



Top 15 Reasons to Become an OptionsHawk Member

#1 - Performance/Results Speak Volumes

OptionsHawk's services have been running for 18 months and a portfolio tracking all trades that began at \$100,000 has expanded to \$1.3 million, nearly 1,000 trades with a 70% win rate on trades. Most of the trades have been options focused, a mix of following the smart money, earnings strategies, technical driven trades, and spotlight trading ideas recommended each week. I believe that you should not trade what you cannot afford to lose, and am willing to lose 100% on some positions, because I know with a 70% win rate and many trades returning well above 100%, the overall results will continue to be phenomenal. I provide 100's of actionable trading ideas per week, but have learned to be selective and only trade the ones where the technicals, fundamentals, and options action all lead to the same conclusion on the stock's future direction.

#2 - Professional Market Insight

I have been actively trading and following the markets for years, and am an information junkie so I have learned to be able to combine activity in the equity, treasury, and currency markets to have a better overall read on market direction. I have a Bachelor's in Finance and a Master's in Investment Management and have studied all aspects of the market, and trading experience has led me to a point where I have a good understanding of technical and fundamental analysis. I also have researched most every Company and am familiar with all sectors/industries, so I am not limited to one group of stocks. I routinely provide the key market support/resistance levels throughout the day, as well as analysis of the current economic state and analysis of various market sentiment indicators to have a great read on the market.

August 31st: The S&P was nearing new lows at 1,040 when everyone was panicking, but my indicators said it was time to buy and I noted it was time to start buying stocks.

Result: The very next day the market rallied strong and continued an epic rally to near 1,230, resulting in big gains for our mostly long portfolio.

May 2nd: I issued an alert that despite the recent rally I am seeing institutions making large bearish bets in the market ETFs and individual stocks, and am looking for the market to sell-off.

Result: The S&P fell from 1,200 to 1,020 in the next 2 months.

#3 - Something for Everyone - Not Just for Options Traders

A common misconception with my service is that you need to have an options trading background to make money, but that is simply not true. Although I do focus on options trades many clients use my live market analysis and idea generation to trade the underlying equities. If I am recommending calls to be bought, bullish, one can easily decide to buy equity shares, and vice versa with puts and shorting stock. I also provide various technical and fundamental trading ideas throughout each day that subscribers can take advantage of, and the daily content, whether it be rumors, news, or something else, are all actionable to be day or swing traded. My market insight and live market analysis makes good traders better, and my site should be seen as a great tool and idea generation platform, more than a recommendation service. I offer the MAX plan for active traders that can be in the live chat throughout the day, and the ELITE plan as an email based plan for the less active trader that wants to take his/her time to analyze the content and be selective with trades.

September 17th: Lindsay (LNN) was an industrial name that had underperformed and looked cheap on valuation, and with the surge in soft commodities I thought that the irrigation equipment name would make a great investment, shares near \$41.

Result: Shares reached \$65 in November, more than a 50% gain.

August 24th: "Traders loading up in Silver (SLV) and hedging with October \$15 Puts as 35,000 trade"

Result: Silver (SLV) took off after that day from \$18.50 to above \$28 in a couple months

July 6th: I noted that Wheat prices were breaking out when they pushed through \$500, and a soft commodity rally could ensue.

Result: A massive soft commodity rally occurred over the next 5 weeks and Wheat hit North of \$800, a 60% move!

July 9th: Noted Syntel (SYNT) was quickly becoming my favorite Tech stock on valuation and the recent buy of Greenplum by EMC. Shares were trading at \$35 and looked very cheap.

Result: Shares of Syntel climbed to \$53 in November, more than a 50% gain.

August 6th: I noted Sugar was breaking out at the \$18 level with a \$25 target move the next few months.

Result: Sugar hit highs of \$34 a few weeks later, a near double, and we were long call options in sugar futures to ride the move

May 20th: Noted Endo Pharma (ENDP) at \$20.70 as being at long term trend support and extremely cheap on valuation as a longer term buy.

Result: Shares climbed in following months to \$37.50

#4 - First Class Customer Service

My goal is keep all subscribers happy and although I am not as educationally focused as other products out there, I am readily available via email and throughout the day in the live chat room to answer client questions. I also am limiting the amount of subscribers, although demand is available, so that I can be able to meet each person's needs and fulfill my duties to respond to all questions quickly and accurately. I put a ton of work in throughout the week and during the weekend to provide as much to subscribers as possible, and am always adding

new features and looking to make improvements. My work ethic is second to none, and I always put my clients first.

#5 -Exclusive Access to Content

Through my many trading contacts I usually have the answers to any question as to why a stock is moving, and also provide access to various institutional research that is distributed to me, whether it be upgrades/downgrades/company notes, or views from well respected market moving Analysts/Traders. This information, although proprietary, is market moving and recent rulings agree that this information should be readily available to the public. I also offer access to some projects I have undertaken, including an Options Watch spreadsheet that tracks all the high impact bullish/bearish trades and breaks down the action into the various months, a great tool for idea generation. My clients are always well informed and I continue to innovate.

#6 - Trade Earnings, FDA Decisions, and other Events with Options, Defining Your Risk with High Reward/Risk Profiles

It is always a risk to hold stock or options through a major catalyst such as earnings or a FDA decision, but option strategies can be designed to minimize risk and set up positive reward/risk trading opportunities. Also, option strategies can be used with equity holdings to define your risk and still offer upside potential. I actively prepare for earnings and plan out strategies in the major companies reporting that have ample options liquidity and we have had many successful trades. I also provide previews of earnings with a technical, fundamental, and options based views of the stock. I also have a knack for finding "sneaky" unusual options activity in lesser known stocks ahead of earnings that gives me a signal to do more research, and often hit big earnings winners.

October 25th: PharmAsset (VRUS) was an under-valued Biotech name that triggered a breakout alert at \$34 and I also saw unusual call buying, this ahead of a key presentation the following weekend.

Result: Shares surged higher the next few days and traded at \$42.46 as of Nov. 19th.

October 22nd: During this week I designed earnings trades for Amazon (AMZN), Baidu (BIDU) and Intuitive Surgical (ISRG) with a butterfly spread, calendar spread, and bear call spread respectively.

Result: All three trades were very profitable.

July 26th: Net Logic (NETL) was set to report earnings but I continued to see increased bearish put buying and shares were overbought and over-valued. We decided to buy puts into earnings.

Result: Shares dropped from \$34.50 to \$29.50 on earnings, and continued lower to \$23 a couple weeks later, gains of a few hundred percent in the puts.

#7 - Follow the Smart Money

One of the founding ideas of my web site began with tracking unusual options activity, the high impact, high dollar, trades being made in the options market. By finding large trades, big bets, I feel confident that the trader, likely an institution, has access to better information than the general public. By following this trade, piggy-backing, you are making the same bet as someone that has obviously done his/her due diligence in researching the Company, and taking the same view. The "smart money" is active in the options market, and are taking on a lot more risk for leveraged bets in stocks. It also assists my general market views as I can see when the majority of the

action is looking for upside in individual stocks, or for downside, giving me a great read on options market sentiment.

October: I highlighted unusual buying of puts in Ambac (ABK) at the \$1 and even \$0.50 strikes, forecasting a disaster.

Result: Ambac claimed bankruptcy a few weeks later and the puts jumped in value as the stock was worthless.

September 15th: I noted a breakout in Sina Corp (SINA) along with some large call buying in far OTM strikes, a bullish signal. I also was published in a report from Bloomberg reporting the activity and prospects of Weibo.

Result: Shares broke from \$45 to \$63 in a couple weeks and the calls gained more than 1,000%

August 27th: Jos. A Bank (JOSB) trades 15X daily option volume is a large bullish spread ahead of earnings, seller of 5,000 September \$35 puts that buys 2,500 October \$40 calls.

Result: We bought shares at \$37.50 into earnings, and the report was strong, shares gained to above \$41 on earnings.

August 26th: Noted to clients that more than 20,000 October \$25 calls were bought in Principal Financial (PFG), a very unusual and large bullish bet.

Result: The calls gained 400% in the week following the action as shares gained 16%, a \$750,000 position to \$3,000,000

August 23rd: Blue Coat System (BCSI) shares were basically in free fall following disappointing earnings, yet I was seeing action in the options market looking for a rebound, shares at \$18, so buying calls out a few months appeared to be a good bet.

Result: Shares bounced all the way back to \$25 in a couple weeks as software M&A made BCSI appear to be a potential target, and the calls gained much more.

August 12th: Weatherford (WFT), under performing in oil services, was trading at \$15.40 and a big block call buyer came in for 5,000 November \$16 calls at \$1.14, while I had highlighted a buyer of 5,000 January \$15 calls back on July 30th.

Result: Shares of Weatherford closed November at \$20, more than a 250% gain in the calls.

August 9th: I highlighted Dollar Tree (DLTR) as having an unusually large bull risk reversal of 5,000 contracts put on in November at \$0.30.

Result: The position closed at \$8.40, a 2,700% gain, and in dollar terms a \$4,050,000 gain in a few months as shares trended higher.

April 21st: I highlighted an unusually bullish bet in Schlumberger for November, a 3 legged covered risk reversal for a \$0.91 net credit.

Result: The net credit trade closed November at \$6.40, a massive gain on a large position.

#8 - Follow the Insider/Unusual Activity

One thing that I have found a niche in, that many others cast aside, is to focus more on how unusual the activity is, and not just the size of the activity. There are many reasons for this, but mainly because I know that certain information is leaked, whether earnings or a potential takeover, and people with this information use options for higher returns, but also do not want to make massive sized bets to alert the SEC. Therefore, I scan the options activity every day for action that is not just large, but unusual in relation to average options trading volumes, and this has led to great trades on numerous occasions.

November 16th: I highlighted unusual call buying in Exelixis (EXEL) and did research to see that important drug data was being released in a couple days.

Result: The \$0.10 calls that were seen as a good lottery ticket type bet reached \$1.25 a few days later after positive trial results, more than a 1,000% gain

October 25th: Rent-A-Center was a very undervalued stock set to report earnings and I noticed very unusual call buying in the name. I recommended buying RCII for earnings at \$23.

Result: Shares surged to \$26 on earnings, the calls gaining a few hundred percent, and then continued higher to \$27.50 the weeks following.

August 25th: I highlighted Netezza (NZ) as a great technical set-up into earnings with a high short float and also bullish put sales in the name ahead of results with shares at \$15.

Result: Shares soared to \$20, 33% gain, the day after earnings and eventually was bought out at \$27 by IBM

July 27th: I noticed unusual put buying in Silicon Labs (SLAB), a name that looked weak on the charts and also was over-valued. I publically declared that everyone should be short SLAB into earnings.

Result: Shares tanked on earnings the next day from \$44 to \$40.

July 7th: Tractor Supply Co (TSCO) was set to report results with shares at \$30.50 and I highlighted it as a great chart, great fundamentals, and unusually bullish call activity.

Result: Shares jumped to \$34 on earnings and continued higher in following weeks to \$42.

January 26th: Note to client "Silicon Graphics (SGI) with unusual call buying at the March \$10 strike for \$0.40, and sets up well for a breakout on 2-2 earnings"

Result: Silicon Graphic (SGI) shares ripped the next few weeks and the calls gained from \$0.40 to \$2, a 400% gain.

#9 - Technical Analysis - Winning Trade Set-Ups

If you are a trader the focuses on technical analysis I offer a lot of trading set-ups throughout the week, posting the charts into the live chat. I also offer intraday alerts that trigger for me as I set up hundreds of trading level alerts on various stocks, scanning charts on the weekends and throughout the week to find the top trading

set-ups. My technical analysis focused on trading patterns, such as triangles, pennants, and basing patterns, and uses a lot of basic support and resistance, trading breakouts and breakdowns. I also combine RSI, MACD, CCI, and a few other technical indicators, but also want to avoid information overflow and try and keep it simple. My charting abilities are always improving and I have provided a lot of successful trades via technical analysis.

October 27th: Vocus (VOCS) was an interesting small cap Tech name and it triggered my breakout alert at \$19, so I recommended buying shares as options were illiquid.

Result: Shares jumped to \$22 that day alone, and then continued to \$25.80 as of November 19th.

October 12th: Motricity (MOTR) was a recent Tech IPO that interested me following some great action in other names, so I set a \$13 breakout alert as shares consolidated.

Result: Shares hit \$31 just 1 month later, nearly a 150% gain.

September 24th: Micro Semi (MSCC) triggered a breakout of a channel at \$17 and the volume coming in made it a buy.

Result: Shares climbed to \$23 by November.

September 23rd: Horsehead Holding (ZINC) broke key resistance at \$9 and was lagging other metals, so I highlighted the breakout as a likely big mover.

Result: Shares climbed to above \$13 in the next few weeks, 44% gain.

September 20th: Stratasys (SSYS) was a lesser known Tech name and I noted the triangle breakout just below \$25, and liked the valuation as well.

Result: Shares climbed to \$34 by late October.

September 16th: 51Job (JOBS) was a hot china stock that began to consolidate and triggered a breakout buy at \$30.

Result: Shares reached \$36 just two days later and \$50 by early November, a 66% move

August 9th: Highlighted a breakout in a potential Hot Tech name NetScout (NTCT) at \$16.50, while no one was talking about the name.

Result: Shares climbed 50% the next 3 months.

August 17th: Highlighted Titan Machinery (TITN) as a small cap play in a hot industry that was breaking out at \$16.

Result: Shares continued higher after breaking out, and reached \$22.50 as of November 19th.

August 27th: Demand Tech (DMAN) was an under-followed stock that intrigued me and I set many price level alerts throughout the week. This one triggered a breakout on 8-27 at \$7.50.

Result: Shares are trading near \$11 now on November 19th.

August 27th: Radware (RDWR), an under followed Tech stock triggered a breakout at \$25 and I liked the set-up and the business it was in, and saw it as an attractive takeover target.

Result: A couple weeks later rumors of a buyout sent shares screaming higher to \$40 a share.

#10 - A High Hit Rate of Being Involved in Takeovers/Mergers

I am always looking to be involved in stocks that have a high probability of a buyout as the returns there are obviously the greatest. I have been involved with quite a few stocks the past few years that have been taken out, often with unusual options activity being a signal, while my fundamental analysis also has led me to quite a few buyouts. I pay close attention to all public and private company buyouts and do my research to find the next potential targets. It is a skill that has taken years to develop, but is one that has paid off admirably.

September 17th: Keithley Instruments (KEI) was a small cap I did research on as I liked the valuation and noted the technical breakout for a buying opportunity at \$11.50.

Result: Shares were bought out at \$22 a week later, a huge premium.

August 24th: Noted to client of heavy unusual call buying in Burger King (BKC) with 26,000+ calls, including 16,000 October \$20 calls at \$0.50. I also noted that it could be a potential buyout play in a consolidating restaurant industry.

Result: Burger King was bought out a week later at \$24, those calls gaining 700%

August 23rd: ArcSight was trading unusually strong and I was seeing some unusual call activity, and I noted "No explanation for ArcSight being this strong unless it is going to be taken out..."

Result: Shares were at \$28 when I made my comments and then takeover chatter pushed them to \$39 and eventually a buyout deal was finalized at \$43.50, another big winner.

August 16th: BMC Software (BMC) reminded me a lot of Sybase (SY), a software value name that was seeing continuous heavy call buying in far dated OTM calls. Shares touched \$35 support, acting weak, yet option traders were bullish so I recommended buying November call options.

Result: Over the next few weeks shares rallied and chatter of a takeover began to make its way around. No deal if official yet, but seems to be inevitable and shares are at \$45, the calls up big.

August 5th: Penwest Pharma (PPCO) traded 90X average call volume with shares below \$4, unusual action in the Biotech, and noted it as a potential takeover play.

Result: Shares were bought out at \$5 days later by Endo Pharma

July 12th: Syniverse (SVR) was a Tech stock I continually noted was under-valued and broke out at \$22

Result: . A few months later I alerted a \$24 breakout in the live chat, and hours later the stock was halted and bought out at above \$30.

July 5th: I highlighted Hawk Corp (HWK) at \$27.50 and noted it recently announced it may be for sale. I said I expect at least a \$35 buyout for the under-valued Company.

Result: October 15th Carlisle Group Announced a \$50 Offer for Hawk Corp

February: Sybase (SY) was an under-valued software stock seeing a lot of large call buying, mostly out a few months in what appeared to be bets on a potential takeover. We decided to buy longer dated calls to bet on the potential for a buy out or at least a rally in under-valued shares.

Result: Sybase (SY) received a \$65 buyout offer a few months later, a large premium, and the call options gained a few hundred percent.

October 4th 2009: 3Com was trading at \$5.25 and there was very unusual call buying in the name, heavy action with no apparent news.

Result: A few days later shares were bought out by Hewlett Packard at \$7.90, the calls gaining 1,000% and more

November 2009: Omrix Bio was seeing very unusual call activity in the Biotech with implied volatility jumping ahead of the weekend, so I noted it to clients as a name to get long.

Result: On the following Monday the Company was bought out by Johnson and Johnson in a \$438MM Deal, 18% Premium

#11 - Day Traders, News Driven Traders, and Option Scalpers Paradise

I am providing live market commentary and analysis all day long, beginning at 8:45am and ending at 4pm, so there are ample trading opportunities. My contacts are the best on the Street and I provide the intraday upgrade/downgrades, takeover chatter, and other stock moving news well before the news wire services out there (Briefing, Trade the News, Fly on the Wall, etc.), and the opportunity to scalp options for quick 30% and higher returns within a few minutes is available. There are added risks with these trades, so I do not provide recommendations that are added to the Portfolio Tracker, but many subscribers do utilize the information to make the quick in and out trades.

#12 - Reasonably Priced

At \$300/month my service is cheaper than most competing services even though many of these services decided to copy my business model, as I was the first to use the live chat (blogging) to provide live market coverage. The cost can be broken down into the fact that there are generally 20 trading days a month, and at \$15/day this equates to the cost of commissions for one trade a day. In all honesty, you should be able to make \$300/day with the quality of information and actionable trading ideas provided by my service. If this cost is seen as high, you are probably not the trader my product is targeting anyhow, as you should already be an experienced and successful trader that can fully utilize my service to improve returns.

#13 - Investment Opportunities in Under the Radar Stocks

One of my favorite parts of investing is finding companies that are under-known on the Street, lacking a lot of Analyst Coverage (especially Tier 1), that are hidden gems whether on valuation, growth prospects, or for other reasons. Often, very light, but unusual, options activity leads me to these names, while I also have screens

for micro cap companies to find valuation plays and also with my chart scans. I have screens designed to scan for relative volume movements each day to see when certain names are starting to see stock volume higher than usual. Once I come across names that are interesting, usually in a hot industry, I do the fundamental and technical analysis to see if the stocks are worth an investment, or at least a trade. I have found a lot of "diamonds in the rough" in my time as a trader.

September 27th: Twin Disc (TWIN) was an under-valued small cap industrial stock I took a liking to and set a breakout alert at a channel break at \$13.50, and alerted the buy in my live chat.

Result: Shares reached \$24 on November 10th.

September 10th: I discovered an interesting play on the commodity rally that was beginning to take shape, a small cap Iron Ore play with a big dividend yield. I recommended Great Northern Iron Ore (GNI) on a breakout at \$97.50.

Result: Shares closed November 19th at \$142

August 31st: GI Apparel (GIII) was a name I liked on valuation and technicals into earnings, and looked set for a big move.

Result: Shares jumped more than 20% the next day on earnings.

August 27th: I picked up on some unusual call activity in a recent IPO Fortinet (FTNT) that also looked attractive in a hot M&A industry after an ArcSight (ARST) deal. I noted that shares are breaking out and \$19 and have major upside.

Result: Shares continued to gain momentum as the Street discovered the name and spiked North of \$35 in November on takeover chatter, nearly a double from where I first picked up shares.

August 27th: Noted a small cap name, Cascade Corp (CASC) was likely to report weak earnings due to its exposure to the construction industry.

Result: Shares fell on earnings from \$35 to \$30 in a single day

August 27th: UTI Worldwide (UTIW) was a relatively unknown name set to report earnings and I highlighted it as a great value stock with a bullish chart set up.

Result: Shares gapped from \$14.50 to near \$16 on earnings and trended higher for weeks after to \$20, more than 33% from the original find.

August 26th: I highlighted Air Methods (AIRM) at \$36 as a great value play considering there was a \$1B private merger announced with a similar Company, Air Medical.

Result: Shares picked up momentum and climbed to \$47 in the next few months.

August 10th: Systemax (SYX) is a name I highlighted into earnings as having a bear flag set-up and its online shopping exposure to consumer spending made it a short into earnings.

Result: Shares dropped more than 20% on results after a big earnings disappointment.

#14 - Idea Generation - Abundance of Actionable Trading Ideas

Throughout each trading day I am providing fundamental and technical analysis, and am not limited to any sector or industry as I scan the entire universe of stocks. I also even expanded my horizons to trading in futures and future options, making some great calls in the soft commodity markets in the past year. Furthermore I provide a weekly newsletter to subscribers that includes trading ideas for any type of investor, safe option strategies with income raising trades, as well as speculative trade ideas. It also outlays all of the key events for the week ahead, an analysis of market sentiment and the current state of the market with all key technical levels outlined. The morning market primer also outlays all the information you need for the day and takes out the work needed to be done pre-market so you can focus on trading. The morning market blitz also includes weekly trading ideas, technical calls, fundamental calls, pairs trading ideas, and a speculative trade of the week, as well as daily sympathy trades to consider. The community of subscribers also adds value throughout the day and provides commentary that is helpful to everyone, making for a group of traders that can better cover all aspects of the market every day.

October 25th: I highlighted explosive options trading in Research in Motion (RIMM), which had been underperforming, and I jumped into some OTM calls for a volatility and price push.

Result: The calls gained more than 300% intraday, and after that day I also presented a butterfly call strategy on RIMM to play November expiration. The spread closed at a 300%+ gain.

#15 - No Fluff, No Scams, Honest Advice

As you can see from my website I focused less on the aesthetics and more on the content. I have denied many potential subscribers that wanted to sign up as I saw their trading experience as too novice and account sizes as too small. I am not out to deceive anyone and have recommended on multiple occasions to people that their money is better spent buying books and studying to become more knowledgeable before trying out my service. I offer a recurring option and a non-recurring option, and subscription can be terminated anytime before it renews. My market commentary is straight forwards and I screen comments to only add the ones that add value, so there is no fluff that takes away from the content that needs to be focused on.