

TheMarketMessenger.com News: New & Improved Model Portfolio Layout; Also Now Focusing on Swing-Trading Horizon

There are two big pieces of news this week, with regards to our Model Portfolio:

1) New and improved Model Portfolio design and layout.

Trading is not only about making a killing on one or two stock or options plays here and there; it is a sustained performance of a trader's entire portfolio that is the goal.

As a result, we've been working on bringing the model portfolio up to par with our Stock Picks and Options Picks sections. In line with this goal, we have now updated the look and feel of the model portfolio section and have improved the accessibility of key data related to the portfolio.

Go take a look at the [model portfolio](#) now. We hope that you enjoy the new layout and design.

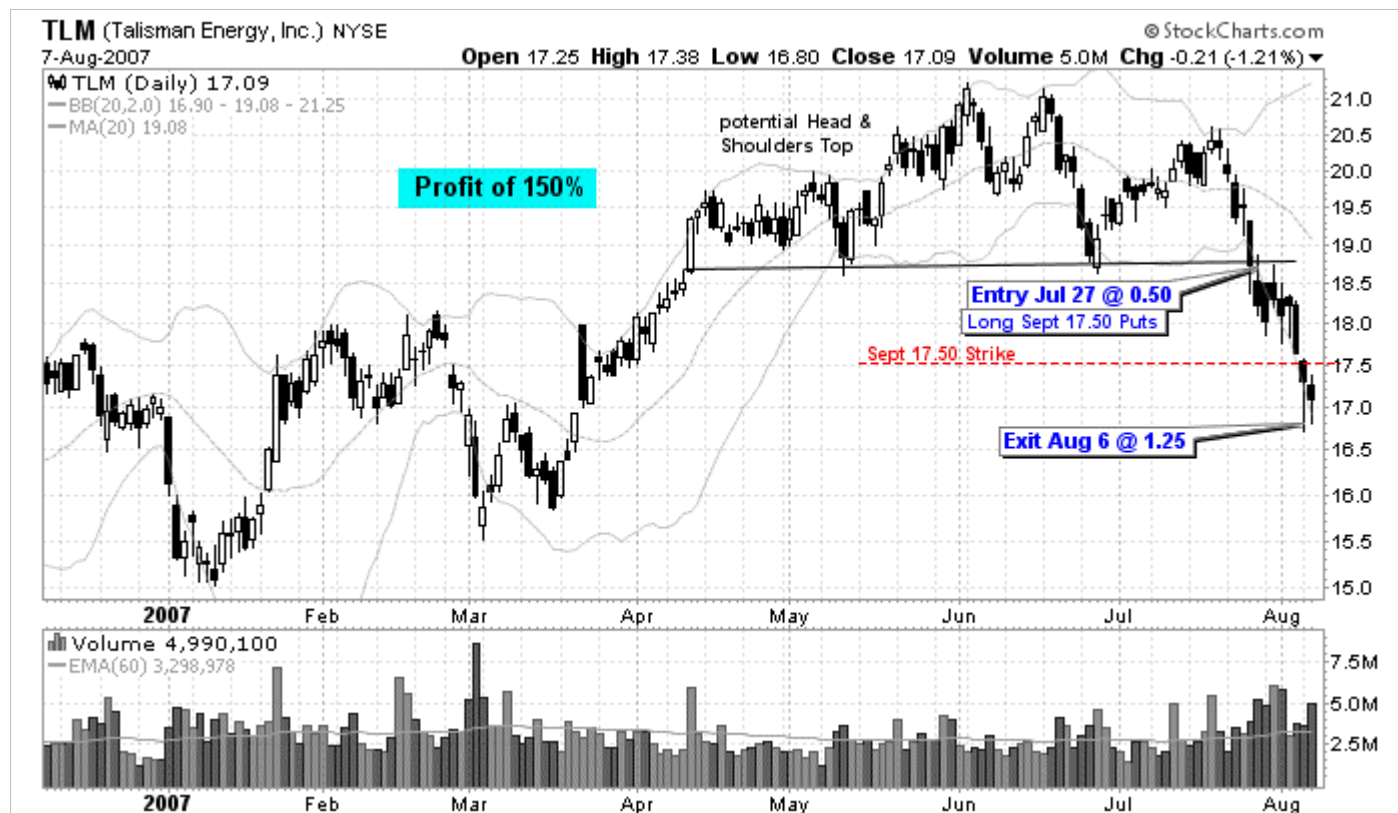
2) Model Portfolio focus shift to Position-Trading & Swing-Trading horizon

Another significant change, which we have brought about based on your feedback and taking into consideration our core competencies, is a shift in the trading horizon of the model portfolio from the previous long-term bias to that of a medium-/intermediate-term horizon, such as that followed by swing traders and position traders.

We believe that this is more in line with the needs of our current subscribers and have therefore instigated the shift in focus.

Recent Trading Picks

The following are recent Options trading picks at TheMarketMessenger.com:

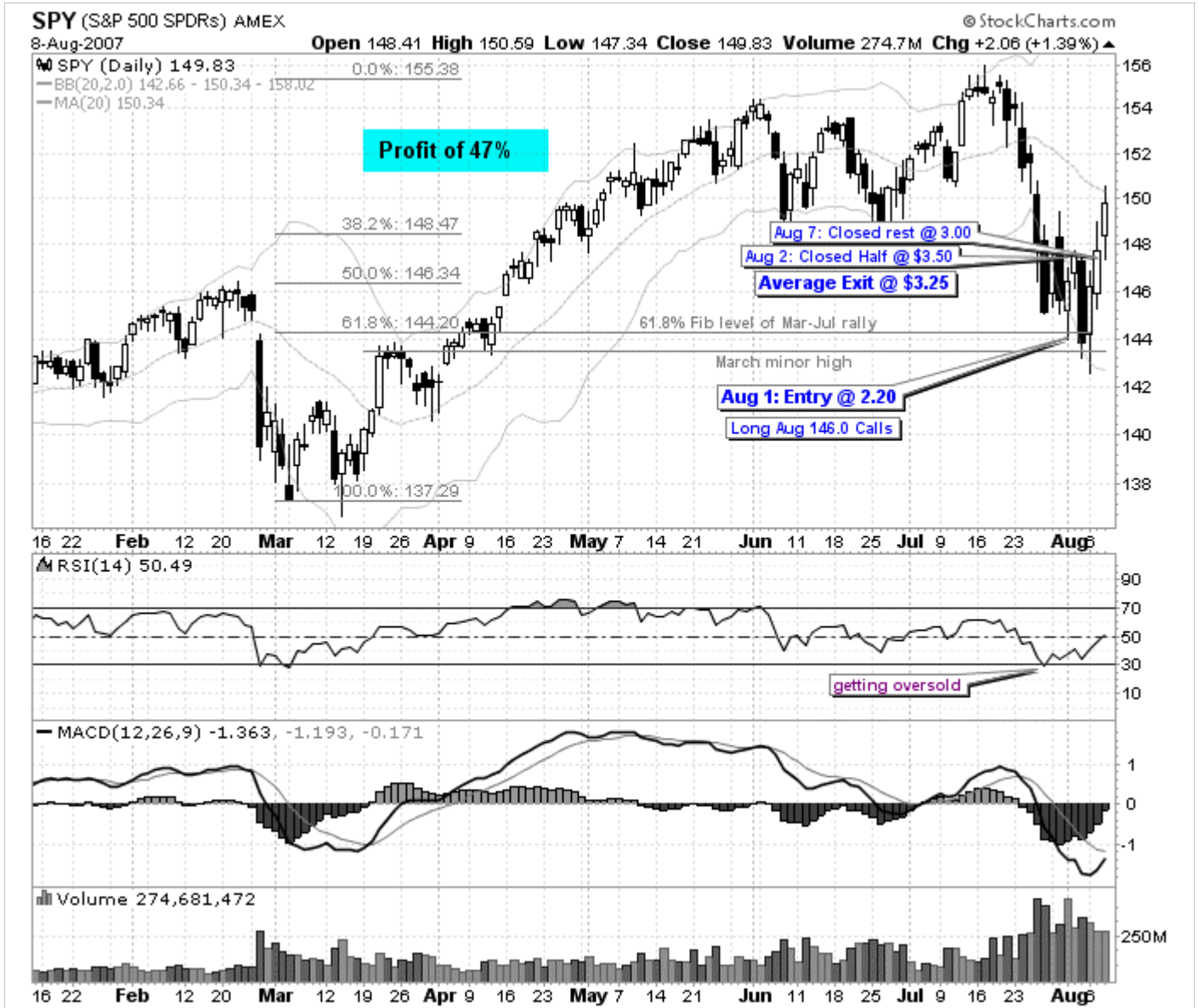


On the previous page, was a play on **Sept 17.50 Puts on TLM**.

Below, a play on **Sep 33.0 Calls on XLF**.



Next, a **Long Calls** play on SPY, which was initiated on Aug 1, when SPY tested the 61.8% Fib of the Mar-Jul rally for the first time...



We're not all about Long Calls and Long Puts; the following is a summary of a **Covered Calls** play on **CSCO**, on the day the company came out with earnings...

Most inexperienced traders buy long options when a stock is due an earnings report. Those in the know, see this as a dangerous exercise, because options almost always lose "time value" after an earnings report. So unless one has called the move perfectly – and it usually requires a large move – then the risk of loss is high when using Long options to play earnings.

Short volatility strategies are the way to go with earnings reports. The covered calls strategy is probably the most basic of 'short volatility' strategies.



Another excellent trade – Long Aug 47.5 Calls on DD...



Not every trade went perfectly. This **Long Puts** trade on **RIMM** brought us a small loss. The stock traded sideways to slightly higher for a few days, when the rest of the market was mostly getting hammered. We decided to set a tight stop such that the trade either perform or be closed.

As it turned out, the trade was stopped.

A couple of days later, we wished that that wasn't the case, as the stock started to drop as anticipated. We would have had a nice profit on this one as well had the trade not been closed. Bygones, be bygones... Not every trade can go according to plan...

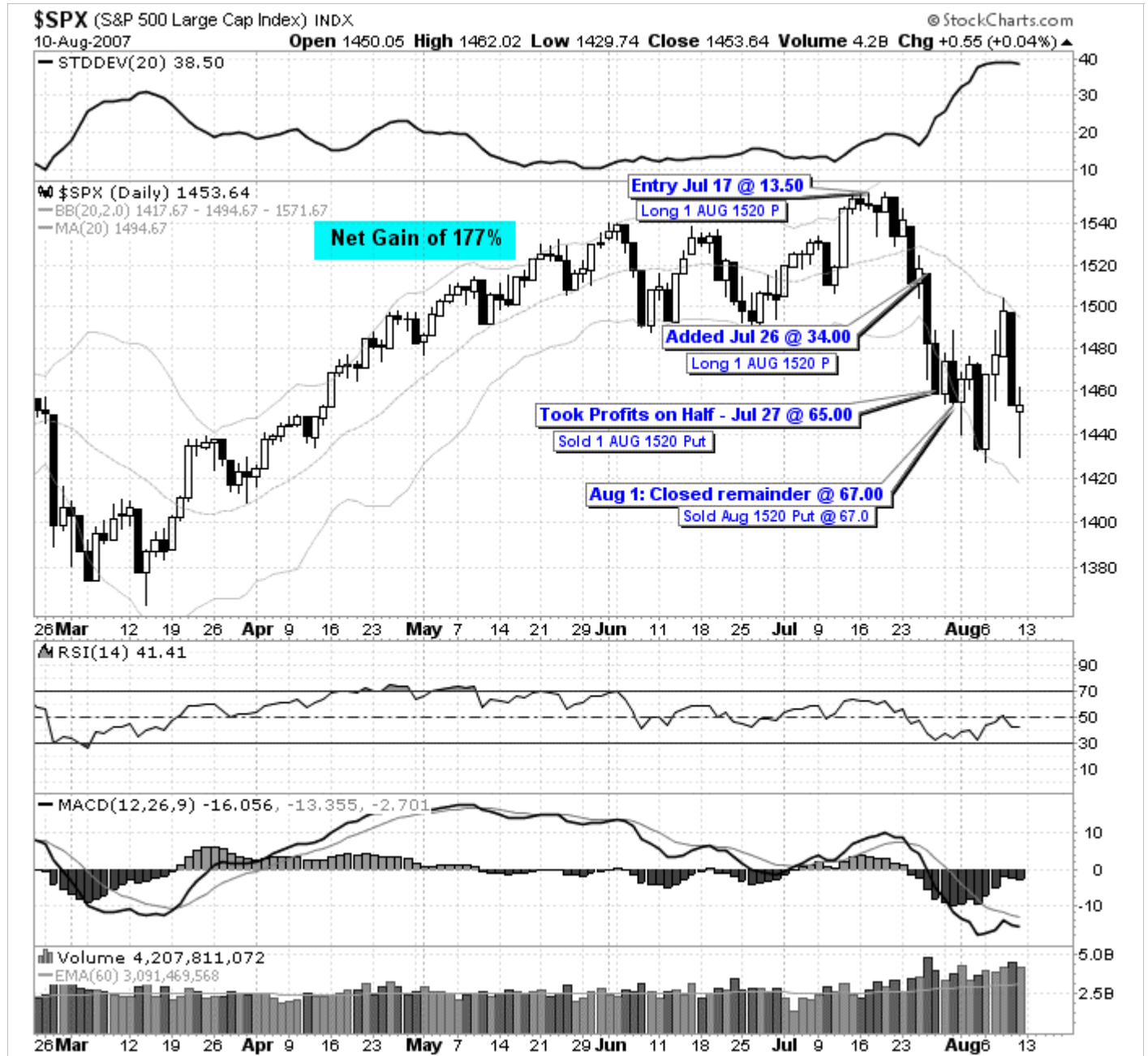


There was also the options trade with a small gain, such as with this **Long Puts** play on **SLB**...



Then, there were a couple of options plays used in the model portfolio as well...

Such as this **Long Puts** play on the **S&P-500 Index**, which strictly speaking was a portfolio protection play. It did a really good job in cushioning the portfolio during the tough market conditions seen over the past couple of weeks.



Another options play in the model portfolio was this **Long Sep 30.0 Calls** play on **BMJ**, which was showing oversold conditions. We don't usually close positions within a day in the model portfolio, but when our target has been met quickly why not book the profits that are there for the taking..



That brings us to the end of this week's edition of *Purely Technical*.

Please **do not forget to Check out the all-new Model Portfolio**, which you can access by [clicking this link](#). We hope that you enjoy the new look and feel and also the new focus of our *Model Portfolio for Swing Traders*.

If you haven't signed up already, we encourage you to subscribe to this newsletter. You can do so by filling in the form titled "Receive Our Newsletter via Email" at – TheMarketMessenger.com

Have a great trading week!

Sincerely,

Asher Pinto

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