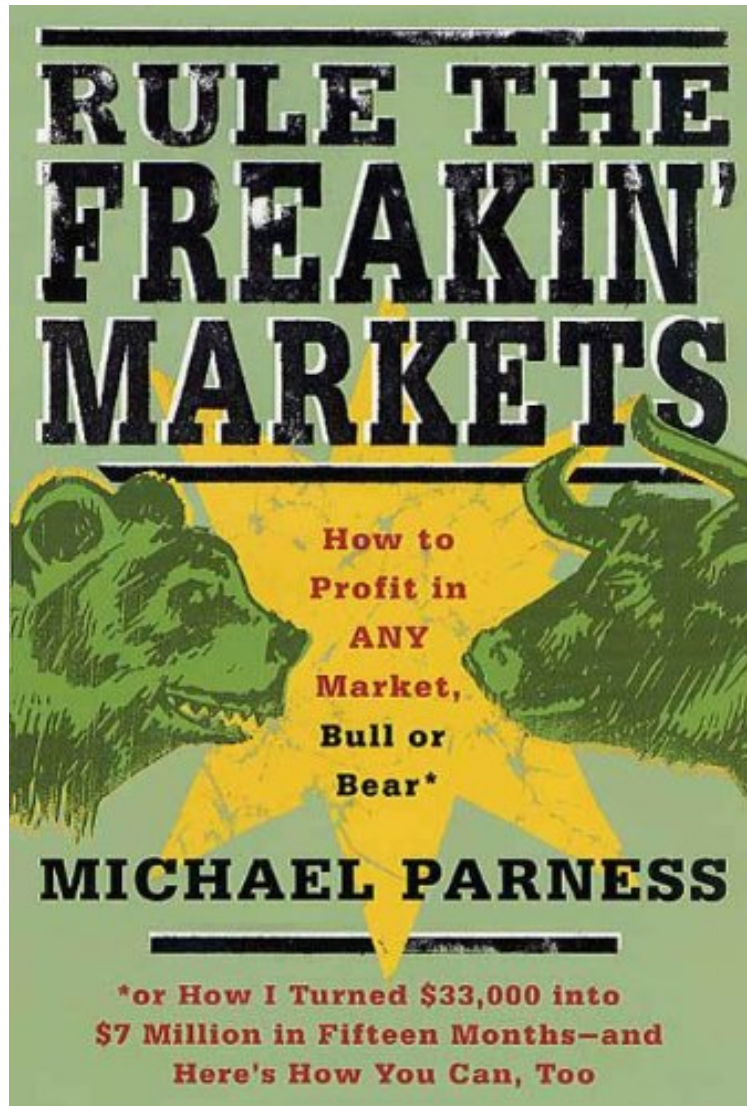


(Download pdf) Rule the Freakin' Markets: How to Profit in Any Market, Bull or Bear

## Rule the Freakin' Markets: How to Profit in Any Market, Bull or Bear

*Michael Parness, Kirstin Peterson*  
ePub | \*DOC | audiobook | ebooks | Download PDF



#587772 in eBooks 2007-04-01 2007-04-01File Name: B000FA5S5M | File size: 66.Mb

**Michael Parness, Kirstin Peterson : Rule the Freakin' Markets: How to Profit in Any Market, Bull or Bear** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rule the Freakin' Markets: How to Profit in Any Market, Bull or Bear:

4 of 4 people found the following review helpful. Gurus Don't Work, Even the Good OnesBy Clarence OliverA lot of people who give this book negative reviews claim that the author probably didn't do it. But let's for argument sake say he did succeed in doing it, that he made 4 to seven million dollars in two years or so. That still doesn't mean his system

will work for you or anyone else. Unless it is completely automated, the system really depends on the individual trader. I'm not going to write my strategy word for word in a book and try to sell it, even though I could tell all my trades, but it's my system, and I honestly don't want someone else to have it. I've shared it with my mother, a close friend I've had since high school and into college and they both had success but nothing like my success, why, because, it's not their system, and they can't get the flow of it. So even if what Michael Parness says is true, it doesn't really matter, the market conditions were different, he tailored the system for him, and if you acted just like him, you still wouldn't have the major success he has most likely, because you'd be just copying him, and you can't be as good as the original. That's the problem with guru systems, and people get angry when they don't work out and call it a fraud. I don't think he's trying to defraud people, I believe Michael Parness is really trying to help people make money and help himself make more of it--he was always a salesman, but that doesn't change the fact that there's nothing wrong with the system, except that the system isn't yours.

14 of 14 people found the following review helpful. Fairly insightful and a fun read  
By A Customer  
The book itself reads very simply and I think that was Parness' whole notion behind the way in which he wrote it. What the author is attempting to emphasize is how to limit your downside and how to avoid falling victim to your 'inner knucklehead' as he calls it. Parness doesn't attempt to teach you the T/A points necessary for some of the trend plays which if he had, may have made the book a little too complex for the first time reader. I think what he was trying to do was expose all levels of investors from the amateur to the professional to his philosophy which can be summed up into two main points: purchase with limit orders and ALWAYS use stops. This may seem ridiculously obvious but it's very often the case that emotion over-rides logic in many regards and that is what he tries to emphasize. After reading the book, I completely altered my trading strategy. I am not going to say that I am making huge returns yet (it's only been a few months) but I am MAKING RETURNS which considering the market state that is occurring as of right now, that is something in itself. One thing to add: take Parness' advice and find a good broker especially if you plan on options trading. Standard online brokers are useless for this method and you need realtime quoting and some keen discipline.

53 of 55 people found the following review helpful. Like the author, but the book lacks substance  
By Andrew Kasch  
I like the guy. I enjoy watching his infomercials, and the book is entertaining. His writing style is refreshingly down-to-earth, humorous, and somewhat motivational. I want to point out that this is NOT a book on daytrading, it is on swing-trading. The only mention of any intraday trading is "fading the morning gaps" which is only passingly mentioned in the book, not even really described. Years ago I saw on his infomercial where he was asked if his material was about daytrading and his reply was a firm "No! Too risky!" Judging by the column in Kiplingers a couple months ago it would seem he has changed that stance, as that writer had participated in his service that advises fading the morning gaps. For years he has sung his mantra of "Trend trading." It's a branding thing he is doing, inventing the term and associating it with himself. Good marketing, no doubt. But he uses the term "Trend" in a different way than everybody else in the trading world. To him it means the trend of a certain perceived catalyst that is expected to move a stock's price rather than the actual price movement of the stock. For example, stocks that are expected to have a positive earnings announcement have a "trend" of upward movement the weeks prior to the announcement. The first issue I have with the book is a minor one and has been pointed out by other reviewers: The "trends" he speaks of just don't work. Maybe they did at one time, as David Nassar has written about trading earnings whisper numbers in the past as well. But they don't work now. Let's review:

- \*FADING THE MORNING GAPS - As an active daytrader I heavily advise against this. If you are going to trade the opening minutes on volatile issues you are going to get seriously chopped up. This is pure gambling and you will take some large losses. Now, if you wait 15 minutes or so until they break the opening range, you might have something. In fact I do this myself. But I have found by experience that the stronger trade is always in the direction of the morning gap, not against it. In fact some of the best trade setups are those that start to fade the gap, find support or resistance into the gap a ways, and then move back in the direction of the gap. Some of those run the rest of the day directionally.
- \*EARNINGS ANNOUNCEMENTS - during the bull market when Waxie turned \$30,000 into \$2 million I'm sure this worked great. Upcoming earnings announcements these days have little or no affect on a stock's direction in the weeks before the announcement. This is debatable, and I can't prove it, but nobody can prove otherwise either. Looks pretty random to me.
- \*STOCK SPLITS - same deal, upcoming splits do not cause a stock to run up unless the market itself is running up. No help here.
- \*IPO PLAYS - good luck with these. Lockup periods, insiders allowed to sell dates, etc., the early days of IPO trading are highly speculative and I have seen no evidence that anything that happens with them acts as a tradable catalyst.
- \*SECTOR SYMPATHY PLAYS ON NEWS - OK this actually works, but absolutely no information is given on how to go about finding and trading them. And what time-frames to trade them in is not even touched upon. It's an empty concept. My bigger problem with the book is that it completely lacks substance. In the author's rebuttle below he states that "...if the rules are followed you WILL make money." That's great news! It sure would have been nice if any of these rules were included in the book. There are none. I guess we are supposed to buy the \$5,000 package to get the rules? So it's really basic stuff with no real details. A better title for the book would be "Trading with Dick and Jane." Hey, maybe I'll write that one! [...]

In 1998, Michael Parness was a struggling playwright and screenwriter who was leaving the stability of his successful

sports memorabilia business to write full-time. Following the advice of a stockbroker, he invested his nest egg of \$150,000. But the October 1998 crash gutted his portfolio by 80% and his stocks failed to recover. With virtually no income and no financial cushion, he found himself in a tiny low-rent apartment with time to think about what had happened, and, eventually, enact financial revenge. In January 1999, he opened an online brokerage account and set out to get his money back. And in fifteen months, Michael Parness turned \$33,000 into seven million dollars, started the online trading website "Trend Fund" where thousands of traders Rule the Freakin' Markets with him, and had his life story optioned by a major Hollywood producer! In Rule the Freakin' Markets, Michael Parness uses visual aids combined with practice exercises to show online traders and investors how to: \* Practice responsible trading techniques that maximize reward and limit risk\* Avoid the "7 deadly sins plus fear" that block success in the market\* Protect investments no matter what the market does\* Understand how market psychology drives daily and cyclical market moves\* Avoid the pitfalls of trading in cyberspace\* Recover and learn from significant losses\* Strategize and anticipate, rather than overreact or freeze when change occurs \* And finally, live full and satisfying lives as traders

With its lively tone and refreshing approach to trading and investing, Rule the Freakin' Markets is an essential guide for online traders and investors alike.

.com Those who can ignore the rather garish cover on this book will find a solid, straightforward guide to making winning trades in even the most bearish of markets. The author, who millions of insomniacs know through his middle-of-the-night infomercials, writes with a highly personal voice that some may find a bit grating, but his rags-to-riches story is compelling and needs to be told. In a nutshell, Michael Parness went from living on a park bench in Brooklyn to a summa cum laude degree from Hunter College in New York City to founding a successful sports memorabilia company. After making \$150,000 in that business, he followed his broker's advice in 1998 and ended up losing virtually his entire nest egg. Since then, he has invested carefully after studying media reports and understanding "market psychology." Now a broker-averse multimillionaire, he shares with readers a number of strategies that have worked for him in both bull and bear markets. Augmented with exercises that truly help readers determine their own level of risk aversion, this guide shows online traders and, particularly, investment clubs exactly how market psychology drives daily and cyclical market moves. As Parness says, "I'm not mechanical, and I'm not good at figuring out technical stuff like computers or plumbing or chain saws, but I can figure out how things measure up in terms of probability. And probability is what trading is all about." A few too many ka-chingos and wowsas mar an otherwise informed writing style, but nevertheless the book offers some excellent insight into how the market actually works, and how one can make money using that insight. Those looking for a serious study of economic trends and forecasts may want to look elsewhere, but readers interested in a breezy, anecdotal read about market bubbles and bursts will be entertained and more than likely enlightened. --Charles Decker From Library Journal

An erstwhile playwright/screenwriter who became a multimillionaire through online trading, Parness provides a Gen-X view of the stock market. His loss of working capital owing to "expert" help and his success in doing it on his own temper his views. In truth, Parness covers little new territory this is Investing 101. Leslie Masonson (Day Trading on the Edge, LJ 1/15/01), who outlines the pros and cons of day trading, goes several steps beyond Parness. While Parness does make a number of well-founded recommendations, explaining that investors must learn from loss and understand the cyclical nature of the market, he offers little beyond the "Motley Fool" newspaper columns (and web site) by Tom and David Gardner. Libraries with other recent investment guides can readily do without this book. Not recommended.

Steven Silkunas, Southeastern Pennsylvania Transportation Authority, Philadelphia

Copyright 2002 Cahners Business Information, Inc.

From Booklist

After losing most of his savings by following a stockbroker's advice, Parness opened an online trading account in January 1999 and turned \$33,000 into several million dollars in less than a year. He now owns the financial Web site <http://TrendFund.com>, one of many paid subscription-trading services. His advice here is blunt and honest: the stock market is a game; trading involves a lot of research, persistence and hard work; it is definitely not for everyone; and don't trust the analysts, because "all analysts suck." The sense of humor he brings to his trading rules makes this easy to read, even if he doesn't come up with any earth-shattering revelations that will guarantee success. He sticks to the basic strategies of trend following: "fading the gap," using protective stops, going short as easily as going long, and disciplined money management. He is particularly amusing in his chapter "Hot Tips from Hell," a clever take on how bad advice leads to surefire losses. David Siegfried

Copyright copy; American Library Association. All rights reserved