

*Steve Uses Complex Mathematical Formulas In  
Addition to His Seasoned Instinct That Tell Him  
"Here's a GREAT Deal..." You've Already Read The Results!*

Steve puts every option through an analytical boot camp before he even thinks about recommending it to you. I pride myself on this innovation. In fact, much of the credit for our record of outstanding performance goes to this strict rating system. While the rating system is complex, the results you've already read about are crystal clear.

His actual mathematical formula for selecting winning investments is very complex. It partially relies on predicting the future actions of a stock given its past actions, the momentum of the industry it's in, what special forces make it go up or down - to name just a few factors.



It is not fundamental analysis that so many are familiar with. This surprises some subscribers who grew up with the idea that this was the only way to make money: find a good company and buy and hold.

To those believers, I say this: like any other professions, the validity of your theories is backed up (or NOT backed up) by your performance. Most investors have lost money with buy and hold.

It assumes you're holding a stock that's worth holding under ALL conditions in a rapidly-changing world. Rarely is that the case. How many times have you seen a well-regarded company miss their earnings by a penny - and the stock plunges?

## *The 4 Cardinal Rules Of Consistently Making Money* *- By Steve Sarnoff*

Here are 4 cardinal rules Steve sticks to no matter what. They form the backdrop of his amazing record.

### **GET RICH PRINCIPAL #1: Look For a Stock That's on the Verge of a Major Move - Either Upwards or Down.**

Every week, Steve scans over 11,347 stocks on all the exchanges. He's looking for specific tried-and-true market patterns that indicate pressure is building on a single stock. Sometimes that's a head-and-shoulders formation.

Other times it's a candlestick formation that points to big action, soon. Other times it's a convergence/divergence line that signals a chart-busting move. (Don't you feel lucky you don't have to learn this math??) In general, out of the thousands, he finds perhaps 9 to 14 to evaluate that show a possible PREDICTABLE movement.

### **GET RICH PRINCIPAL #2: Aim High - REAL HIGH. Steve Won't Recommend an Investment Unless He's Totally Convinced That It Could Give You a 2-to-1 Return.**

When he chooses an option, he wants you to be able to take out \$2 for every \$1 you invest. If the 9 to 14 stocks he initially finds don't meet this criteria, he boots them out instantly. Sure, he's returned 75% on some investments - and that's not 100%--but I'm not going to complain when you generally consider how incredibly QUICKLY that 75% is made.

**GET RICH PRINCIPAL #3: He Takes ALL Week To Make ONEPICK.**  
*It's Quality - Not Quantity That Counts. Others Believe It's The Reverse!*

You know how so many publications seem to cover every 5th stock in America. They have dozens of "great" investments every single issue. Steve says that's HOGWASH. It is simply not possible to come up with that many winning investments in every issue.

Steve brings you **ONE FABULOUS INVESTMENT EVERY WEEK**. This allows him to concentrate all his efforts on finding *a genuine winner that could triple your money*. Guess who agrees with this 'less-is-more' approach. Warren Buffett. Hear what he said?

You can go 2 years without buying a stock and that's OK. The idea is to find the true winner - then buy in. Look at the shockingly small number of stocks in Buffett's \$35.3 billion-dollar portfolio. The top 10 stocks alone make up the vast majority of its entire value!

Steve's in good company concerning this approach. When Mr. Buffett says, "You don't have to swing at everything. You can wait for your pitch," he means being extremely **SELECTIVE** is the key. And that's precisely why Steve brings you one **GREAT** investment a week.

**GET RICH PRINCIPAL #4: Always Know EXACTLY What's Going On In**  
*The Company You Invest In - ALWAYS - And I Mean In Great Detail!*

It always pays to have extremely accurate and detailed

information about the company itself and watch what the insiders are doing. If they're heading for the hills, Steve won't touch it.

Even a very inexpensive option is NOT worth buying if the underlying stock has no chance of moving in the right direction. "Cheap" is only good if it has the possibility of going up sharply in price. When Steve picks up the company, companies talk to him. His reputation is widely known and respected.

### *Like All Brilliant Investors, Steve Lives For This - It's In His Blood*

When I ask Steve "how he does it," I hear terms like beta, delta, theta and gamma - all Greek phrases for describing the action of numbers. All master investors have their own approach, and he's no exception. I'd swear, you'd need an MBA degree from Yale to figure the whole thing out. But the good news is - you DON'T have to do this work.

This is what Steve has devoted his life to doing. In fact, before I give you some rules (that you and I can understand!) I'd like to share a few personal facts about Steve.

### *His Father Was Regarded As the "Warren Buffett" Of Options Trading*

Steve's father, Paul Sarnoff, was widely regarded as one of the greatest options experts ever for over 40 years. It's no secret that Steve has this talent in his blood when you learn more about his remarkable parent. Paul Sarnoff passed away in 1999 at the age of 80, but after a long, long successful career.

Paul was the first person to teach options trading in the 1950's, when most people never heard of them. He charged \$25 a session - and 22 people showed up at his first class. Five weeks later, those who applied his advice were \$50,000 richer.

Steve is the founder and president of his own research firm, which he runs today. He pioneered the use of Japanese candlestick charting techniques to accurately predict price movements of stocks and commodities. Steve is called the "master of candlesticks" by Richard Russell, publisher of his *Dow Theory Letters* since 1958.

Steve has been a guest on the *Market Talk* radio show and has been quoted in *Barron's*. He has a Bachelor of Science in finance from the University of Idaho and has experience on the floor of the commodity exchange in New York, as well as working as a stock and commodities broker with *Dean Witter* in California.

***I Have 5 FREE BONUSES For You When You Act Promptly  
and Join Us NOW***

**FREE BONUS #1: Secrets of a Master Trader: Tips and Strategies for  
Making a Fortune in Options:**

How does Steve pick so many winners so consistently? What do the biggest winners look like BEFORE they go up? Are there certain industries that produce the biggest gains? How do you decide how much money to invest in a single option? What's the minimum you should invest - and is there a maximum?

This very valuable report gives you Steve's insights on how to

cash in and make the biggest gains in a safe, intelligent way that's the hallmark of his investing style. Please remember that his advice is backed up by his record. In other words, you can believe what he says because his record PROVES he knows this business inside and out.

### **FREE BONUS #2: Option Buyer's Handbook:**

If you have any questions about options, this is your source for answers. It also discusses Steve's unique system on how to make money. It's specifically designed for folks who are new to options trading. And best of all, it's very easy to understand.

You'll learn everything you might feel silly asking a pro...like precisely what puts and calls are...where to buy them...how much you could pay...what a premium is and how it can effect the profits of your investment...strategies for locking in profits.

There's also a quick section on how to use your weekly **Options Hotline** service to its fullest so you make the biggest gains. You'll also learn - in more detail than I can share with you in this letter - the fundamental rules Steve's father taught him so you can see how easy it can be to spot the giant winners Steve sends your way.

### **FREE BONUS #3: The Options Hall Of Fame:**

These options MADE THE MOST MONEY EVER. Why is this so? What made them special? Do they have definable characteristics that can serve as a guide going forward so spotting these gems becomes much, much easier? The point of



this report is not to go over their past profits.

Quite the contrary. The idea is to learn from them. And now it's easier than ever. Steve walks you through a few crystal-clear examples and points out how he spots them. It's surprising, because when he explains what to look for, it's almost easy.

**FREE BONUS #4: Members-Only Web Site Access - FREE:**

You'll also get "members-only" access to the **Options Hotline** web site, where you can get the latest recommendation updates, access to past bulletins, Steve's entire performance record - his commentary on the market, developments in companies, and much more. Members give our site RAVE reviews! It is remarkably informative.

**FREE BONUS #5: Midweek Update Alerts Every Wednesday - FREE:**

Each Wednesday, Steve sends you another e-mail to keep you up to speed on all of his positions. He typically starts off with some to-the-point analysis on the week's trading and what Steve sees around the corner.

Then he gives you a valuable "open position review" on every open investment he's currently recommending. This way, you're NEVER left wondering what you should be doing with each of his recommendations. You're always 100% current on his up-to-the-second thinking on all his recommendations.

*Options Hotline Is Published 48 Times a Year And  
Each Issue Is Faxed Or E-Mailed To You On Sunday,  
Before The Market Opens*

Each Sunday (48 times a year because of holidays) I'll fax or e-mail you the latest issue of **Options Hotline**. I send it on Sunday so you can read it and make your decision before the market opens on Monday.



*"Look At How  
INCREDIBLY  
FAST Steve Has  
Produced These  
Triple-Digit Gains.  
Sometimes In a  
Few Days!"*

With **Options Hotline**, you'll be ready to get in at the first bell long before most other investors even know a profit opportunity exists. What if you're traveling? No problem. I'll e-mail it or fax it to you anywhere in the world.

*The Cost For All This \$2.05 a Day -  
What You Spend On Breakfast*

Where I live, \$2.05 a day doesn't even cover the cost of a few scrambled eggs, bacon, juice and the tip. For less than the cost of a breakfast, you will be receiving the advice of one of the most brilliant investors in America.

The cost of joining Steve for one year and receiving 48 alerts is normally \$1000. But today, to commemorate when we hit the million-dollar mark on December 13, 2004, we're going to offer you a deep discount of \$250. So, that's a full year of alerts for \$750 - and you'll get at least 12 triple digit winners or you won't pay one single nickel!



That's not inexpensive, but this is specifically designed as a highly professional service exclusively for people who want to seriously capture the almost unlimited earning potential of the stock market.



I think it's fair to say that Steve's actual astounding record makes this point many times over. Look, if you invested just \$750 and he doubled it, the service would then be totally "paid for." After having read about Steve and his record, do you think he could double \$750? You be the judge.

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.  
OR cancel during your first year, noting that Steve didn't give you the opportunity at TWELVE 100% winners - AND YOU'LL STILL RECEIVE A **FULL REFUND**.

I'm giving you TWO guarantees, in effect!  
Don't wait any longer. Steve has told me that the next 2 ½ months will present incredible opportunities to make the kind of money you've just read about.

Now is the time to climb aboard and join us. Please click the link below and sign up now to grab your \$250 discount you're your 12 triple-digit winners! This truly extraordinary offer may NOT be repeated.

Sincerely Yours,



Greg Grillot  
Publisher Of **Options Hotline**

**P.S.** Keep this in mind. When you join Steve, you can get your money back, should you decide options trading is not for you. But now with this special offer, **you can STILL cancel during your first year and still get ALL your money back for any reason, including if Steve doesn't produce TWELVE 100% winners - as we promised in writing - no questions asked.** In effect, I'm giving you two guarantees! And your **FREE** reports are yours to keep no matter what you decide to do.

Don't rely on and up-and-down market for your financial future. Join us by visiting the "**Subscribe Now**" link below, while it's handy! Remember, this offer may NOT be repeated.

All gains are based on triggered recommendations, assuming exit point at peak option value. Percent gain represents the percentage change at the subsequent high value, from the trigger price. Subsequent high represents the highest option value reached by either actual recommendation, bid price, or intrinsic value following the triggering of the recommendations.

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