



ForexSuccessfulTraders Business Manual (FxST)

A Traders Guide To Building A Forex Business

By: Armando Martinez



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Welcome Message

Hello Forex Trader!

I am very excited to be launching the ForexSuccessfulTraders (FxST) Business Manual with you and other like-minded traders to embrace the philosophy of Consistent Profits and Emotion-Free Trading.

This FxST resource is a lot more than just about making money, It goes far beyond the definition of success in terms of dollars. Core principles include:

- Sharing a passion for Forex
- Creating stability in times of uncertainty
- Increasing our financial knowledge and power to generate new wealth
- Connecting with a community of like-minded traders shaping the future of Retail Forex Trading
- Sharing the gifts of our success and freedom with others

Enclosed in this manual is an overview of the FxST Complete Business Solution that will provide you with the tools and knowledge to create the future you desire.

The FxBusiness Manual is designed to clarify a series of actions and point you in a focused direction for the next six months.

Please read through the information carefully to ensure that you understand its contents in its entirety and at that point you are on the way to building your Successful Forex Business.

I look forward to talking with you soon.

To Your Success,

Armando Martinez

Chief-Master Trader
Founder & CEO,
www.ForexSuccessfulTraders.com



Contents

ForexSuccessfulTraders Business Manual (FxST)	1
Welcome Message	3
FxST Business Building Overview	6
FxST Business Components	7
FxPriceAction Multiplier Guide	7
FxST Online Traders Social Network Resources:	7
FxST Live Online Training Room	7
FxST Trader Tool Kit	7
FxST Live Training Events:	7
FxST Performance Experts	8
FxST Support Team:	10
FxST Learning Pathway	12
7-Step FxBusiness Manual Training Process	13
Step One: Introduction	13
Step Two: Prepare	14
Step Three: Meet the Experts	14
Step Four: Integrate	14
Step Five: Improve the Process	15
Step Six: Own the Process	15
Step Seven: Shared Understanding	15
FxST Trading Philosophy	16
3 Pillars to Successful Trading	16
First Step To Successful Trading - Know Yourself	18
Second Step To Successful Trading – Know Your Objective	19
Third Step To Successful Trading – Have A Plan	21
ProfitProtectionSystem™	22
What is the ProfitProtectionSystem™?	22
Why the ProfitProtectionSystem™	22



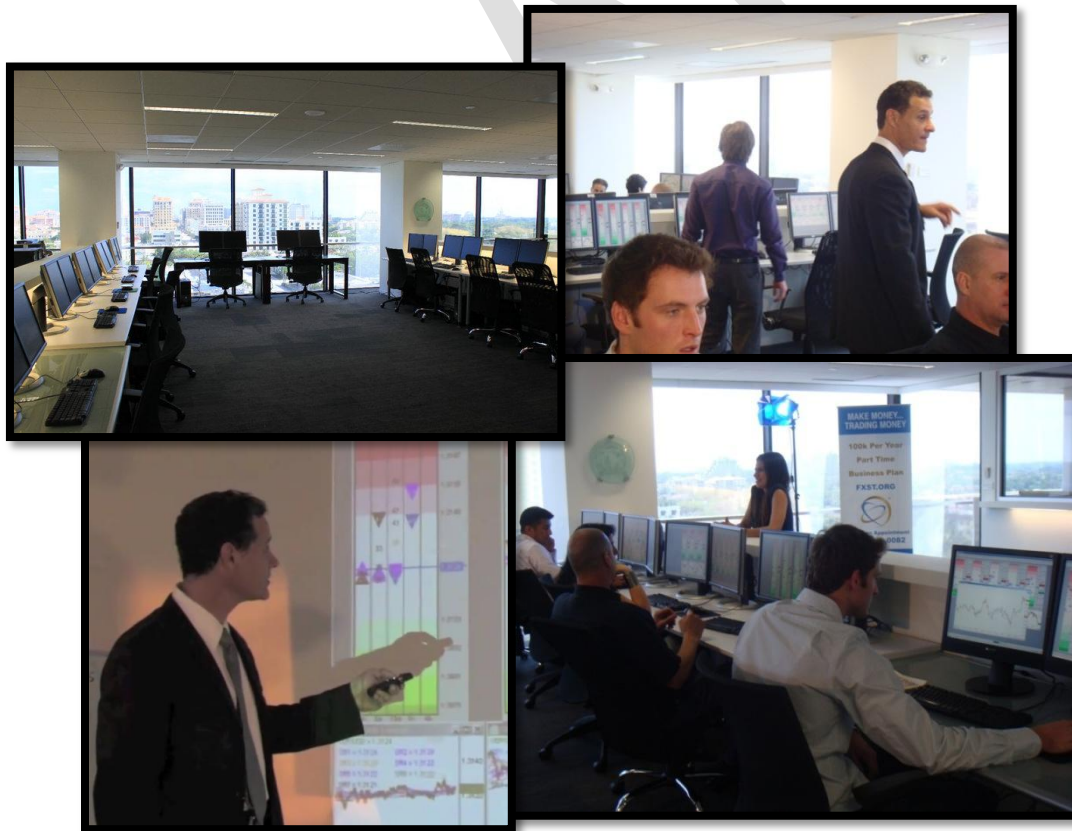
How to Create Trading Rules	22
Creating a Forex Business Plan	22
FxPerformance Report: Profit-Work vs. Homework.....	22
FxCharting Essentials	22
Beyond Support & Resistance.....	22
Fibonacci Retracement Secrets.....	22
Trend & Range Misconceptions	22
Identify Wholesale “Trading Zones”	22
Trading Price Action	23
Chasing Breakouts vs. Riding Breakouts	23
Scalping Trades into Position Trades	23
Multiple Time-Frame Strategies	23
S.I.P.E Trading Method™	23
Scope the Market.....	23
Identify Trade Setup.....	23
Patience – Let the Trade Come to You.....	23
Execute.....	23
FxPM Professional “Price Action Software”	23
FxBreakthrough Trader Performance	24
Scaling In and Out	24
Managing Multiple Positions	24
Economic News “Cheat Sheets”	24
Advanced “Stop-Loss” Tactics.....	24
Advanced Live Trade Risk-Management.....	24
Advanced Currency Correlation.....	24



FxST Business Building Overview

BIGNESS comes from doing many small things **WELL**. Individually, they are **NOT** very **DRAMATIC** transactions. Together they **Add Up!**

- Edward Finklestein





FxST Business Components



FxPriceAction Multiplier Guide

Shorten the road to success with over 20 hours of Breakthrough Video Training developed by the account management division of FxST. Everything from what is Forex to managing professional accounts.



FxST Online Traders Social Network Resources:

FxST Tools and Resources are constructed and include all elements of trader education. With tools like Just-N-Time One-on-One Coaching, FxBusiness Plan Worksheets, S.I.P.E Method Checklists, Account Management DVDs, and much, much, more...



FxST Live Online Training Room

The Live Online Training Room is unlike other rooms that are labeled “trade” rooms and actually teaches the trader how to trade for themselves. FxST provides Live Trade Calls that not only let you take the trades but understand how and why you took the trade.



FxST Trader Tool Kit

FxPM Software- Proprietary software designed for 6 specific trading strategies that allows anyone to become an Emotion Free Consistently Profitable Trader.

FxBusiness Plan- The proper Trading plan can make all the difference when incorporated around a solid strategy and methodology.



FxST Live Training Events:

Taught in our State of the Art Trading Floor in sunny south Florida, where our traders achieve breakthrough trading results with hands on training from our Professional Forex Account Managers.



FxST Performance Experts

FxST FxMastery Principle #1

Surround yourself with the talent and expertise that will facilitate your success

Throughout the entire training program, various experts will support your Journey into FxMastery. The core currency trading experts include:

Armando Martinez,

Chief Master Trader

Focus Area: Live Training

Contribution:

- Leads Live Training Room – Market Analysis & Trade Calls
- Head Seminar Key Note Speaker and Trainer
- Advanced Coaching and Mentorship



Matt Miller,

Title: Certified FxST Sr. Trader

Focus Area: Trader Development

Contribution:

- Live Training Room Moderator – Market Analysis & Trade Calls
- Personal One-on-One feedback via Online or Phone
- Online Forex Training Content Developer





Josh Wilson,

Title: Certified FxST Sr. Trader

Focus Area: Trader Development

Contribution:

- Live Training Room Moderator – Market Analysis & Trade Calls
- Personal One-on-One feedback via Online or Phone
- Online Forex Training Content Developer



Guilherme Rosi,

Title: Certified FxST Sr. Trader

Focus Area: London Session Moderator

Contribution:

- Leads London Session Live Training Room
- Market Analysis & Trade Calls
- Personal One-on-One feedback in Live Session





FxST Support Team:

The FxST Support Team makes sure all students are placed on the fast track to success. The team is here to ensure the smooth day to day operations of the Online Training Websites, Live Seminars, Content Development, and are Dedicated To Your Success.

Meet the team working for your success!



Marc Douglas,

Title: Chief Business Officer

Focus Area: Overall Business Development

Contribution:

- Overseeing All Aspects Of Customer Relations
- Overall Business Development
- Managing Company Organization And Focus

Erik Kampe, M.S.

Title: Chief Learning Officer

Focus Area: eLearning & Education

Contribution:

- Online Learning
- Course Development
- Trader Tool Optimization





Alexis Fernandez,

Title: Business Development

Focus Area: Customer Support

Contribution:

- Marketing Director- Latin Division
- Public Relations
- Customer Support

Julio Salas,

Title: Technical Support Specialist

Focus Area: Live Training

Contribution:

- Customer Technical Support
- Manage Information Systems
- Ensures Positive User Experience





FxST Learning Pathway

The design of FxST is intended to be an evolution of ideas, learning, and practices.

The training program is based on providing you the:

- (1) Theories
- (2) Methods
- (3) Tools

The philosophy of this program is based on balancing the learning between theory and practice. When too much theory or practice is emphasized we believe that learning suffers. Hence, our vision of learning means more than just taking in information. Consider how silly it would be if after reading a book about Forex you said “now I have mastered that.”

In this respect the experts in this program are not here to tell you what to do every step of the way. They are here to teach you how to identify good information, listen to your own wisdom, and ensure that you have the skills to move forward effectively, safely, and profitably.

In some instances the experts will present ideas and techniques that you will need to prove right or wrong – in other words you need to construct your own learning starting with what you already know.

Furthermore, the emphasis of this program is to ground theory into practice. All the material in this course is connected to some practice that you will be able to test, evaluate and if chosen incorporate into your life.

The FxBusiness manual is designed to provide you with the framework and flow of the training program to build and sustain a profitable Forex Business.

It is only a starting point.

Workshops, teleconferences, and e-learning will be conducted to help you understand the subject content and provide you with supplemental information. It will be your responsibility to take your own notes to enhance this manual.

Remember that learning will occur in 2 dimensions: (1) Horizontal Learning is the process of learning new things; and (2) Vertical Learning is the process of learning something you know at a deeper level.

It is your responsibility to keep yourself in the Learning Zone!

Enjoy and Prosper!



7-Step FxBusiness Manual Training Process

The 7-step training process is designed to accelerate, optimize and connect students to a new way of trading Forex. What is important to emphasize is not only what students learn, but how they learn. The 7-step training process gives each student the maximum flexibility to learn at their own pace, in a style that works best for them.

FxMastery Principle #2

Create the Support Structures of Success



Step One: Introduction

We begin by providing you key online resources to immediately begin to align each students personality, skill and experience with the FxST Trading Philosophy to achieve Consistent Profits and Emotion-Free Trading:

Core Philosophy Includes:

- Avoid The Forex Blackhole and Forex Bully (introductory video)
- FxProfitMatrix™ - Defines 4 Types of Profit
- FxPersonality Matrix™ – Defines 4 Types of Traders
- FxMastery Zone – 3 Core Trader Competencies
- FxMicroProfit™ Theory – Use Principals of Exponential Growth & Small Consistent Profits
- ProfitProtectionSystem™
- S.I.P.E Trading Method™
 - Foundational 7-Step Trading Strategy
- Chasing Breakouts vs Riding Breakouts (Understanding Price Action)
- T.E.Q – Traders Efficiency Quotient as the key performance metric

The FxST trading philosophy is a foundation core, and students must be prepared to commit to Mastering the Consistent Profit Formula before attempting to combine or mix the system with other trading strategies, methods and philosophies. Are you prepared to commit? Go to step 2.



Step Two: Prepare

The ProfitProtectionSystem™ (Microsoft Excel 2007 or greater required) is the core trading tool that defines each traders business plan, trading rules and trading journal.

The FxMultiplier Video Course provides not only the core learning materials, but is also a social network where you can interact and connect with other students.

One of the first things we highly recommend is for you to login into the FxPM Online Training Center and introduce yourself to the other FxST members.

(FxST Online Learning Resource Center <http://fxpm.forexsuccessfultraders.com/dashboard>)

Not a member yet? Online Registration:

<http://forexsuccessfultraders.com/FxMultiplier/>



Step Three: Meet the Experts

Once a student has completed the FxPriceAction Multiplier Guide, Step 1, and Step 2 they are ready to join the Live Training Room. This is where the FxST Experts demonstrate the S.I.P.E Method in real time.

It is recommend that students only paper trade (demo) until they start seeing and anticipating the trade setups before the moderators call them.



Step Four: Integrate

This is where students bridge the gap between theory and practice. Starting with a DEMO account students begin the 30 day challenge of averaging 15 PIPS per day for 30 trading sessions. Note- This is an average, after 10 days of trading look at your average pips. You'll notice you're first 10 days may be 4-7 pips per session. As you improve, over the next 10 days students will typically see a significant increase in pips per session to 9-12 pips. *Warning: don't focus on the absolute number of pips, if your trading during slower market conditions the number may be lower. If the market is moving fast the pip count may be higher.*

The major focus here is on mastering the mechanics of trade execution of passive trades. The key learning skill is developing patience and allowing trades to come to you. Often advanced students will comment that this is the most difficult step. **There can be 2 or 3 days of no trading, and it is hard to accept that you are in fact learning by sitting still.** The act of observing allows for unconscious learning to unfold.



Step Five: Improve the Process

This is the phase where students enter FxMastery. Optional training includes attending the standard 5-day Live Training Seminar, where students get personal attention in a small group setting on a real Professional Trading Floor. Just imagine having a certified instructor looking over your shoulder as your trading, the impact is significant. There is a depth of learning that cannot be achieved in any other way.

The 3 critical trading skills are achieved in this phase:

- (1) How to manage trades with when they go against you
- (2) Ability to take active trade positions
- (3) The Psychological TRADERS CONFIDENCE effect kicks in (*i.e. Beat the Forex Bully and not be a victim of market makers anymore!!!*)

This is where traders achieve breakthrough performance in terms of their Traders Efficiency Quotient (T.E.Q).



Step Six: Own the Process

This is a defining moment for each student, where they begin to take ownership of their own trading style. After months of improving, and customizing their trading rules each student begins to develop their own trading style and begin to experiment with adding new elements to their foundation.

Often times students will form small mastermind groups and trade together developing new strategies and tools to share with other FxST members.



Step Seven: Shared Understanding

In the final phase, students begin to emerge as leaders and naturally become mentors of new students entering the community.

In this phase students begin to re-learn and go deeper into what they already know.

Students who fail to embrace the shared understanding phase often adopt an inflated ego and feel over confident about their abilities. In nearly all cases these students will experience a devastating account blow-up.

The lesson here is to remember that regardless of your success – a deep respect for the Markets must always be kept front and center.



FxST Trading Philosophy

The following assumptions form the core trading principles to achieve **Consistent Profits** and **Emotion-Free Trading**:

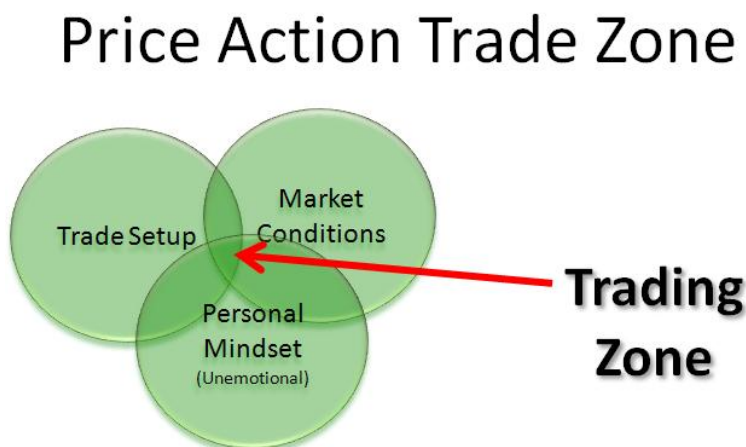
- (1) Price Action is the primary and ONLY TRUE Leading Indicator
- (2) Small profits can grow into significant profits when defined in a proper business plan
(i.e you do NOT need to hit homerun trades to make a lot of money)
- (3) Accuracy is best achieved by anticipating vs. predicting price movements
- (4) Protecting Profits is a traders highest priority for long term success
- (5) Consistent winning is best measured by Trading Efficiency Quotient:
$$(T.E.Q = \text{Total PIPS} / \text{Hours Trading})$$

These 5 assumptions lay the foundation for the 3 core areas of competencies that a Successful Trader must achieve.

3 Pillars to Successful Trading

So what does it really take to increase your chances of becoming a Successful Trader? The problem for many traders is expecting success by learning only 1 or 2 competencies. Some traders believe all they need to learn are technical charts (trade setups), others believe it's all about getting the fundamental news (market conditions), and others are just happy to roll the dice (personal mindset).

Think about the Trading Zone as a 3 legged stool. You need all legs to support you and the FxST training system is specifically designed to give you just that.





The 3 core competencies every trader needs to master represent the skills and knowledge for long term trading success:

- **Market Conditions** – What type of market cycle we are in?
 - **Range**- Are we in a flat market where we can play edges or anticipate breakouts?
 - **Trend**- Are we better off trading in a certain direction with the trend?
 - **Fundamental News**- Is the market being driven by economic news?
- **Trade Setup** – What type of strategy you are going to trade?
 - **Reversal**- Is the market overbought or oversold and ready to reverse?
 - **Trade Momentum**- Should I be looking to trade with the momentum and direction?
 - **Retracements**- Should I be looking for retracements to attack the trend?
- **Personal Mindset** –What is your current state of mind as a trader?
 - **Emotional State**- Are you focused, tired, greedy, fearful, anxious, or nervous?
 - **Clear Objective**- Do you have a plan of what you are trying to accomplish daily?
 - **Confidence**- Do you have confidence in what you're doing?

You could have the perfect trade setup, but if the market conditions do not compliment that type of strategy, you are still going to struggle with that trade.



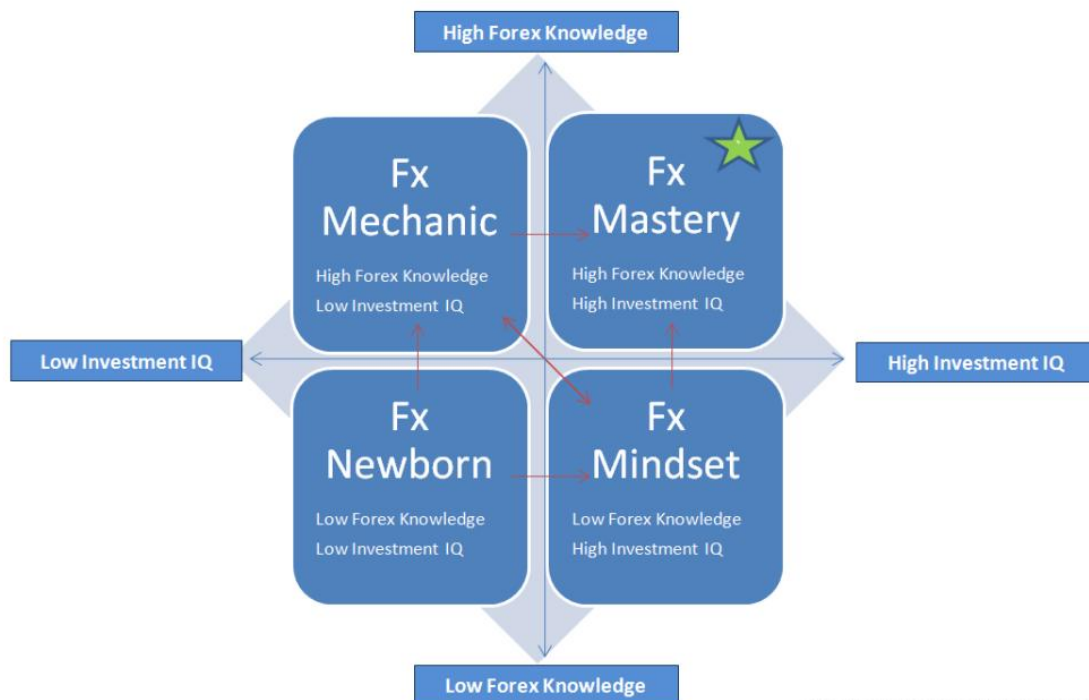
First Step To Successful Trading - Know Yourself

Who am I? To answer this, we must first learn to become more aware of ourselves and our trading. To be aware, we must STOP and PAY ATTENTION! We need to STOP and objectively watch and experience ourselves in action.

We live most of our lives by habit and this reflects in our trading. These habits keep us stuck in patterns that limit our trading potential. Once we detect a pattern we were previously unconscious of, we can choose differently, if we want. With awareness comes choice and with choice, we gain freedom.

Start building the awareness habit in your trading: STOP and PAY ATTENTION. Take the initiative to become aware of how you subconsciously react to different things while you trade. Become aware of how your thinking creates your reality. Probe the messages underlying your emotions. Learn to honor your body's wisdom. Awareness reveals to us a whole new fascinating experience while you're trading.

FxPersonalityMatrix™



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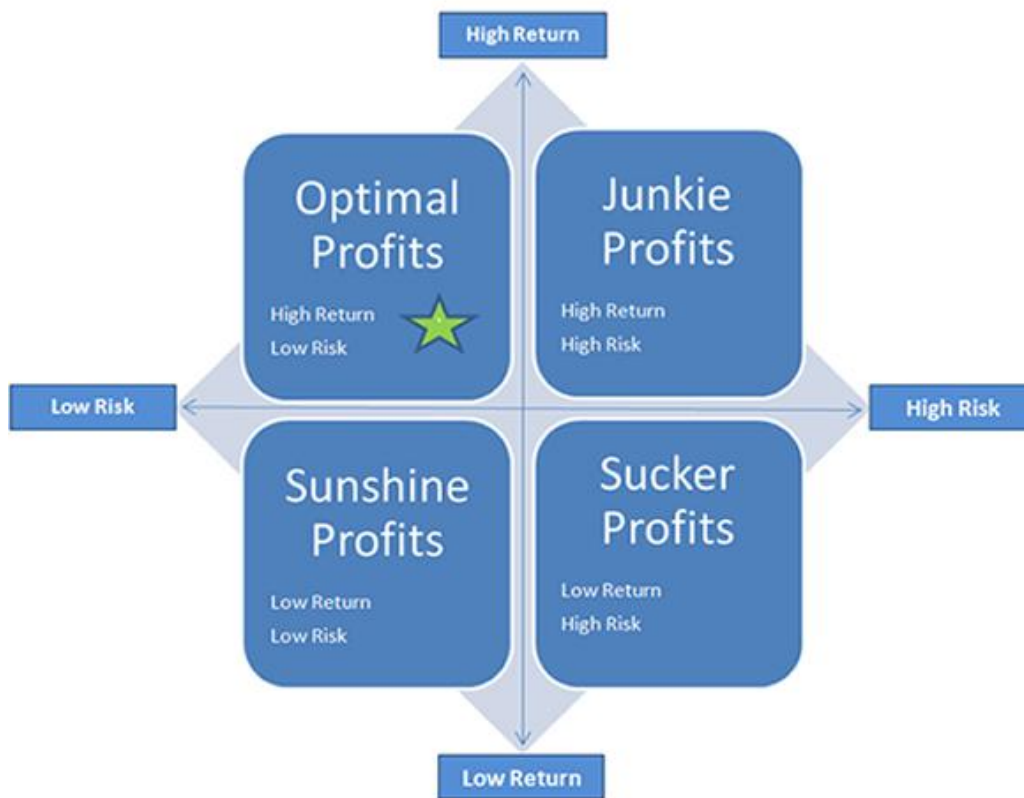


- **FxNewborn** The Forex Beginner Coming To The Business With an open Mind
 - Knows nothing about Forex
 - Knows nothing about Investing or money management
- **FxMindset** An investor in other markets (Stocks, Real Estate, Etc...) with no Forex experience
 - Knows proper Money Management Methods for other styles of investing
 - Has a low knowledge of Forex (needs to understand the Mechanics)
- **FxMechanic** Understands Forex To A High Degree, Just Needs Proper Money Management
 - Knows all the mechanics of the Forex Market (Technical Analysis & Fundamentals)
 - Despite high Forex knowledge, still has trouble managing money
- **FxMastery** Understands Forex and Money Management and applies it to a high degree
 - Has a very clear Understanding of Forex Price Movement
 - Has a proven business plan in their trading that they execute with precision

Second Step To Successful Trading – Know Your Objective

What kind of profit do I look for? To identify the types of profit traders seek is another key step in awareness. To better assess this, we first need to understand the two elements involved, Risk and Reward. We've all heard these terms, but how do we put them into context with our trading?

Once we can relate it to something we already know and understand we then can expand on it and begin to master the technical aspects of the task at hand – CONSISTENT PROFITS.



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- **Junkie Profits** – Focused on trying to make Money Rather than Controlling Risk.
 - Usually feels like your gambling when your placing trades
 - Can lead to large losses and gains (causing emotional High's & Lows)
- **Sucker Profits** – Taking profits too soon and assuming full risk without full reward.
 - Usually someone who has experienced a Large Loss and lost confidence.
 - One of the most dangerous profit types to fall under can end in "Account Blowup".
- **Sunshine Profits** – Understands the power of small Consistent Profits without the risk
 - Usually someone who is focused on eliminating risk out of the trade immediately
 - Has a strong understanding of the double a penny concept (exponential growth)
- **Optimal Profits** – Has achieved FxMastery as well as how to exponentially grow a Forex account
 - Understands The Art of removing risk from trades in doing so maximizing Upside gain.
 - Understands core concepts of executing a business plan and scaling positions out.



Third Step To Successful Trading – Have A Plan

Please see the attachments for the Forex Business Plan (Excel file named ProfitProtectionSystem™)

The FxBusiness Plan is a simple 52 week schedule that shows you how a \$5,000 account can grow to \$74,000+ with only 15 PIPS per day and a margin that never exceeds 10:1.

NEXT STEPS:

- **Download 7-Day Price Action Guide**
 - Day 1:
 - Download The PPS:
 - Define Your Trading Rules
 - Define Your Business Plan
 - Day 2:
 - Get Access to FxMultiplier Video Course
 - Price Action Intro
 - S.I.P.E Method Intro
 - Day 3:
 - Request Live Training Room Access 3-days
 - Day 4:
 - Practice Trading On Demo
 - Day 5-7:
 - Practice
 - Become an FxPM Software Beta-Tester (special software package rates: limited seats)
 - Watch Daily Trade Of Day Videos



ProfitProtectionSystem™

What is the ProfitProtectionSystem™?

Chapter coming soon

Why the ProfitProtectionSystem™

Chapter coming soon

How to Create Trading Rules

Chapter coming soon

Creating a Forex Business Plan

Chapter coming soon

FxPerformance Report: Profit-Work vs. Homework

Chapter coming soon

FxCharting Essentials

Beyond Support & Resistance

Chapter coming soon

Fibonacci Retracement Secrets

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Trend & Range Misconceptions

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Identify Wholesale “Trading Zones”

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Identify Trade Setup

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Economic News “Cheat Sheets”

Chapter coming soon

Advanced “Stop-Loss” Tactics

Chapter coming soon

Advanced Live Trade Risk-Management

Chapter coming soon

Advanced Currency Correlation

Chapter coming soon



For More Information

Online Learning Resources

<http://www.forexsuccessfultraders.com>

FxTrader Blog

<http://forexsuccessfultraders.com/blog>