

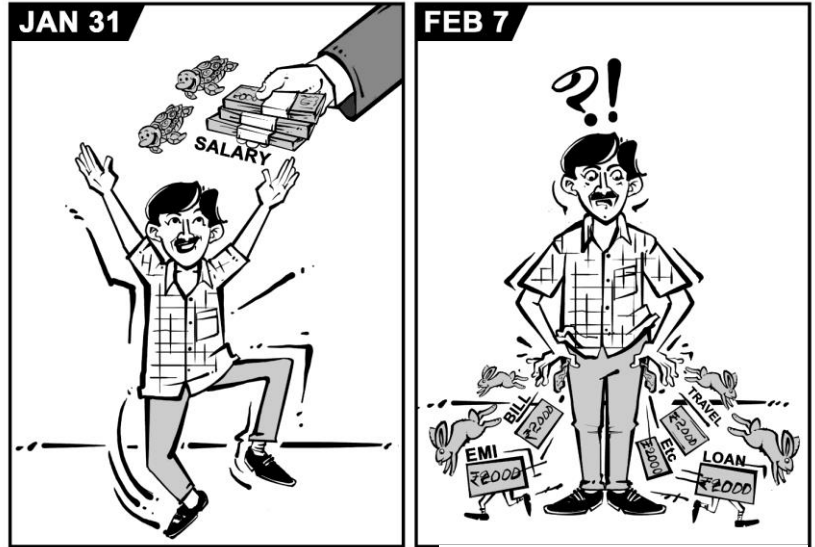
# 1. Second Source of Income

We all do job, business, profession, service, forming or some other activity for living. As we know – we may have to quit the job because we may not like office politics, no growth in the job, paid peanuts, family commitment, migrate to another city, job or fired etc,

As a Business Owner, risk because of cut throat competition, price drops, increase in the price of raw materials, lack of sales and therefore lack of profit etc., only thing growing is B.P, Diabetes, Back pain, Gastric.

Some of us is under job or underpaid. It is very important to build study revenue stream or **Financial Freedom!** Saving and invest is solution. There are different ways to have second source of income.

They are :



Salary received end of the month

All money gone in few days!

- ❖ **Real Estate:** Good in long terms but needs huge initial investments. If we take on EMI it is long term commitment.
- ❖ **Fixed Deposits:** Secure but not enough after inflations. Large sum is money is needed to get benefits.
- ❖ **Gold:** Gold is good in long term investment. But have you ever been allowed to sell! Compared with other assets class it may not give good returns.
- ❖ **Self-employment:** Large capital/ education or differentiated business model with execution skill is needed with time it is feasible. Risk and uncertainty is part of business.
- ❖ **Multi-Level Marketing:** If you have very good people skill it's ok or it may not be feasible. Getting constant income is challenge.
- ❖ **Stock Market:** Along with our existing job/profession, we can also have additional revenue. Being in the stock market is like starting our own business without much hassle. It is highly rewarding in nature with calculated risk and uncertainty. We need to learn proper stock market education, tools and techniques and trade strictly for steady income!



Financial Freedom!

## 2. Philosophy of Earning Money from Stock Market

Two ways we can earn money from stock market. They are:

1. **Investing:** Long term based on Fundamental Analysis. Basically we study Economy, Industry and Company.
2. **Trading:** Short-term with Technical Analysis. We study charts, pattern, indicators etc. for entry and exit by calculating risk-to-reward!

Investing	Trading
Long term	Short term
Fundamental Analysis	Technical Analysis
Wealth creation	Income creation
EIC - Economy, Industry & Company	Demand/Supply, Charts, Indicators etc.
Equity, NCD, Mutual Funds, ETF etc	Equity, DVR, ETF, Index Futures, Stock Futures & Options
100% capital required	Margin trading possible.
Compounding, Dividends, Less monitoring time, Huge Profit with relatively less risk	High returns with high risk with relatively low capital!

## 3. Basic Concepts of Stock Market

### (1) Long & Short

**Long:** Buy first/Long or Bullishness means buying first at current market price and latter selling at higher price.



For example, if Mr Aravind buying 100 shares of Infosys Limited at Rs.1000 and selling at Rs.1025. He makes profit  $[(100 \times 1025) - (100 \times 1000)]$  of Rs. 2500.

**Short:** Sell first/Short or Bearish means selling first at current market price and buying at lower price latter (though you don't have the shares).

For example, if Ms Priya sells 100 shares of Infosys Limited at Rs.1000 and buying back at Rs.985 in same day, she makes profit  $[(100 \times 1000) - (100 \times 985)]$  of Rs. 1500.

### (2) Risk to Reward Ratio

In stock market it is very important to calculate risk to reward. How much we are ready to lose to gain what profit! For example to earn Rs. 10000 what is the risk worth to take: Rs.2000, 5000, 10000 or 20000 ! Before trading any stock we find out our target (profit) and what is our stop loss (loss /risk). Usually starts with 1:2 ratio and increase it to 1:3/4 as we learn more and identify trading pattern which works for us.

### (3) Margin Trading

For short term trading, margin trade means stock broker can give more exposure to your trading limit (what cash you have).

For example, if you have Rs 10,000 in your trading account, if margin require 15% to a stock, you can buy/sell up to Rs 66,666. No extra interest or additional cost is involved. If your stock goes up 3% your return on original capital would be around 19%! and remember loss is also same.

### (4) Style of Trading

We can have multiple ways of trade based on our **time, temperament, capital** and more importantly **ability to take risk**. Some of trading styles are:

1. Day trading or Intraday trading
2. Buy Today Sell Tomorrow (BTST) or Sell Today Buy Tomorrow (STBT)
3. Swing trading
4. Positional trading
5. Mechanical trading



### (5) How to be successful in stock market!

To be successful in stock market it is very important to know all aspects of trading. The following components help in discipline trading to minimize the risk and achieve steady income from stock market.

1. Entry and Exit
2. Money Management & Trading psychology
3. Dynamics of Market
4. Position sizing



## 4. How is the Market Master Course designed?

The Market Master course is designed for first timer or somebody who wants to learn the stock market scientifically / technically. Basic internet skills are only requirement. Keen learning, open mind are necessary without any qualification of stock market or prior financial market experience. Learn & Earn Academy (LEA) is a unique training institute which parts with the knowledge of trading techniques of stocks (Equity, Futures & Options).

Stock Market is very dynamic and it's very difficult for a lay man to predict the prices. With the help of various techniques it's possible to forecast the direction of prices through the study of past market data, mainly the price and volume. Market Master course parts the knowledge of powerful intraday techniques, Insider's guide and tools and techniques.

On completion of this course the student will be a confident, independent decision maker and a successful trader in Short term and Long term period. LEA supports the student with personalized coaching and after course handholding for five to six months during live market trading practice. Further he/she need not be

dependent on any tips from the television, Newspaper, brokers, consultants or financial advisors as the student will be an expert through our Market Master Course.

## Ideal for...

- Anyone who is keen on learning and earning from stock trading.
- Working professional, shop owners
- Employees
- Unemployed
- Underemployed
- Business People
- Home maker or wants to quit the job but needs earning
- Wants to be Professional Trader

## 5. Programme Structure

### Topics Covered:

- Basics of Stock Market
- Fundamental Analysis
- Technical Analysis
- Candlestick Chart & Analysis
- Four Powerful method -- Intraday Trading Techniques, can identify 30-35 stocks independently on your own every day.
- Swing Trading Techniques
- Positional Trading Techniques
- BTST & STBT Techniques
- Calculating Risk to Reward Ratio
- Reading of Charts, Patterns with free installation of Software
- Traders's Mindset
- Global Market
- Open Interest Analysis
- Hand holding explanation in Live Market!!!!

## 6. Students Testimonials

*"The Training at Learn and Earn Academy has provided me with excellent insights into Trading. The Training program is very well designed with Step by step approach to Trading, Starting with basics of Stock Market, Psychology of Trading, Money Management and very Practical tools most of which are built in house. The Practical experience of Mentor in Trading and Investment banking field is great Value add. I would take a moment to appreciate the Hand holding I received after the Training and extended help to analyse and improvise my Trading pattern"*

**- Mujeeb Ahmed, Software Engineer**

*How To Avoid Big Loss! Well, that's the name of the game! Like a typical amateur day trader, I made few profits in between huge losses until the day I met Vishu Sir. He came across as a very knowledgeable at the same time very humble person. I immediately enrolled myself with Learn & Earn Academy. Following Vishu Sir's guidelines & rules, I slowly started turning my losses into small profits. The techniques & tools, taught by him were simple but powerful when put into practice and slowly but surely my confidence as a day trader grew. Thanks to Vishu Sir for setting up this platform. It's very easy to panic in the mayhem of the market and as all of you know it's impossible to avoid loss in day trading, but knowing when to cut your losses is very important. The tools & methods taught here help in exactly that. He is a successful day trader and an exceptional talented tutor. He makes my day trading not only profitable, but also enjoyable.*

**- Huzaifa Lodghar, Self Employed**

*I am working for a reputed MNC and thinking to learn about stock market from long time, but catering time for it was a big constraint. But, fortunately with Learn & Earn teaching methodology, I'm able to pick the essentials very quickly and with that knowledge am able to trade successfully my selves using different platforms, not only with computer but also with a smart phone.*

**- Vinay Kumar, Bangalore**

*"I am fairly very new to the stock market, absolutely with zero knowledge in fact, novice. But then, after started learning Technical skills from Learn & Earn Academy, in a short duration precisely in 2-3 months, I'm able to select the stocks, entry & exits, identifying stock market and sector trends comfortably and independently. Also making consistent money on a daily basis, by strictly adopting & following the basic disciplines (rules) of the stock market taught by our Guru Mr. Vishweshwar sir. I'm very thankful to him and liked his ultra-simplified and jovial approach.*

**- Chandrasekhar M, Trader**

*"Like most of us, I was also dead against the stock market and its dynamics. I never used to believe that we can make money through STOCK MARKET. I feel it is like a big gambling and manipulative. I also used to think that stock markets are just for burning hands and money. Thanks to Learn & Earn Academy team and their approach. Today, all my questions, doubts and myths are erased completely on STOCK MARKET. Irrespective of the **market conditions**, I will make comfortable profits every day. I strongly recommend everyone, who does want to make an alternative/passive income with calculated risks by learning technical skills from basics and not by any GAMBLING.*

**- Chetan Atri, Software Professional**

*"I live in Kuwait, Earlier, I used to do stock trading depending on a broker calls or tipse. Got to know about ShowMyTrade.com and Learn & Earn Academy through one of my friend, during my recent visit to India (Bangalore). Met Mr. Vishweshwar (The Guru) personally and took one to one (1-1) fast track training just for 2 days. Helped his training very much in understanding the STOCK MARKET and its behaviour. Provided very simple to use tools, with which I'm now able to trade my selves back from Kuwait. Have also referred this course to couple of my local colleagues. ShowMyTrade team have conducted and completed the same course remotely, effectively and simplified with online tools. Thank You Vishu, and feel very grateful for being your student.*

**- Anthony Remedios Vaz**

*"I'm working as an Executive in a small firm and a slow learner. My nature of work is more into shop floor activities. Don't have any computer literacy. I felt, it will be difficult to catch up in STOCK TRADING profession, considering my professional background. In spite of all these, have got trained by Mr. Vishu sir very well on STOCK TRADING platform. How many ever times, I used to do mistakes, he with much of pain staking and patience, hand held me personally, for more than 7+ months and taught the necessary techniques. Also gave access to the most powerful live scanners (I will rather call them as MONEY MAKING TOOLS), with which today, I myself can recognise 30-40 stocks for INTRADAY trading. Consistently able to book profits, weekly taking out my pay out and made STOCK TRADING as another source of income. Thank you so much Mr. Vishu Sir and I highly recommend his training for everyone for professional profitable STOCK TRADING.*

**- Prasanna Dev Raj**



## 7. Profile of Mentor

The Founder of Learn & Earn Academy, Mr. Vishweshwar H.S, is a well experienced trader and a mentor who teaches professional trading for the Indian stock market. His practical experience in trading for the past six years has given him practical insights to identify the do's and don't's of Trading. He is specialized in short-term trading including intraday trade /BTST or STBT/Swing Trade/Positional Trade and Mechanical Trade.



His approach is focus on framing of well-defined trading plans coupled with execution of these trading plans, which is the key strategy to be a successful independent trader in stock market. He emphasizes on 'Risk to Reward Trading Strategy' to ensure consistent and dependable income from trading. He is keen on learning and sharing his specialized knowledge to the students on various indicators, trading systems, (entry, exit, stop loss & target), trading whipsaw with practical solution. This focused knowledge is imbibed in Training as per the needs / potential /risk tolerance of the students.

Class is conducted through online for students from England, Kuwait, U.S.A, Singapore in last three year. Offline course conducted in major cities like Bangalore, Hyderabad, Mumbai, Chennai, Delhi, Honnavar, Shimoga.

## 8. Market Master Course Details

Market Master Course conducted Total Six Modules:

- 1) Fast Tract Saturday & Sunday (other any holidays) 10 AM to 4.30 PM (with Tea/Lunch break. Sunday 10 AM to 1.30 PM.
- 2) Specified date on different cities, Hyderabad, Chennai, Mumbai, Delhi etc.,
- 3) Two class every day during market hours - 10.30 AM - 1.30 PM

### Course Offerings:

- 1) Six Modules Full Class
- 2) Live Scanner to recognise 30-35 stocks every in Member Area of showmytrade
- 3) Six month Support through Phones, Online or direct trading
- 4) Online resource for continuing support for additional knowledge.
- 5) Students can attend TWO times free of cost repeat class in your city or Bangalore.

### Payment Details:

(1) Market Master Class	Rs 15,000/-
(2) Live Scanner	Rs 12,000/-
(3) Six month support	Rs 12,000/-
	<u>Total Rs 39,000/-</u>

**You pay only special price of Rs 15,000/- only**

Registration, Account Opening documents and Fee Rs 15,000/- should be paid before Class. You can pay through direct Bank Transfer, PayTM or Cash.