The Peter Leeds MARKET MANIFEST

www.PeterLeeds.com

Peter Leeds

A SPECIAL THANK YOU FROM PETER LEEDS:

Seriously, thank you guys so much for requesting The Market Manifest.

You might think this took months to put together, but in reality it took two and a half decades!

Many of the concepts were learned many years ago, and developed over time in the trenches. If you are confused about any aspect of the information, just ask.

www.PeterLeeds.com/contact-us.htm

And again, thank you, and know that we greatly appreciate your trust in us!

Best wishes,

Peter

P.S. The only way this business model works is if you help us spread the report. Please share it (by passing the link on) with coworkers, friends, and family. www.PeterLeeds.com/free-guide.htm

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LEGEND:

Timeless concepts in stocks, to be forgotten at your own peril.

Tried and true patterns, set-ups, and other " on chart" scenarios.

Simple things which can quickly give you a leg up with your investment choices.

Exact steps to gain clarity and lock in gains.

DISCLAIMER:

NONE of the content should be considered trading ADVICE. Rather, it is all disinterested OPINION. You need to make your own trading decisions, based on your own due diligence, and live with the results of them. When in doubt, consult your personal financial advisor.

SHAREHOLDER TURNOVER: NEW INVESTORS ARE LESS LIKELY TO SELL.

When a stock trades sideways (i.e., the price remains relatively flat), but there is still daily trading volume, that may represent shareholder turnover. The frustrated, disenfranchised investors are finally giving up and dumping the stock, but all of those sales are being met by new individuals who are buying up all the supply being sold. Over a few weeks or months, the make-up of that stock's shareholder base is shifting. Frustrated investors looking to get out of the position are being replaced by "fresh blood," and these newcomers bought the shares because they believe they will rise in price. The end result is that the shares are poised for a clear leap towards higher levels.

GROUNDHOG DAY PERSONALITIES: PEOPLE TEND TO DO WHAT THEY ALWAYS HAVE DONE.

A loudmouth will always be loud, a winner will always win, a coward will be cowardly. Not always, but always. Thus, if the CEO of that company just turned three businesses into massive corporations, it stands to reason that she will do it again with this next one.

INVESTOR SENTIMENT IS A CONTRARIAN INDICATOR: THE MORE PEOPLE WHO BELIEVE THE MARKETS WILL GO LEFT, THE MORE LIKELY THEY ARE TO GO RIGHT.

People act on their beliefs. Thus, the more people expect the markets or a specific stock to rise, the more who have already bought in, and even pushed shares higher already. That very often means there isn't anyone else to buy in, thus we are at a top in the price. The same theory also works in reverse, with widely-held negative expectations meaning that the stock or index is more likely to rise.

STOP-LOSSES: THIS IS THE #1 MOST IMPORTANT TRADING TACTIC OF ALL.

If you immediately sold ANY stock, for ANY reason, if it declined 5%, then that would limit your downside to that small amount. The trick then becomes finding those shares which increase by enough to make up for any 5% declines you faced from the dropping shares. Live to fight another day!

HOW TO KEEP THESE SPECIAL REPORTS FREE:
Email this Manifest to your brother-in-law's boss, or send it to your cousin's current boyfriend, or your friend from high school who you haven't spoken to in 18 years!

...Or do nothing. Your call, but in that case we can not guarantee that future special reports will be free.

PRICED FOR PERFECTION: WHERE IS THE ROOM FOR SLACK?

Often stocks reflect what investors anticipate they will do, in a best-case scenario: come up with a cure for cancer; sell 10,000 model 9s in a year; achieve blowout earnings. Unfortunately, that means the shares reflect that anticipation. So, guess what happens when a stock, which is priced for perfection, falls short? What if they don't achieve the cure, or meet their sales target, or the earnings just don't quite get there?

THE LOW-TRADING-VOLUME HEAD FAKE: BIG MOVES ON LOW TRADING VOLUME ALMOST ALWAYS REVERSE.

Whether a price spikes higher or dips lower on very light trading volume, the move will almost certainly reverse over the next few trades. Moves on high volume are the ones to trust, because they are much more likely to be here to stay.

TRADING VOLUME IS LIKE STEREO VOLUME: WHENEVER A STOCK'S PRICE MOVES, THE TRADING ACTIVITY DEMONSTRATES THE STRENGTH/DEGREE/ SUSTAINABILITY OF THE ACTION.

If you like a song, you may turn up the volume. If you twist the knob all the way to eleven, you probably REALLY love that tune! The trading volume of a stock can be just as good of an indicator. When prices make their latest move on significant activity, with shares trading hands to a significant degree, then you can be more certain the move will be sustainable.

TRADING CHARTS ARE A DIAGNOSTIC TOOL: USE TRADING CHARTS AS A TOOL TO UNDERSTAND THE PSYCHOLOGY OF INVESTORS.

Most people think a chart simply displays how a stock has traded (or, in other words, that it is reverse-looking). However, they also reveal what investors are thinking, and thus what their next moves are going to be (forward-looking). Once the psychology of investors is clear, you can know which way the price will go next.

SLICES OF COMPANIES: A SHARE OF A STOCK IS BASICALLY A SLICE OF A COMPANY.

Investing often involves understanding which companies/businesses are going to do well. When a business is bringing in a lot of profits, their share price very often follows suit.

THE MEDIA IS REACTIVE: WHILE IT FEELS LIKE THE NEWS IS REPORTING ON WHAT IS HAPPENING, THEY ARE ACTUALLY TELLING YOU WHAT HAS ALREADY OCCURED.

For example, when major media outlets are launching stories about how Bitcoin prices are going through the roof, or how the major stock exchanges are spiking, most viewers take that to mean that Bitcoin and the major exchanges **ARE** rising right now. But in reality, all they are really saying is that those things have **ALREADY** happened. This results in most people coming late to the game, and losing money as "yesterday's trend" comes to an end. The media talks about how strong they **WERE**, while making it seem like they are discussing how strong they **ARE**.

ONE DAY, BABY. ONE DAY: DON'T CONFUSE INTENTIONS WITH EXECUTION.

You'll often hear about a company talking about a cure for cancer, or a business engaged in mining for diamonds, although they don't actually have either the cure or the gems; they're just embarking on a long and costly road which will almost certainly end up with far less-impressive results than they intended, expected, or implied.

If The Market Manifest reaches enough eyeballs, we can start building your next special report for free! So, try to share this with two or three (or four) others!

KEEP ON KEEPIN' ON: DO MORE OF WHAT WORKS, AND LESS OF WHAT DOESN'T.

Quick and easy recipe for investment success: If you get it right once, then just keep replicating that. If you get it wrong once, spend all your energy making sure you never repeat that same mistake.

INITIAL SOURCE: BEGINNING WELL IS THE FIRST INGREDIENT TO ENDING WELL.

WHERE you generate ideas for the stocks to invest in, is one of the most important ingredients to success. Are your 'leads' for potential investment coming from the mainstream media, niche media, friends at work, a paid newsletter, a free newsletter, a chat room, your own research…?

Did You Share this Report?
Yes, we're really harping on it…

BUT we very much want to get you the next feature for free. With enough exposure, it is worth our costs to make you another!

THE TRUTH OF THE YO-YO: THE FASTER SOMETHING RISES, THE FASTER IT FALLS.

This is true of athletes, politicians, songs on the radio, popular movies, and yes, most especially stock prices. You do not want to buy shares in a company which tripled in three days, to hold for the long term. However, if it tripled gradually, over 18 months, it could very well be a wonderful long-term hold.

TRUTH

LAYING BLAME: YOU NEED ONLY LOOK IN THE MIRROR.

Take responsibility for every trade decision you make, and keep the glory for yourself, just as you need to own the losses. Don't blame anyone else for any investment choice that went south, because that will be like a crutch which keeps you from really learning. Even if the world's best investor says to buy some specific stock and you lose money on it, that is not that person's fault. It is yours. You made the decision (even though it was based on the comments of someone who has done well).

TACTIC

EMBRACE MISTAKES: WITHOUT LOSSES, YOU CANNOT TRULY LEARN TO CONSISTENTLY MAKE GAINS.

Consider every mistake as part of your education, on a long and volatile path which is leading you to investment clarity and consistent success. You will learn more from errors than successes.

FIND YOUR STYLE: LEARN WHO YOU ARE IN THE INVESTING WORLD TO REALLY JUMP TO THE NEXT LEVEL.

Maybe you would make a great day trader. Maybe you'd be an excellent researcher or analyst. Maybe you're best at speaking to the Executives on the phone. Perhaps you excel at all of these, maybe none. There is no right or wrong… only, what are you best at. In the investing world, find YOUR unique voice, YOUR individual style. Be honest with yourself, be true to yourself, and don't always look externally for others to emulate. Their approach might not work for you. However, there is a strategy or style which will be amazing for you - your job is to find it.

BUY THE RUMOUR, SELL THE FACT: SPECULATION DRIVES PRICES UP, BUT WHEN THE BIG EVENT IS REALIZED (EVEN IF IT IS A GREAT RESULT), THE SHARES OFTEN FALL.

Just think of speculation as being one of the most powerful forces on the stock market. If it pushes shares above what they are worth, as soon as that speculative bubble pops, so too will the higher prices disappear.

ONLY TRUST YOURSELF: IN THE STOCK MARKET, YOUR LIST OF WHO TO TRUST, RELY ON, BLAME, OR CONGRATULATE, SHOULD HAVE ONLY YOUR NAME ON IT.

Sadly, there are a lot of hidden motivations which aren't necessarily visible at first glance. There are also a lot of donkeys giving opinions on the TV/radio/internet. Plus a few idiots. Add to them even some brilliant, well-meaning analysts who just make the wrong call from time to time. In all of this commotion, YOU are the only constant, and the one who makes the choices.

YOUR CUSTOM ADVANTAGE: WHAT DO YOU KNOW MORE ABOUT THAN THE MAJORITY OF FRIENDS/OTHER INVESTORS/THE MASS MARKET?

A doctor understands more about the medical business than a gold miner. A gold miner understands more about the precious metals business than the doctor. Where is your advantage? And by the way, you DO have one. Just think about YOUR personal advantage, then play YOUR game, not everyone else's.

DO NOT TRUST 'FREE:' WHENEVER YOU HEAR ABOUT A STOCK FOR FREE, UNDERSTAND THAT THERE ARE ALMOST ALWAYS SERIOUS HIDDEN MOTIVATIONS.

If such-and-such stock is going to do so well, like the e-mail or free online newsletter says, there is NO REASON why they need to be telling YOU about it. The reason you are getting the promotional alerts or messages is that they need to trick enough people into buying the shares, so that when the prices climb, they can sell at a profit before the stock comes back down. "Do not trust free" even applies to your friends and coworkers! They very often don't know what they are talking about, and in other cases, may even have unknowingly already fallen victim to the latest pump-and-dump emails sent out directly from the promoters.

ONLY TRUST YOURSELF: YOU ARE THE ONE CONSTANT, THE ONLY PERSON WHO WILL ALWAYS PUT YOUR INTERESTS FIRST.

Sure, anyone can learn to rely on one individual over another, but YOU make the choices; YOU are the constant.

MEDIA ANALYSTS ARE A COMMODITY: THE PROBLEM IS NOT THE ANALYSTS, IT IS THE MEDIA.

Consider that mainstream TV shows can choose between hundreds of guests on either side of an argument. After they decide and plan what will make a good show, they choose which guests they want on air. If they want to do a show about digital currency exploding in price, they can pick among lots of guests. If you see several dozen commentators all agreeing on one side of an argument, the production could just as easily have several dozen experts taking the exact opposite position. What you see at the very end is a choice by the show, NOT a reflection of the reality of any situation. Opinions being produced by the media are simply a reflection of decisions by the producers themselves, rather than being "the truth" or "the current situation." That is exactly why the talking heads get it wrong half the time!

PAPER TRADE: THIS IS A NO-BRAINER.

Learn and refine your style, risk-free and with no money, by trading stocks with imaginary money. There will be plenty of opportunities to use real cash, as soon as you've been winning on paper first.

COMPANY RISK VERSUS MARKET RISK: PRICE MOVES CAN RELATE TO EVENTS HAPPENING WITHIN A COMPANY ITSELF, OR THEY MAY BE A REFLECTION OF THE OVERALL INDUSTRY OR BROADER MARKETS.

A 5% price decline may indicate something bad for a company, but if that happened on a day when the markets plunged 30%, then that stock may actually have been one of the better performers, making that 5% decline a positive sign of strength!

This is also known as Systemic Risk and Non-Systemic Risk. Is a price change specific only to the company itself, or is it affecting the entire industry, or sector, or even the overall markets (the system)?

TRADING IN SYMPATHY: FLOCKS OF BIRDS OFTEN TRAVEL TOGETHER, DOWN TO THEIR TURNS, AND HARD CUTS, AND LANDING ZONES.

Consider 12 businesses in the same industry. If investors are leaving/buying those investments en masse, they often all decline/rise together. So, perhaps they are all falling in sympathy (like a sinking tide lowers all boats), and even if one of the dozen is growing very rapidly, it may fall just because every stock in the space is in decline. Even the nicest house in the worst neighbourhood might be a bad investment.

BARRIERS TO ENTRY: THIS CAN BE THE BEST FACTOR, OR THE WORST, DEPENDING ON WHETHER OR NOT A BUSINESS IS ALREADY OPERATING IN A SPACE.

The more difficult it is to operate in a specific industry (rocket science, nuclear plants, robotic surgery), the better for businesses ALREADY in the space. The lower the barriers to entry (lemonade stands, t-shirt companies, marriage counsellors), the worse. The reason is that low barriers mean more competitors. There will always be no more than two or three businesses which build and manage nuclear power plants.

MARKET SHARE: THIS IS ONE OF THE BEST WAYS TO WATCH HOW WELL A BUSINESS IS GROWING.

Any business has a total market - for example, imagine there is $200 million spent on robotic surgeries per year on average. If a business brings in $50 million in sales, they have a 25% market share. If the market increases to $300 million, but their revenues remain flat, they are actually losing more to their competitors, as evidenced by a declining market share. (They are now only getting 17% of the market for robotic surgeries, which is $50 million in sales, out of a total of $300 million.) By watching this metric, you can get a clear view of whether or not a business is growing in relation to the others competing in the same space, while taking into account the expansion or decline of the total market.

TRADE

RESISTANCE AND SUPPORT LEVELS FLIP: WHEN A TECHNICAL PATTERN GETS OVERPOWERED, IT IS OFTEN REBORN AS SOMETHING ELSE.

A resistance level indicates a price which shares are having trouble breaking above… BUT, if it does, that resistance level very often becomes a support level. The same holds true in reverse as well.

TACTIC

CUT LOSSES EARLY: DON'T GO DOWN WITH THE SHIP!

As soon as shares start moving in a way you didn't expect, it is typically best to take a smaller (and quick) loss than to hold on and hope for things to turn around. In fact, many people sitting on shares which are down 60% often lament that they wished they had sold back when they were only down 20%! Oh, those were the days!

LET YOUR GAINS RUN: DON'T CASH OUT AT THE FIRST SIGNS OF PROFIT.

Just as it makes sense for some investors to cut their losses early, or use stop-losses to limit downside, very often the upside on the winners will reach much more significant amounts. Cutting down at 5%, but then holding the winners as they rise 20%, 55%, or even 200%, tends to be pretty effective. Besides, the worst feeling in stocks is cashing out a 30% profit, only to watch that investment soar much higher once you've sold.

SCALE IN, SCALE OUT: TRADE STOCKS IN SEPARATE CHUNKS.

Newer investors will decide to buy an investment, so they purchase the full amount they can afford all at once. Sure, if you're only buying $600 worth of the product, that approach makes sense - however, in any situation involving a bit more money, there are tremendous advantages to buying or selling in parts: time to think; time to see new events/results/news come out; time to find and assess even better investments; and time to conduct more thorough research.

LIMIT ORDERS: THINK OF THIS AS A MANDATORY CONCEPT.

A MARKET order (the default type of trade) says, “buy this stock.” You then get the shares, but you would have paid the current lowest asking price, even if that happens to be much greater per share than you would have ever agreed to. A better approach is to always use a LIMIT order, which says, “buy this stock, but at $4.35 per share or less.” You might not get all the shares you want (if your limit price is too low), but you are guaranteed not to pay a penny more than you chose.

A RISING TIDE LIFTS ALL BOATS: ALSO, DON’T MISTAKE A BULL MARKET FOR BRAINS.

Much like our section on Trading in Sympathy, when the broad stock markets (or even a specific industry) are rising, that typically means all shares in the space will increase. If the biotech industry is soaring, all stocks in the space will be climbing, EVEN the ones which probably shouldn’t be.

THE TREND IS YOUR FRIEND: IT WOULD BE WEIRD IF YOU HADN'T HEARD THAT ADAGE BEFORE NOW.

When someone buys a new car, their most likely choice is to get the exact same make and model as they had before. Voters, objects floating in space, and trending stocks are no different. Whatever way they are moving in is the most likely direction for their next move, and then the move after that, and then the move after that, etc. Trust a trend until it shows that it has broken down (but until then, the shares will be most likely to continue on just a little further).

AVERAGE UP: AVERAGING DOWN IS NOT A GOOD APPROACH, BUT AVERAGING UP WORKS MUCH BETTER.

Usually newer investors average down, and that is typically to lessen the effect of a declining stock price. This is simply throwing good money after bad, and in most cases the investment continues to slide even lower (at which point the newer investor might even buy more for a third time)! The pros will average up instead - when the rising share prices indicates that they were right about the company, they often double down, even though the shares now cost more than they did when they first purchased.

POSITION SIZING: PART OF INVESTING WELL IS LIMITING THE SIZE OF EACH TRADE, BASED ON YOUR PORTFOLIO VALUE.

As the old proverb goes, "You will eventually lose all you gamble with." If you invest 100% of your portfolio every time you buy a stock, you need to be correct 100% of the time. By limiting the percentage dedicated to each trade, you also limit the degree of risk you take on.

NEXT STEPS -

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