% gain on his investment in just 11 days.

... Just like R. Kinser, who made a quick 41% profit in less than two trading days.

... Just like E. Louvierre, who made an incredible 750% gain in one working day.

**Dear Investor,**

It always surprises me how little people know about stock options. They're probably the most powerful moneymakers on earth --

***'I have newly  
become a member  
of your service.'***

capable of producing fast profits of **170%**, **360%** and **858%** -- yet investors remain in the dark.

Contrary to what you've been told...

...You don't have to be a genius or a daredevil to profit handsomely with options.

...You don't need large sums of money to get started...

...And, you don't need to take any uncalculated risks.

All you need is a basic understanding of how the game is played... a few hundred dollars... and a couple of hours a week. By next month you could be making consistent profits. Without ever worrying about losing more than you bargained for.

My name is Steven Sarnoff. And rather than having to fight my way to success, I was blessed to have been born into the world of high-level investing. You see, my father was Paul Sarnoff, the Wall Street legend famous for his investment expertise and market intelligence. Throughout my life, my dad taught me every secret he knew about making money.

But the most valuable thing this brilliant man gave me -- besides his love and encouragement -- was what he called a 'secret money-switch'. This 'secret little money-switch' can turn on the profits -- virtually any time at all. And for virtually anyone who uses it.

After more than two decades of experience as an investor, financial analyst, and now editor of my financial newsletter, **Options Hotline**, I know firsthand that it really works. I've helped tens of

*My first trade was a 50% gain, my second trade is hard to believe, a 750% gain in one working day.'*

**--Eddie Louvierre  
(subscriber)**

thousands of people use it to make money -- in all investment climates -- for more than 20 years. Since taking over as editor of **Options Hotline**, my average return per trade has been **104%**, with **40%** of my winners delivering triple-digit profit potential! And last year (one of the stock market's worst) was one of my best. Subscribers were able to walk away with **116%** average returns per trade in 2002.

Make no mistake, options are one of the most powerful investment tools in the markets. My limited-risk, high-profit strategy is just what the doctor ordered during these hair-raising financial years. Because it has nothing to do with buying or selling stocks, bonds, commodities or mutual funds. Instead it has to do with the 'Superleverage' of the options market -- a well-kept secret that gives option buyers the chance to double their money in as little as 12 days!

I repeat: Superleverage can double your money in as little as 12 days!

## The Secret of Superleverage

Unlike stocks or other investments, a stock option gives you the right -- but never the obligation -- to buy or sell shares of a specific stock at a specific price for a specified period of time.

And while buying shares of a stock could cost you thousands of dollars, buying an option on the same stock usually involves an investment of only a few hundred dollars.

In other words, with options you have the right to buy or sell

underlying securities at an established price -- known as the strike price -- up to a specified expiration date. You don't actually pay for the stock; you pay for a 'premium' that allows you to control the shares. Compare the power of that to the cost of the headache of an outright stock purchase.

Let's say you bought 100 shares of a stock for \$60 a share. You'd tie up \$6,000. Now say you bought a \$60 call or put option on the same stock for just \$750. You'd control the same \$6,000 worth of stock for just a fraction of the cost of the stock! And...

- You haven't tied up your money
- You haven't tied up your time (you are in and out in just a matter of months)
- And you stand to make a MUCH greater percentage and dollar gain.

Plus, you've limited the amount of money you could lose to just the \$750 you've put in.

OK, now here's an example. On September 15, 2002, I recommended an October \$55 put option (to sell) on TRW for \$50 or less. TRW shares were trading at \$58.70. At the time TRW shares had been doing beautifully, but my analysis indicated that the rise in the stock price was overextended and running out of steam.

Our put selling recommendation triggered on September 16. And not long after TRW began to move. By October 9, TRW was down to around \$55. That day, the October \$55 put traded at \$110. So the option I recommended was now up 120% on a 6% decline in the underlying shares -- in just a few weeks.

Again, that's Superleverage at work. Imagine the return on investment you would have pocketed. But we still weren't done!

Because on October 17, 2002, TRW was down to \$50.15 -- 15% lower than its level at the time of my September 15 recommendation. And the TRW October \$55 put traded at \$499... up from the September 16 trigger price of \$50 by 898% in just one month.

Now, let's say you had decided to pick up not just one, but 10 positions on this play. With an initial investment of \$500 on September 16, you would have seen a return of \$4,990 on October 17!

That's a nice amount of money. And remember -- Your risk is strictly limited. That's right.

**No matter what, you can NEVER lose more than your initial investment...**

## **Turn \$5,000 Into \$1,280,000 in Just Five Years**

Suppose you took just \$5,000 from your portfolio and were able to double it every six months in options. After a year you'd have \$20,000. After two years, \$80,000. After three years, \$320,000. After four years, \$640,000. After just five years you'd have \$1,280,000. Not bad...

*'Hallelujah! The best investment dollars I've ever spent. Thanks. I don't want to miss anything you have to say or recommend.'*

**--Ralph Hensley  
(subscriber)**

All starting with just \$5,000. And all in just a few trades a month. And that million is in addition to what you earned on the rest of your portfolio.

Can I guarantee you'll double your money every six months? Of course not. But what other investment gives you this kind of consistent profit potential with such limited risk? And even if you were only able to double your money every year or two, you'd still be doing far better than 99% of other investors!

**Steven Sarnoff's remarkable ability to pick options has gained him fame, fortune and a long list of loyal subscribers. As the editor of *Options Hotline*, he has been able to consistently make a lot of money for those who have followed his advice giving them a chance at 104% average gains per trade since 1999. In 2003 alone his readers enjoyed picks like...**

- **Bank of America.....64% gain in seven weeks**
- **Barr Laboratories.....32% gain in one week**
- **Blockbuster.....141% gain in one week**
- **General Electric.....392% gain in one month**
- **Coca-Cola.....153% gain in six weeks**
- **J.P. Morgan.....33% gain in one**

- day
- Sony.....358% gain in seven weeks
- Harrah's Entertainment.....335% gain in two months

**Steve's winning record makes it easy for you to profit whether you are a seasoned professional or just starting out. Consistent, double- and triple-digit gains like these are your ticket to some serious wealth.**

How is all this possible?

Well, that is a question I am asked all the time... that is why I am writing to you today.

My father once wrote, 'Learning is the link connecting man to his surroundings. All the days of his life a man should receive, process and transmit learning.' This is why I developed **The Option Buyer's Guide to Profits**. It's my way of transmitting learning -- about a method that can truly change your life forever. I wanted to share my knowledge of options -- and the secrets of Superleverage -- with as many investors as I could.

So, I sat down and poured all of my insights on options trading into one source... **The Option Buyer's Guide to Profits...**

And for the first time ever -- I am offering this comprehensive options trading course to YOU. Now YOU can learn to profit from the secrets of Superleverage.



My moneymaking course reveals how to get your share of the options profits -- without taking big risks -- by making just a few trades a month.

Best of all, your risk is strictly limited. You get the rare combination of the continuous opportunity for power profits if you are right -- and relative peace of mind even if you are wrong. I call that maximum bang for minimum bucks!

That's the beauty of options, and the magic of Superleverage. It's what people all around the country are calling the answer to their prayers! People like...

- **L. Collinsworth**, who made over **\$9,000** with just three options plays.
- **M. Davis**, who on his first trade made a **58%** profit and on his second trade made a 103% profit... all in under a month.
- **T. Pittenger**, who made a **50%** gain on his investment in just 11 days.
- **D. Roque**, who doubled his money the first time around.

If you are looking for more information on options -- my course is perfect for you. I wrote this course for the beginner who wants to learn exactly how the game works. It's clear and simple, yet extremely comprehensive. By the time you're done, you'll be ready to jump into the winner's circle -- with all the confidence of someone who's been trading forever.

***'I have subscribed to numerous trading services over the years, and yours has certainly made the cut. It has been timely, dependable, simple and very lucrative.'***

- The 100-plus page **'Field Manual'** lays out all the moneymaking essentials you need -- with none of the fluff. There's no sales pitch, no hype, no blue-sky promises. Just the bottom line information you need to profit. All written in plain English, instead of the confusing financial jargon the 'experts' use to keep you in the dark.
- The course provides a series of lessons on how to trade options profitably. It will be a resource for you to use time and again as you progress through your career as an options trader. And while it's simple and clear, it covers everything you need to know to start multiplying your money, year after year. Without this, you'd have to read a hundred different books to learn what I show you in my course. (Or worse, you'd have to figure it out on your own and possibly lose thousands of dollars on costly, common mistakes.)
- I walk you step-by-step through the process of making money with options. You'll know EXACTLY how options work... which options to buy for maximum profits... how much to risk... when to sell... how to lock in profits... how to protect your winnings... everything from how to get started to how to keep going... and much, much more.

--D. Malcor  
(subscriber)

And you learn to do it without risking a cent of your own money!

I also teach you the ins and outs of effective paper trading. So you can test the waters before you make an actual move on your own. You won't invest a penny until you're good and ready to get going.

**The Option Buyer's Guide to Profits** shows you how to proceed with clarity and confidence. By the time you're done with my course, you'll be able to move forward as if you had years of

experience under your belt.

- You'll finally have a proven high-profit, low-risk formula for making a small fortune faster than you ever thought possible.
- You'll turn stock market volatility to your advantage and pull down big profits -- no matter what is happening to the market.
- You'll buy and sell with confidence and conviction. And consistently profitable results.
- You'll sleep better at night, with greater peace of mind. And you'll be on your way to financial independence for the rest of your life.

**Join these successful investors who are super-leveraging their way to wealth and financial independence.**

*'I did it. I invested just like you said. And I want to thank you, because... I just made \$300,000 in one day.'*

**--name withheld by request**

*'I've been a subscriber to Options Hotline for one month, and have just closed my first 2 trades. Already, the profits have paid for the price of the year's subscription three times over. On my first trade (Biopure), I made 58% profits, including dealing costs. On my second trade (General Motors), I made 103% profits, including dealing costs. Thanks for a great service!'*

**--Mike Davis**

*'I am happy to inform you that my very first trade, using your service, was the GE Aug. \$30 call. I caught this trade at 1.20 and closed it out just three weeks later for 2.60. I couldn't happier with 116% profits in such a short time. Thanks!'*

**--Emery Evans**

*'I have subscribed to many other advisors which I have cancelled and use only Options Hotline now. Steve is the only one who is realistic, doesn't use hype to get you to invest, keeps it simple, and always lets you know what the risks are! His expertise from the Options Hotline picks has been an asset to me. Thanks for being there.'*

**--W. Norman Salter**



## Get 4 FREE Bonuses Worth Over \$200

If you'd like to make more money than you ever thought possible -- and do it with limited risk -- let me send you **The Option Buyer's Guide to Profits**. Completely risk-free and with no obligation to keep it if you're not completely satisfied.

If you've ever wondered if there's another way to make money -- this is your answer.

And there couldn't be a better time than right now to get going with options. Between the topsy-turvy stock market -- and the low-yields on CDs and savings accounts -- it's a relief to know there IS a way to make the kind of money you've always hoped for.

You can get started right away. And I'm going to save you money in the process!

Because right now, **The Options Buyer's Guide to Profits** is available for a special introductory price of just \$199. That's a \$100 savings off what it will sell for when my publisher (Agora, Inc.) discontinue the introductory period.

I'll also send you these four FREE BONUS reports worth over \$200...

### **Free Wealth-Building Bonus #1: Two FREE Months of *Options Hotline* (a \$165 value)**

I want to make sure you get off to a fast start. So I'm going to include eight weekly issues of ***Options Hotline*** -- FREE! This is my easy-to-follow e-mail and fax service that normally sells for \$995 a year -- and includes my current recommendations and market analysis. Just one profitable trade gleaned from ***Options Hotline*** could instantly pay for the entire cost of your course -- many times over!

### **Free Wealth-Building Bonus #2: How to Get Rich With Options: Secrets of a Master Trader(\$29 value)**

In this dynamic audiotape presentation, you'll learn tips and strategies to skyrocket your trading experience. Discover the six keys to successful trading... The secret to getting the BEST prices... Which options you should NEVER buy... How to track your options in just minutes a day... Simple (yet little-known) strategies for protecting your premium... and more! Pop it in the car while you're driving and by the time you get where you're going, you'll be on your way to getting rich.

### **Free Wealth-Building Bonus #3: Making Your First Successful Trade: A Quick-Start Guide (\$19 value)**

Everyone loves this guide. It's like having me by your side as your own personal coach. I even tell you exactly what to say when you make your first call to your broker! I walk you through the entire trading process, from picking the right broker to executing your first trade. You'll be up-to-speed on the steps and lingo that will make you sound -- and trade -- like an old pro. It's an instant shot of confidence that will get you started FAST.

### **Free Wealth-Building Bonus #4: The Paper Trader's Guide (\$19 value)**

Before you trade for real, I want you to paper trade for a few weeks first. This will show you how. You'll get a good feel for the markets and know for sure if options trading is for you. Use my step-by-step instructions and forms for tracking both your paper and your actual trades. It makes a safe opportunity even safer -- and more fun than you ever dreamed possible.

In all, these bonus reports are worth \$232. But you get them FREE

with **The Options Buyer's Guide to Profits** . And it all comes with...

## My Unconditional 100% Money-Back Guarantee

I know I've made a lot of promises and raised a lot of hopes in this letter. But I don't expect you take my word for any of it. That's why I'm going to put all the risk squarely on my shoulders, where it belongs. In fact, I'll let you take a full three months to decide if **The Option Buyer's Guide to Profits** is for you. Here's how the guarantee works:

1. When you receive my course, go over it carefully and see if it really makes sense. Make paper trades for the first few weeks until you feel ready to take the next step. Then...
2. Make a few actual trades.
3. And then decide for yourself if it's right for you.

Take up to three months. If you don't agree that it's the most profitable investment information you've ever seen... If you don't generate the profits I've promised...

If you're not satisfied for any reason whatsoever...

Simply return the course manual, and I'll send you a refund of the cost of your course (minus the shipping and handling), with no questions asked. No hard feelings, either.

And the free bonuses -- worth \$232 -- are yours to keep. It's my way of thanking you for taking the time to take a look. You've got nothing to lose by ordering today... and perhaps a LARGE fortune to gain.

## Get in on the Introductory Rate and save \$100

Simply click the 'Order Now' button below. Your four bonuses will be included FREE. I guarantee this will be one of the wisest decisions you've made in a long time -- or you get your money back.

- If you'd like to see your money double, triple and possibly even quadruple over the next two years...
- If you'd like to see your wealth soar no matter what the investment markets do...
- If you'd like to make high profits while dramatically limiting your risk so you can sleep well at night...
- If you'd like to discover the simple secret to turning \$10,000 into a million dollars or more...

*'I just want to thank you for the great results from this wonderful service. This is the easiest, most concise, and profitable advisory service that I have read. Keep up the great results.'*

**--Randy Dacquel  
(subscriber)**

Then send for **The Option Buyer's Guide to Profits** right away -- and join thousands of options investors who are going to make A LOT of money in the next few years.



Are you in?

Sincerely,

Steve Sarnoff

P.S. Forget about making 15% to 30% a year -- how about 898% in one month or 217% in 10 days. You can do far better -- and without any unknown risks. But don't take my word for it. Try it yourself. If you're not jumping for joy within three months, I'll return your enrollment money. And you can keep the FREE bonus gifts -- worth \$232.

P.P.S. Remember, this offer is \$100 off what it will be after the introductory period allowed by my publisher. If you have any interest in significantly increasing your wealth -- do it now!

Note: No statement or expression of opinion, or any other herein, directly or indirectly, is an offer for the solicitation of an offer to buy or sell the investments mentioned. While we believe the sources of information to be reliable, we cannot guarantee the accuracy nor the statements made herein. You should only consider investment advice on specific recommendations from the current issue of **Options Hotline**. Nothing is guaranteed in the bulletin, and there is no guarantee **Option Hotline's** past performance will result in future profits.

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