



*"The OEX (S and P 100 index) trading that I teach is that really you are not playing whether the market moves up or not, you are really looking at the normal ebb and flow of the market, the fact that the market breathes. **So I am using a method to identify whether the market is at the end of inhalation or exhalation and use the option or stock that will move enough with the inhalation and exhalation to take advantage of it to make a profit.** It really doesn't matter if the market is in an up trend, down trend or sideways trend. Traders typically never really trade the trend, and are trading contrarian, and it's why most lose. We are not. We are just making money on the respirations of the market, no matter what the overall direction. "This may actually seem contrarian  
 Floyd at [www.oexoptions.com](http://www.oexoptions.com)  
[www.bluechiptoptions.com](http://www.bluechiptoptions.com)*

We teach **progression of review** in our daily pre-market alert, our report that details step by step how to "study" the day and trade any index. The goal: To take the emotion out of trading. Everything you need to "think" and to trade we provide in a simple document, surrounded by the rules and principles outlined in our **index trading rules**. We use this tool at our core website, [www.oexoptions.com](http://www.oexoptions.com), and teach the methodology of how Floyd trades at [www.bluechiptoptions.com](http://www.bluechiptoptions.com)

Our daily pre-market alert Floyd has developed after 30 years of "trading the market" and embracing and paying for all kinds of investment advise, courses, software, seminars and every "get rich quick" scheme you can imagine.

Shame on me, as I was raised in the market. My Father was the only licensee of Richard D. Wyckoff, the famed 1920's trader that developed The Wyckoff Method. You'll have to study to find much out about him, but go to any institutional or floor trader and you'll find Wyckoff and point and figure charting a key part of their regimen.

[http://en.wikipedia.org/wiki/Richard\\_Wyckoff](http://en.wikipedia.org/wiki/Richard_Wyckoff)

In the 1950's and 1960's my dad had a business called Wyckoff Associates, in suburban Chicago, and was one of the first pioneers in lecturing and "teaching the stock market". I grew up

watching Dad hand chart (and learning to help) long in advance of electronic trading or charting programs.

He had a ticker tape in his office. I was raised a trader.

But also a 60's child, and off I went to study business and psychology, far removed from the market, and began a successful consulting practice working in restructuring and developing family owned businesses under \$500 million. I made money, moved to Florida, raised a daughter, and continued to fall in love with my wife of now 38 years. My consulting business grew dramatically, and I traveled the world.

But I bore easily, never stop thinking, and have creative veins that may be visible ☺, so I began experimenting with trading. I used lots of Dad's stuff, but much of my own, and as above written became the subscriber to each "holy grail" advertised.

At this time I was traveling extensively, world wide, and it took only a bit of time for me to begin to realize how much utter bullshit was out there, and how most of these guys were selling "how to" because it was a business, and they couldn't make any money in the market themselves.

Long before blogs began I was emailing clients and friends some of my stock trading techniques, and signals, until it actually became "work". Enters Jenn, our 27 year old schoolteacher daughter that handles admin, and "finishes the alert", truly learning to trade, and our artist webmaster Terry Brown ([www.terryvision.com](http://www.terryvision.com)) who makes it all happen.

And [www.oexoptions.com](http://www.oexoptions.com) began. A few years later, with almost no advertising, and a high subscription price, we were rated one of the top ten advisory services, READERS CHOICE AWARD, by prestigious Stocks and Commodities Magazine. We've grown the site tremendously, and offer a variety of services.

And from there, so many subscribers wanted more of my stock picks and philosophy of trading that we began [www.bluechipoptions.com](http://www.bluechipoptions.com) a few years ago.

**I've decided that it's time to share more and let more people see what we do, and how we do it, and "open up" our service to more free information, such as my well known Dow Projections, and option signals.**

So why are we doing this? Why so much great free information on a financial advisory website?

**It's simple. I want to gain your trust.**

**When I gain your trust you will WANT to join our elite and small group of subscribers, in the variety of way we offer services. And if not, you'll enjoy some great tips of trading, and may have your life enhanced.**

Write me anytime at [bluechipoptions@gmail.com](mailto:bluechipoptions@gmail.com) to get to know me, and I'll answer you personally.

Be Well and Do Good

Floyd The Trader

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