



Business Success In America

Wealth Building Tips and Strategies for the Ambitious Investor

Latest Scientific Breakthrough Will Empower You To Choose How Often You Win

Which Will You Choose?

90% probability of a 10% profit

75% probability of a 100% profit

50% probability of a 300% profit

The #1 Choice of These Savvy Trading Pros Might Surprise You

Clive D. page 19 *“When people give you their money, you have a sacred trust to guard it. Protection must be your foremost and highest concern. At the same time it’s my job to make my clients money.”*

Matt L. page 8 *“Income from my \$25,000 trading account has gone to help fund private school for our four kids... Supplementing my income isn’t something I dream of doing in the future. It’s something I count on now.”*

David A. page 5 *“I run the same trades in four different IRA accounts...When you’re talking about retirement money, it’s better to go for a safe bet than keep shooting in the dark... As long as you do your homework, it’s like money in the bank.”*

INSIDE

Discover an easy way to control your probability of winning so you can build your fortune **FAST**



“Don’s the most honest and trustworthy person I’ve ever met. Not just in the industry, but anywhere. It’s refreshing to learn from someone you know you can trust.”

Dr. Dennis P., Oral Surgeon
His trading account has shown huge percentage returns in just 30 minutes per week

Meet Don Fishback

Renowned Options Trading Authority – World-famous author and speaker, Don is highly respected for his unique methodology that identified: 76 consecutive winning trades... 96.8% profitable trades in a 3-year study... \$1,344,000 after-commission profits in just three years.

Devoted Family Man – Don, his wife of 20 years, and their two daughters (13 and 8) enjoy a wholesome lifestyle on their 9-acre horse farm in Kentucky—where he routinely climbs aboard the old John Deere to mow his own grass. Strong family values and quality time spent horseback riding and such with the kids characterizes the Fishback household.

Avid Baseball Fan – Partner in two minor league baseball teams. Lexington Legends and a Michigan franchise.

Generous Philanthropist – Heavily involved with charitable causes, Don wrote his first book, “Options for Beginners”, to raise money for the American Heart Association. And he donated every penny profit—more than \$100,000—from what turned out to be a best seller. Subsequent seminars and books have been similarly motivated.

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IMAGINE

How Good It Would Feel...

- **To win on more than 90% of your trades**
- **To double your money in less than 60 days,
No matter which way the market goes**
- **To supplement your income with instant cash,
While your nest egg grows to over \$1 million**

Dear Fellow Trader,

Can you imagine what being 90% sure of winning would do for your confidence... what eliminating all concern over market direction would do for your peace of mind... what a steady stream of profits would do for your bank account?

The farther you read in this article, the more optimistic you'll feel about turning this vision of stress-free prosperity into reality. So please sit back and enjoy.

My name is Don Fishback and I've been trading options for nearly 20 years. In the beginning, like most traders, I had mixed results. And then, after extensive research, I discovered a powerful secret I think you should know about.

The Powerful Secret That Can Turn Failure Into Success

The missing piece that can turn failure into success... that separates the winners from the losers... that is widely misunderstood and almost always calculated wrong, if at all... is PROBABILITY. And I'll prove it to you in a minute.

And, I'll also prove that the smartest choice for some traders is a 90% probability of earning 10%, while explosive profits of 300% is the best choice for others.

But best of all, I'm going to tell you an easy way you can find out your probability of winning BEFORE you enter your next trade.

Just think, with information like that, you can win as often as you choose!

And then I'll tell you about two powerful probability-dependent strategies that will let you take full advantage of the smartest trades for you...

- **High-Profit Strategy**, which can double or triple your money in less than 60 days, regardless of market direction.
- **High-Probability Strategy**, which has found trades that win 98% of the time.

Plus, you'll gain valuable wealth-building insight when you read tell-it-like-it-is interviews with several veteran traders who swear by my methods.

Winners 3 times as big

"Pick whatever probability suits you, my winners out-number my losers 4-to-1. And my winners are 3 times as big." Gordon G. (page 14)

Between 5% and 10% profit every month

"I've won 100% of the trades... And I've got somewhere between 5% and 10% profit rolling in every month." Karl Z. (page 22)

Way north of the 90% success rate

"I use 85% probability as criterion. But out of 3-dozen trades, only 2 didn't work, and that puts me way north of the 90% success rate." Adam W. (page 17).

\$24,125 profit in just a couple months

"100% winners. And in just a couple months I made \$24,125 profit that I can use to pay off some bills." Joe K. (page 11)

Clive, Matt, David, Gordon, Karl, Adam and Joe all profit from the same methods I'm going to share with you today. For them, trading options has been a reliable cash-generating business... now's your chance to do the same.

Trading Options Could Make You A Millionaire

According to a study done by the prestigious Yankelovich Partners, 1-in-4 successful option traders have more than \$1 million in ready cash.

Of course, not everyone who enters the options market is successful. But their failure is not the fault of options.

As Bob can tell you, options are a tremendous tool for making money...

"I finished 2003 with 40 wins and 2 losses using only Don's high probability strategy. I ended the year with \$27,600 and averaged \$2,300 per month. Life is good!"

Bob M., Retired Floridian

Since options are such a great money-making tool... and traders like Bob are winning 95% of their trades... and 1-in-4 successful options traders end up with more than \$1 million cash... why do the hapless majority lose?

“I run the same trades in Four different IRA accounts... Earn \$12,000 a month in each”

David A. fell victim to downsizing in January 2004. Rather than look for another job, he became “Mr Mom” to his two sons, (9 and 12), and focuses the rest of his time on making sufficient trading profits so his wife, a pharmacist, can retire too. David is a veritable “Consumer’s Report” of trading systems. I think you’ll find his methodical pursuit of financial freedom insightful.



“I run the same trades in four different IRA accounts, and a business account. And if things continue as they have, I can easily earn \$12,000 a month in each account following Don’s high-probability strategies.”

“When you’re talking about retirement money, it’s better to go for a safe bet than keep shooting in the dark, hoping to maybe hit one big winner out of twenty trades. So I stick with credit spreads. As long as you do your homework, it’s like money in the bank.”

“I’ve done 36 trades following Don’s system and all but one has been successful. And on that one, I didn’t do my homework. Had I done my homework I never would’ve placed the trade and I’d have zero losing trades out of 35 total trades.”

“I didn’t just stumble onto Don by accident. I’ve spent about \$3,000 a year for the past 10 years looking for the most profitable trading methodology. On anything this important, I want quantitative proof. So I continually track the indicators and signals for all the systems I’ve studied... Optionetics, Wize Trade, Options Made Easy, Online Investors Tool Box, Teach Me to Trade, Trade Secrets, all the big names... I’ve been putting all the trades into a database and Don’s have been hitting and theirs haven’t.”

“I keep comparing Don’s performance with all the other systems, and it keeps winning. Nothing can beat it. It’s just phenomenal what it’s doing. Not only that, Don’s system is a lot easier. It’s cut and dry—quantitative.”

“Until I found Don, I’d make money, but I’d also lose a lot of money. With Don’s probability factor, you can filter out the losers. I only place 90% probability trades and I no longer worry about losing.”

“My confidence has soared. I say to myself, ‘Hey, this probability meets all the criteria, the homework is done, there’s nothing to prevent me from placing this trade. I’m confident I can’t lose.’”

“I’ve got a lot of accumulated knowledge. But I think someone just starting out, if they followed Don’s rules, they’d do better than with any other system. The numbers make sense and you can’t go wrong trading probability.”

David isn’t about to gamble with his IRA money so he uses a 90% probability factor to earn steady gains of 5%-10% a month. 35 out of 36 of David’s trades have been profitable. Wouldn’t you like to try growing your IRA at a rate of 5%-10% per month? Order *Options Trading As A Business* today. Call the toll-free number on page 23.

In a word: Probability.

I want you to succeed where others have failed. I want you to win as often as you choose. I want you to be one of the traders to end up with more than \$1 million cash.

So, I'm going to improve your odds of success starting right now by telling you the truth about risk vs. reward.

The Truth About Risk vs. Reward

Many novice traders get hung up on the concept of risk and reward. They buy cheap options, for as little as \$100, thinking that's how you limit risk. And then they pray for a humongous 1,000% return.

What's wrong with this picture? With their risk so minuscule and their potential reward so huge, why do most of these guys end up broke?

The answer is PROBABILITY.

Consider This

Let's say you have \$20 a week earmarked for a trip to Europe some day. And you're considering two investment alternatives:



Alternative #1

You put \$20 in your piggy bank each week, knowing with absolute certainty that in 10 years you'll have \$10,400.

Alternative #2

You buy 20 lottery tickets each week, hoping *maybe* someday you'll win \$20,000,000.



Which alternative would you choose?

If you were considering only risk vs. reward, you'd have to go with the lottery tickets. But, if you really want to go to Europe, I'd recommend the piggy bank.

Why? It's a matter of PROBABILITY.

Nothing Could Be More Important to Your Success

Thousands of new options traders have blown out their accounts because they don't realize probability is the most critical factor in the entire risk/reward equation.

Without the probability factor, risk and reward are meaningless. Nothing could be more important to your success.

Traders like Stephen quit losing the minute they learned the

truth about probability.

"I lost money in options trading before taking Don Fishback's course. Others promote get-rich-quick based on risky trades that result in one loss after another. Don's methods show you how to make money steadily...resulting in higher profits over the long term. Don is genuinely interested in people not getting ripped off—a rarity in the industry."

Stephen M., Houston-based Entrepreneur

Stephen's right about me being genuinely interested in your welfare. But in all fairness, I don't think the get-rich-quick promoters mean to rip you off. They just don't know any better.

It's Not Their Fault, They Just Don't Understand

When you flip a coin, you know you have a 1:2 chance of winning.

If a lottery has 20,000,000 possible number combinations and you buy 10 tickets, you know you have a 1:2,000,000 chance of winning.

But how can you calculate the odds you'll win an options trade? If you don't know the answer to this problem, you're not alone.

The 'risky trade' promoters that got Stephen so upset don't know either.

Lucky for you and me, I developed a simple solution. I call it ODDS® (Options and Derivative Decision Support).

My Breakthrough Discovery Will Definitely Get You Results

I didn't actually invent the ODDS® probability formula. I extracted it from a colossal, Nobel-Prize-winning, option valuation model.

"[The Black-Scholes model] is every investor's dream.

Already [it] is said to have earned... profits of \$1 billion"

The Economist

Being somewhat of a mathematician myself, I found the work of Dr. Fischer Black and Dr. Myron Scholes fascinating. And I spent endless hours evaluating every element.

To my amazement, buried deep at the heart of their brilliant model, I discovered what amounts to the 'Holy Grail' of trading... a formula that calculates, with incredible reliability, the probability an option will expire in-the-money.

Borrowing the probability formula spawned by two genius minds, I developed a powerful model of my own. I call it ODDS®. And it's nothing short of miraculous.

When I first started using ODDS®, my clients went 10 months

without a single loss! And it's been my mission to educate traders about the importance of probability ever since.

I get a real warm feeling when traders like Wayne write to say how well their trading has been going ever since I shared my secret with them...

"You can do it safely - you can make money. I opened an account for my mom and more than doubled it (148% profit) in 20 days. Don's very honest and sincere. My bad habits have been erased and I'm on the right path."

Wayne W., Nurse in Belknap, MD

Wayne is now on the 'right path' to unlimited wealth. And you can be too. Keep reading and I'll tell you how.

Do What Millionaire Option Traders Do

The same study that concluded 1-in-4 options traders have liquid assets exceeding \$1 million, revealed two more important facts you should know.



“Income from my \$25,000 Trading account has gone to help Fund private school for our four kids”

Matt L., financial advisor at a major banking and investment institution, is a family man. Happily married with a 16-year-old son and 3 younger daughters, he and his wife are constantly busy with basketball, soccer, skiing, church choir... doing everything for and with the kids. Read how Don's high-profit strategy helps subsidize a lifestyle Matt calls 'typical suburban'.

“Income from my \$25,000 trading account has gone to fund private school for our four kids. That means sometimes, if a tuition payment is due, I may close a position early and lose out on some of the potential profits. But that's okay. The important thing is, it often gives me the extra money I need, when I need it, not always, but often.”

“I prefer Don's straddle/strangle strategy for two reasons. First, the profit potential is terrific. For example, in September I invested \$10,564 in a Taser (TASR) straddle. And within 45 days I cashed out before expiration with an \$11,000 profit. Over 100% in 6 weeks is an excellent return so I decided to take my profits and move on.”

“The other reason I prefer straddles and strangles is because I want protection both ways. I've been a financial advisor for 10 years and I still don't know which way the market is going. I wish

Successful options traders...

1. Run their operation like a business, not a casual hobby
2. Are savvy investors who strategize for higher profits

I'd like to stress, you DO NOT need to be wealthy to start out... Options trading offers low start-up cost, as well as steady profits, resistance to recession, and complete flexibility.

But, if you want to end up rich, you must do what the rich guys are doing... Handle your operation like a business. And strategize for higher profits.

Sound too hard? Don't worry. I've already laid the groundwork for you. The rest should be easy.

You see, I know if it isn't easy, you'll take forever to get started. And I know if it isn't easy, you won't stick with it long enough to make \$1 million.

I think your best, fastest, surest path to vast wealth is to slip into the driver's seat of a turnkey business with a proven track record. So here you go...

—continued on page 10

I knew. But nobody does. Don's high-profit strategy protects my downside while putting me in position to earn a significant profit."

"Unlike most trading systems, that run hot and cold, Don's search formula consistently zeros in on stocks that have gone flat, volatility is nil, and the options are attractively priced below fair value; but there's a 50% or greater probability they'll make a move soon. If the stock doesn't move, I close out the trade, take a small loss, and move on to the next one."

"Supplementing my income isn't something I dream of doing in the future. It's something I count on now."

"I've made money on 75% of my trades, but as a student of the stock market and a financial advisor, I may have a slight advantage. The average layperson may find their winners drop as low as 50% for a high profit strategy. But one winner can wipe out a lot of losers."

"This is an excellent way to get into the options trading business. Someone who has \$100,000-\$200,000 to work with, might be able to make enough to live on, depending on their lifestyle. Someone with a smaller account, like me, can use it to supplement their income."

"In fact, I'd like to get my teenage son involved. The extra money he could make with just a little seed capital would be very helpful for a young person starting out."

Does your family find itself strapped for cash from time to time? Wouldn't you like to have extra money to pay for school, a nice vacation, a new car, without depleting your savings? Why not do what Matt does? Order *Options Trading As A Business* today. Call the toll-free number on page 23.

Options Trading As A Business **The Turnkey System for** **Explosive Option Profits**

My new DVD course (also available on VHS), **Options Trading As A Business**, is an inside look at how I run my own options trading business.

In the quiet comfort of your home or office, at your convenience, in easy-to-understand terms, I'll guide you through every aspect of a successful option trading business...

- First and foremost, you'll learn step-by-step, how to trade like my employees and I do.
- You'll discover how to use ODDS® to minimize your level of risk and achieve top performance
- You'll get specific details on how you can use my popular High-Profit Strategy to seek explosive profits regardless of market direction
- You'll learn to treat your trading like a powerful wealth-building business... because it is!



Options Trading As A Business is really more like a franchise than a trading course. Of course, as you can see on page 23, the price is much lower. And there are no royalty fees. But, since I give you my secrets to success, I think your probability of success should be similar.

Are you aware of these success rates?

- 1) Starting a new business: 20%
- 2) Buying an existing business: 70%
- 3) Buying a franchise: 90%

I believe **Options Trading As A Business** will give you a franchise-like advantage to achieve instant success. If there's any doubt in your mind, Earl's words should convince you...

"I am so happy I discovered your way of making money. It's been nothing short of fantastic...I've had five months where I exceeded my goal of making \$15,000 per month. And in fact, in my best month, which was January, I think I made \$57,000. Total in six months...\$175,000."

Earl H., Nantucket retiree

At the rate Earl's been going, he'll have his first \$1 million in less than three years.

Kind of makes you wonder how fast you could make your first \$1 million, doesn't it?

High-Profit Strategy Perfect For Today's Market

There's only one way for traders who simply buy call options to win. The price of the underlying stock must rise significantly over a very brief period.

Granted, ODDS® makes buying calls a little better. But if you want to earn a constant cash flow in today's market, you need more ways to win. Like Kevin says,

"The biggest thing I enjoy about Don Fishback, and the biggest difference between his and other methods, is that it is non-directional trading. I don't have to pick a direction—I make money whether the stock moves up or down... and I am floored by the results I am getting. On one IBM straddle, I made \$14,000 in one week!"

Kevin L, Ohio Golf
Course Owner

Kevin made \$40,000 his first year following my non-directional High-Profit Strategy. And even more exciting, he expects to have enough money to retire in just five years—at the tender age of 45.

Clive, the hedge-fund manager you can read about

—continued on page 12

Cash flow, that's what I wanted And that's what I got... \$10,000 a month suits me fine!

In June, Joe K. is retiring after 35-years as a high school coach and phys-ed teacher. Actually, he's not so much retiring as making a career change. At 57 years old, Joe is turning in his whistle for the promise of a higher income, less stress, shorter workdays, and as many vacations as he wants. Joe plans to become a fulltime trader. Here's his story.



"I had some spare time over Christmas break and thought I'd see if I could make some money. So I put on three credit spreads, 30 contracts each, following Don's high-probability strategy."

"Low and behold, all three were winners and within five weeks I was \$18,000 richer!"

"So I invested in two more. 2/8/05 I did a 50-contract credit spread on PIXR that gave me a \$2,525 net profit and 2/16/05 I did a 50-contract spread on BZH for a net profit of \$3600. And these two were only open a couple weeks."

"I'm not interested in staying in the same trade for months on end. I'd get really bored with that. I'm a competitor. I play sports. I like action and I like to win. Using Don's high-probability strategy, I'm 5-for-5...100% winners. And in just a couple months I made \$24,125 profit that I can use to pay off some bills."

"I bought Don's profit course and went to his seminar last summer. But then I got busy coaching and with other faculty responsibilities. So from July to mid-December I didn't do any trading at all. I kind of wish I'd gotten started earlier, now. The trades I did were really no brainer. It's not like they took a lot of time or I needed any particular expertise. All I needed was the intestinal fortitude to push the button, that's all."

"I'm nearing retirement so I'm more interested in supplementing my income than going for the big kill. Cash flow, that's what I wanted and that's what I got... \$10,000 a month suits me fine!"

"My wife and I would like to do a little traveling after I retire. But really, what I mostly want is to spend some serious time trading. The thrill of victory can really be addictive!"

As Joe says, the thrill of earning 5%-10% profit every month can be really addictive. See for yourself. Order *Options Trading As A Business* today. Call the toll-free number on page 23.

on page 19, says, "It's clean cut. It's simple. And I'm making my clients money with it."

Matt, who's using my High-Profit Strategy to put four kids through school, (see page 8), says "Don's high-profit strategy protects my downside while putting me in position to earn a significant profit."

And Gordon, who you can read about on page 14, says, "It's a nice relief. I devote maybe an hour to it on Sunday evening, and then I check it a few times through the week."

These traders say my High-Profit Strategy is simple, reliable, worry-free, and takes very little time and money. No wonder it's so popular!

Here's how it works...

A Pressure Cooker Building Steam On the Verge of Explosive Profits

There are countless analysts who try to predict if a stock is about to go up or down, but you and I know that's an impossible thing to do.

My High-Profit Strategy, which utilizes straddles and strangles, gives you the luxury of forgetting all about market direction. Instead, you'll trade based on volatility, which is pretty easy to anticipate... once you know how.

"Easy as 1-2-3. Do the math. Determine the odds. And make your decision. Don's approach removes all emotion. It's simple, and you can make excellent returns on your money."

Mike C., NY Retirement Planner

Options Trading As A Business walks you through the same step-by-step process I use for every High-Profit trade I make, including all my secret formulas...

1. First, you'll use my proprietary search criteria to spot a company that's gone flat for a time, but is getting ready to explode.
2. Next, you'll apply my own secret formulas to fine-tune your trade for higher returns.
3. Then, you'll decide how much to invest for optimum wealth-building potential
4. And finally, you'll plan your exit strategy.. How do you take profits. When do you say enough is enough.

You'll be amazed how easy it can be to find normally active stocks that have gone flat – but, like a pressure cooker building up steam, they're on the verge of spewing out explosive profits.

And of course, when it blows, my High-Profit Strategy will have you on the receiving end.

"Like the straddles in Home Depot and Georgia Pacific that I did recently—over 1,000% profit in only 5 months. At that rate, you can accumulate a fortune in no time!"

Mike C., who just said it's easy as 1-2-3

Watch **Options Trading As A Business** and get the expertise and confidence to put my High-Profit Strategy to work for you, even if, like Vaia, you're brand new to options...

"Since this was my maiden voyage in options buying, I traded very conservatively — bought one straddle. My profit was \$1,040. Obviously, I'm not a millionaire yet, but I'm working on it."

Vaia A., Atlanta Real Estate Broker

As Vaia says, she's not a millionaire yet, but she's working on it. How about you?

The first step to your first \$1 million is to pick up the phone, call the toll-free number on page 23 and get **Options Trading As A Business**.

But wait. First let me tell you about my incomparable High Probability Strategy.

98% Winners High-Probability Strategy For Traders Who Hate to Lose

I'm willing to take a little risk to enjoy bigger profits. My High-Profit Strategy, which my employees and I use for the bulk of our trades, yields 50-60% winners, with profits averaging 3 or 4 times as big as the losses... a balance that could earn you a vast fortune in no time.

But if you just can't stand to lose, my High-Probability Strategy has produced results like this...

On page 17, Adam explained, *"If trading options is going to support my wife and two babies—I can't afford to take big risks... Out of 3 dozen trades, only 2 didn't work."*

David, who's trading four IRAs (page 5), says, *"When you're talking about retirement money, it's better to go for a safe bet... I've done 36 trades following Don's system and all but one has been successful."*

And on page 11, Joe said, *"I'm nearing retirement so I'm more interested in supplementing my income than going for the big kill. Cash flow, that's what I wanted and that's what I got... \$10,000 a month suits me fine!"*

—continued on page 15

“Following Don’s stress-free strategies... Winners outnumber losers 4-to-1 And my winners are 3 times as big”

Don’s options strategies are a perfect complement to the fast-paced currency trading Gordon G. began two years earlier. Read how Gordon is setting up a perfect lifestyle using Don’s ‘laid back’ trading style.

“I start trading on the Forex at 4 AM mountain time. It’s short-term and very fast-paced. I sometimes make as many as 13 currency trades in a single day.”

“On the other hand, Don’s options strategies are more laid back. It’s a nice relief. I devote maybe an hour to it on Sunday evening, and then I check it a few times through the week. All in all, I spend maybe 3-5 hours in a week.”

“You’d be surprised how many great high-profit opportunities there are. Using Don’s search formula, I’ve seen more than 40 straddles and strangles pop up. It’s all up to the individual and how far they want to go. My plan is to do one of Don’s straddles a month.”

“So far, I’ve won 8 out of 10 trades. My biggest winner was \$4,200, but on average they’ve been around \$1,200. Meanwhile, the two losses were small... one was a little over \$434 and the other was about \$360.”

“So basically, following Don’s stress-free strategies, where you pick whatever probability suits you, my winners outnumber my losers 4-to-1. And my winners are 3 times as big. That’s a tough record to beat!”

“I use Don’s methods to the letter. I don’t have his level of expertise. Why would I think I could re-invent the wheel better than he did? Lessons can be expensive. My expensive lesson was going with wrong companies in the past. Now that I’ve found Don, I’m smart enough to just follow his system to the letter.”

“This is not a get rich quick scheme, nor was it marketed that way. I expect to steadily build my account. And then, allow it to provide a constant revenue stream that my soon-to-be-wife and I can live on. We like to travel and Don’s strategies are easy to do on the road.”

If you’re like Gordon, and you don’t mind taking a little controlled risk for the opportunity to triple your money in less than 60 days, you’ll love Don’s High-Profit Strategy. Why not see for yourself? Order *Options Trading As A Business* today. Call the toll-free number on page 23.



If you want steady profits of 5%-10% per month, with a minimum amount of risk, like Adam, David and Joe, my High-Probability Strategy is for you.

Here, let me tell you about it.

Bet on What WON'T Happen, And Hedge Your Bet To Be On The Safe Side

My High-Probability Strategy is structured to make money month after month doing basically the same thing insurance companies do... bet on what WON'T happen.

Simply use my proprietary technique to search for stocks that probably WON'T breakout of their trading range during the next month. Then, sell calls and/or puts that expire within 2 to 7 weeks on either side of the range.

To be on the safe side, you simultaneously buy cheap out-of-the-money options as insurance.

This is called a credit spread because the \$300, \$500, maybe as much as \$800 difference between the expensive options you sell and the cheap options you buy is immediately credited to your account... instant cash in the bank!

Of course, there's nothing new about credit spreads. What is unique, and very special about my High-Probability Strategy, is how well it identifies which credit spreads offer the highest probability of success.

In independent testing, my High-Probability Strategy identified 707 winners out of 732 trades... an incredible 96.5% winners!

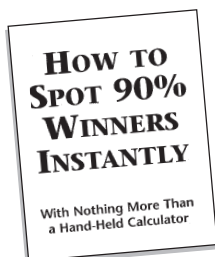
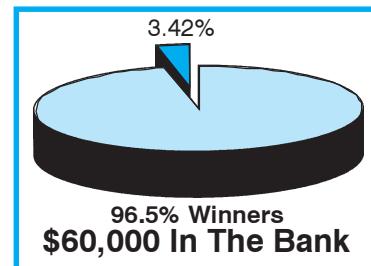
No wonder my files are filled with letters like these...

"For the risk adverse trader this is a no-brainer. Yes, you can lose but it is not very likely. I have 100% winners so far. I like it! Thanks."

Bruce M.,

"This model really is quite amazing. I've made over \$5,000 in the past 4 months on a dozen or so successful trades. I haven't had a loser yet."

John H.,



If you're extremely risk adverse, like Bruce and John, I encourage you to give my High-Probability Strategy a try. I'll send you full details FREE.

Order **Options Trading As A Business** today and receive **"How To Spot 90% Winners Instantly"** as my special gift to you.

Beginning traders, and traders who have been burned in the past, often find my High-Probability Strategy a comfortable place to start. Perhaps you will too.

Then, once you build up your account, and your confidence, you can graduate to the explosive profits offered by my High-Profit Strategy.

"I didn't know a thing about options, just stocks. It changed my life...I made 1/2 my salary last year. I'm 48 and I'd like to retire at 55.

Joe S., Philadelphia Chemist

If You're New To Options We'll Get You Up and Running FAST!

New to options? Fear not! If you order **Options Trading As A Business** within 2 months, as an additional free gift, I'll send you...

"ODDS 101 - The Scientific Secret To Amazing, Highly Accurate Option Profits" designed to bring a total novice up to speed ... quickly and painlessly. And then I take you one step further, into the world of ODDS® - an amazing new adventure, even for the most seasoned pro.

This manual on CD-ROM gives you easy-to-understand documentation for all the probability strategies and formulas.

Your Quick-Start Guide To Options Success e-Book on CD-ROM

Simple fill-in-the-blank forms make placing orders and calculating returns fast and easy.

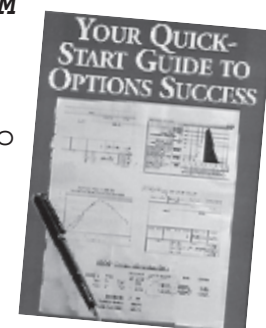
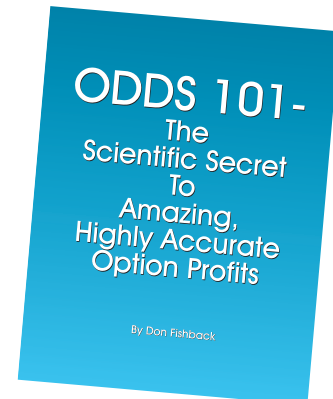
Thousands upon thousands of traders have paid \$195 to discover the ODDS 101 Secret. Yet I'm revealing this secret to you absolutely FREE.

Discover The Secret Find Out How You Can Win as Often as You Choose

Even if you have years of trading experience, you'll find secrets revealed in **ODDS 101 - The Scientific Secret To Amazing, Highly Accurate Option Profits** unlike anything you've ever seen before.

You see, I own the sole rights to ODDS® and only I can share the magic with you.

Order **Options Trading As A Business** today... get my exclusive **ODDS 101 Secret** course for FREE... discover how you too can win as often as you choose.



-continued on page 18

***“\$100,000 diversified into 20 positions
Averaging 15% return.
That’s \$15,000 in about a month”***



Before establishing his career as a certified financial planner, Adam W. worked for a hedge fund and got a good taste of how options can boost your financial strength. But it wasn't until ten years later, as a student of Don Fishback, that he learned how to turn the power of options into consistent profits. Read how Don's unique strategies are helping Adam meet his financial goals.

“I’m more interested in predictability and consistency than a big score. So I prefer Don’s high-probability credit-spreads. When doing my search, I use 85% probability as the criterion. But out of 3 dozen trades, only 2 didn’t work, and that puts me way north of the 90% success rate.”

“Actually, three trades weren’t profitable, but one of those was my own fault. If I’d just followed Don’s guidelines, it actually would have worked out fine. I can’t really count that one as not working because it did work. I just fiddled with it too much.”

“Now I follow Don’s instructions exactly. He knows what he’s doing. When it comes to trading options, Don’s the best there is.”

“I try to collect 70 to 80 cents on a 5-pt credit spread, which for 10 contracts is \$700 to \$800 immediate profit, for a \$5,000 margin. Sometimes you’re in a trade for a week or two, and sometimes it’s out there for a month or more. Regardless, you’re looking at a 15% profit over a very short period of time.”

“If you have \$100,000 diversified into 20 positions averaging 15% return, that’s \$15,000 in about a month—pretty good income, I’d say. I know my family could live on it.”

“Even if one or two of the trades were to go bad, you could close the position while the loss was small, and still have a substantial income for just a few hours work.”

“In the future, I’d like to focus on trading fulltime, so steady income is my main concern. If trading options is going to support my wife and two babies, I can’t afford to take big risks. That’s why Don’s high-probability strategy is my first choice. It’s the best way I know to earn consistent returns with very little volatility.”

At last, by using ODDS[®] to select trades with an 85% probability, Adam is able to achieve his goal of consistent returns with very little volatility. Get *Options Trading As A Business* and perhaps you can do the same. Call the toll-free number on page 23.

Let Me Guide You on Your Way Get 1 Month FREE Trade Recommendations

How would you like to prime the profit pump by doing the same trades I'm doing?

Once a month I share my market outlook with a select circle of options traders, and I provide specific details for my favorite profit opportunities.

Then, throughout the month, I follow up with additional recommendations on my hotline.

Investors pay \$495 a year for my newsletter and hotline service, which is aptly called **Options For Investors**, but I'll give you one full month FREE!

What a great way to jump-start your option trading business.



Earn As You Learn

Watch **Options Trading As A Business**. Learn how I run my options business, and master the same High-Profit Strategy I use to seek explosive profits month after month.

Read **How To Spot 90% Winners Instantly** and discover the proprietary formulas that identified 76 consecutive winning trades.

Discover **ODDS 101 - The Scientific Secret To Amazing, Highly Accurate Option Profits** and gain the power to pre-determine your odds of winning any options trade—take the trades most likely to win and stay clear of the dogs.

And get the courage to make your first trades with **Options For Investors**. Follow in my footsteps for an entire month. Make the same trades I make. You learn by doing... you just can't help it.

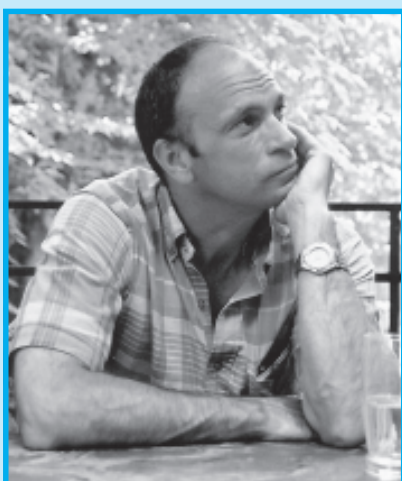
You Want A Guarantee? How About 24-Month 100% Money Back

Surely you realize by now my ODDS® profit formulas and strategies really do work.

Not only does everything I've told you make perfect sense, but numerous traders, like Steve, have told you in their own words how incredibly profitable my trading methods have been for them...

"I have not lost yet for about 3 years. I started with \$5000, funded my daughter's Univ. of Michigan education and still am up about \$30,000. Don is honest, he does what he says he's gonna do. If you're serious, you'll get what your money pays for!"

Steve C., Michigan Science Teacher



“New fund dedicated to Don’s high-profit straddles... Could be our star performer”

Clive D. is an outdoorsman, adventurer and single father who takes his darling daughter, Katie (now 13), mountain climbing all over the world. They’ve even been to Antarctica! And what’s Clive do for a living? He’s in a partnership managing close to \$100 million. Never a dull moment! Read what

this professional investor in leverage and controlled risk has to say about Don Fishback’s high-profit strategies.

“I have been using Don’s methods for six months. Every trade I’ve done following his straddle/strangle strategy has made money. That’s hard to beat.”

“I’ve been moving more of my accounts over to his system. In fact, I’m setting up a new fund dedicated to Don’s high-profit straddles — a separate pool of assets starting with \$500,000 to \$600,000, with a minimum investment of \$25,000. It could be our star performer next year.”

“When people give you their money, you have a sacred trust to guard it. Protection must be your foremost and highest concern. At the same time, it’s my job to make my clients money. I’ve been fortunate to do quite well with my trades following Don’s methodology.”

“I’ve been in the business for 10 years and I’ve never seen a better way to achieve consistently high returns than Don’s high-profit strategy.”

“Don has developed a remarkable formula to scan for stocks that have gone flat for a period of time — meaning these stocks have not been rising or falling much, but historically do go up and down quite a lot. Stocks almost always return to their mean, which for these stocks is rising and falling at much higher and lower ranges than they currently have been doing. So, if I buy both a put and a call, I’m likely to make money one way or the other.”

“In the future, I expect some stocks will stay flat, and on those positions we’ll lose a few dollars. But, since options on stocks that have gone flat are cheap, our profits should more than make up for any persistent dogs.”

“Don has more than one strategy, but I stick to the straddles and strangles. It’s clean cut. It’s simple. And I’m making my clients money with it.”

Clive is handling enormous amounts of other people’s money, and he must be careful. So Clive prefers a simple, cut-and-dry approach that yields high returns. If that’s what you want too, order *Options Trading As A Business* today. Call the toll-free number on page 23.

And, since **Options Trading As A Business** takes a franchise-style approach to your success, I think we can be 90% sure you too will find great prosperity if you order now.

Why only 90%? Why not 100%? Human nature. Fear, greed, procrastination... the list of sabotaging emotions is long indeed. Because I don't know you, I can't 100% guarantee your success.

But I can 100% guarantee your satisfaction.

And furthermore, I'll extend that guarantee an unprecedented TWO FULL YEARS!

If at any time, for any reason, in the next TWO YEARS, you decide you want your money back, just send us a note and say so. We'll promptly return every penny you paid... But, I'll ask for nothing in return!

Options Trading As A Business, How To Spot 90% Winners Instantly, and **ODDS 101 - The Scientific Secret To Amazing, Highly Accurate Option Profits**, with all their wealth-building secrets, are yours to keep forever. No matter what.

You have absolutely nothing to lose by giving **Options Trading As A Business** a try. But, you may have \$1 million to gain.

If you're serious about wanting \$1 million, I think I can help you. But there's one qualification you must have to begin with.

ALL Millionaires Have One Thing In Common They Take Action... How About You?

Now's the moment of truth... Are you serious about wanting a cash-generating option business that could earn you \$1 million?

Is wealth accumulation important to you? Are you willing to do what it takes to secure your financial future? As Karl points out on page 22...

"I may be 68 years old, but I'm nowhere near the end of my life... I just want to be able to continue living well when gas goes to \$5 a gallon and bread costs \$5 a loaf."

Karl Z., Retired Scientist, CA

What you do today will determine how well you and your family will live tomorrow. Please, don't delay.

Truth be told, the biggest difference between wealthy millionaires and the struggling masses can be summed up in a single word... ACTION.

Procrastinators don't drive Mercedes. If you want to be a millionaire, start acting like one. Take action now!

I'm offering you a fail-safe business plan and a proven trading system. And I'm giving you a 2-year money-back guarantee that simply

can't be beat. I've done all I can to help you. Now it's up to you.

Just say the word and I'll give you all the knowledge and guidance you need to achieve this kind of success...

"Following is a summary of trades I've executed. As you can see, 100% SUCCESS. Looks like this will be a very exciting year!"

Bill K., Florida

Make this an exciting year for you and your loved ones. Pick up the phone and call the toll-free number on page 23. Do it now!

Yours For a Prosperous Future,



Don Fishback

PS Satisfy your curiosity. In the last few pages you read astonishing testimony about winning as often as you choose, and accumulating great wealth. Why not satisfy your curiosity? Keep an open mind and take a look, then decide what you think. You can get your money back anytime you want for an unprecedented TWO YEARS (what makes me so confident... see for yourself).

PPS Can you be bribed? I'm afraid if you put this offer aside, with the intention of calling later, you might forget. Before you know it, five years will pass and you'll still be where you are now, only you'll be five years older. I don't want that to happen, and neither do you. So I'm offering you a \$12 bribe to ACT NOW. If you call within 10 days, I'll pay the \$12 shipping and handling fee for you. Call the toll-free number on page 23

PPPS No fudging on the time limit. Shipping costs for all the stuff you're getting are expensive. I don't mind being generous, if that's what it takes to motivate you. But I think it's only fair you keep your end of the bargain. So please, call right now, before you forget... Make the next 2 minutes a turning point in your life.

Ask yourself...

If not this, then what?

If not now, then when?

“As a senior citizen, concerned about financial security, I’m grateful Don is sharing his amazing discovery”



Researchers say you were born with a set of genes that should allow you to live 85 years, or more. And certain lifestyles may give you several additional quality years. The question is: How can you afford to live 25, 30, maybe even 40 years past retirement? Karl Z. has the answer.

“So far, I’ve won 100% of the trades I’ve done following Don’s high-probability strategy. And I’ve got somewhere between 5% and 10% profit rolling in every month. That works out to 80%-100% a year without too much risk, which is important at my age.”

“At most, I risk \$500 to make \$300-\$500 profit. And the percentage of winners is so high, that’s a very reasonable thing to do.”

“Now that I’m retired, I’m kind of conservative with my money. So, even though Don’s a smart man, with years of trading experience, I spent six months delving into every detail of his strategy before investing a single penny.”

“Believe me, the testing I did on Don’s methodology was exhaustive. I used standard mathematical statistics to convince me the methodology Don’s uses would hold up in practice. Even challenging some underlying assumptions and watching the trade results before continuing.”

“In my professional opinion, as a mathematician, Don has done a brilliant job working through the complexity of probability. From my personal experience, as an options trader, I’ve found his system 100% reliable. And as a senior citizen, concerned about financial security, I’m grateful Don is sharing his amazing discovery.”

“As good as Don’s system is, and it is fantastic, I still look at news and other fundamental data before going ahead with a trade. Don’s system is set up to help with the news part. It takes some judgment and study, but the rewards are significant. I’m satisfied with a 80-100% plus return per year. However, know what you are doing. There is no free money.”

“For now, my profits are going to build up my trading account. But in the end, I’m counting on the cash flow to keep my wife and me comfortable for the rest of our days.”

“I may be 68 years old, but I’m nowhere near the end of my life. Yesterday, I went surfing. I’m healthy and I expect to live another 30 years or more. My wife and I live in paradise—life is good. I just want to be able to continue living well when gas goes to \$5 a gallon and bread costs \$5 a loaf.”

How about you? Would 5%-10% profit rolling in every month make you financially secure for the rest of your days? Don’t risk running out of money before you run out of life. Order ***Options Trading As A Business*** today. Call the toll-free number on page 23.

What Do You Think... Have These Traders Really Found A Way To Stamp Out Losing Trades, Or Did They Just Get Lucky?

(Learn the astonishing truth inside)

"100% success rate... I made over \$200,000 profit... in just 14 months... All trades have been winners"

John D., Florida Sales Manager

"For seven straight months, every trade I found was a winner... I was extremely skeptical—at first. It was so straight-forward, I decided to put it to the test. Wow, did it pass!"

S. H., Retiree from Dallas Texas

"100% winners—I have not lost yet for about 3 years. I started with \$5,000, funded my daughter's Univ. of Michigan education and still am up about \$30,000."

Steve C., Michigan Science Teacher

"17 trades with 100% success. I'm thrilled to death... Excellent history tells the truth."

Bill M., Tennessee Engineer

Inside: Scientific discovery pinpoints trades most likely to succeed

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