

To: TAM Customers

From: Chris Rowe

Subject line Friday: A Little-Known Secret of Master Investors

Subject line Saturday: The Most Important Investing Question in History

This Letter is Dedicated to People I'm Proud to Now to Call My Friends:
Dale Paul, Ray Welch, Peter Brabeck, Jim Hodge, Bonnie Heder, and YOU.

Dear (Name),

Today I want to remind you of a simple four-word sentence that gives you an almost unfair advantage when you invest.

Ever since my Retirement Party in Delray a couple of weeks ago I haven't been able to get this one question out of my mind.

Asking this simple question is the easiest way I know to get you to think outside of the box. It can literally make you wealthy and establish your experience as a true investor with the Midas touch.

This is true whether you're investing for growth, income, speculation or to protect your wealth - anyone with anything to do with investing.

Shameless over promising? Not at all, as you'll now see.

Here's the question:

What's my exit strategy?

Just four little words. But let's explore their revolutionary power, first on a basic level, then advanced.

A Little-Known Secret of Master Investors

First, always remember that investing is a business where people who know how to manage risk take money from people who don't. That is why it's so important to **have an exit strategy before you make any investment.**

You're probably thinking: "*Chris, how many times are you going to say the same thing?*" Well, I'll say it as many times as I have to.

Why? Because *people who don't have an exit strategy before they make an investment, risk turning small manageable losses into large unsustainable ones.* And once that happens you're out of the game.

For example:

You think the U.S. government is printing so much money that \$1 will be worth .50 cents in ten years. After much thought, you decide to buy gold to avoid seeing your retirement savings cut in half.

But before you make the investment what is your exit strategy? What if gold dropped 20% the week after you bought it what would you do? What if it went higher? What would you do?

Another example:

You need income so you buy safe long-term 10-year government bonds.

What if the bond price has dropped 20% or 30% or even more because interest rates have spiked? What would you do? How can you protect yourself from that?

Another example:

You need income but with yields so low you decide to write options against a stock you own at a very low cost basis. But what would you do if the stock was actually called away from you?

You get the idea.

Whenever you are making any investment – and I mean ANY investment – always ask, “What is my exit strategy?” Don’t stop until you’ve got a long list of answers. The difference in your investing performance will astonish you.

A Special Invitation for Members of Technical Analysis Millionaire (We can only accept 245 new members)

I've mentioned these specific examples to you because these exact same questions were raised by a few of my students at my Retirement party a couple of weeks ago in Delray...

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And while they are all great questions (seriously), I began to wonder if something was missing. If, somehow, somehow there was one small thing I could do for you that would make you feel more confident that you could handle most any situation you'll face in the ring next year.

So over the weekend I talked it over with my family. It took me 30 minutes just to convince my wife that I had no plans to go back to work again. (And another 10 minutes to get her to stop with the Brett Favre jokes.)

Here's what I've come up with:

While I will not delay my retirement what I will do is extend my weekly Mastery classes to you - for an additional nine months.

Now you'll be able to see first-hand how we apply what we've learned in class to the real world - for 12 months instead of 3.

Obviously, those who attend TAM Mastery today will have a leg up on those who don't:

- What I can teach you live and in person actually working in the markets, instead of following a lesson plan will astonish you.
- If you were one of the people, who were frustrated by the pacing, and relearning basics in the TAM courses...then TAM Mastery will give you what you've been looking for.
- More advanced tactics, real-time application of what you've learned in TAM, and tweaks to the strategy that will blow you away.
- Each week you will walk through the TAM process with me in real-time. You'll see how I apply TAM, to not only help your week-to-week investing...
- But also to help you memorize the steps, so TAM becomes "second nature" for you. And while I won't be making any specific stock recommendations, this real-time market analysis will help you make more consistent, accurate and profitable trades.
- Plus, by being able to see over my shoulder, you'll be able to see what I do with TAM—outside of what I've taught you already—that helps tilt the odds in your favor even more.

Oh, and I almost forgot.

I'll share with you, how you can implement your own exit strategies, and give you the three exit strategies I believe are critical to all traders preserving their wealth in 2012.

There's more...

The Single Biggest Advantage TAM Mastery Members Will Have Over Every Other Investor...

Unlike TAM, after most courses are over you're usually left to fend for yourself.

Just read what ~~XYZ~~ Robert Mathews had to see of his own experience with other courses...

"When I started this journey into the Stock Market World I knew absolutely nothing about it. I traveled thru the Internet and met a maze of characters who offered to provide a helping hand, but just never seemed real, then one day I came upon Tycoon and Chris. His words of wisdom and his generosity were "pearls" that helped me make sense of the insanity of 08 and 09...Chris and Company just made good sense and it seemed to come from the heart and with sincerity."

Robert Mathews, Winnipeg, Manitoba Canada

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This lack of support can make it difficult to achieve success quickly, or at all. It's usually what you do right after you've completed a course that determines just how much what you've learn will effect you.

You can either jump to it, really get what you've learned, and be off to the races...or be left struggling to get started, eventually giving up and moving to the next "thing".

We offer Mastery programs, not only to jumpstart your trading success...but make sure you get full value from what you've learned in our courses.

TAM Mastery is the support system you'll need to reach your investing goals faster. With a mentor by your side, true success is always within reach.

In fact, mentoring programs have flooded the business world and yielded tremendous results. According to the Wall Street Journal as of 2009 70% of Fortune 500 companies have a mentorship program.

Sun Micro Systems, one of them, found that over a five-year period employees in these programs were 20% more likely to get a raise and were promoted five times more often.

The American Society for Training and Development surveyed and found that 75% of private sector executives said that these programs had been critical in helping them reach success.

I know personally having a support system and someone "who has done it before" working with you can be huge.

Without my mentor's support, I wouldn't have succeeded as quickly as I did. Having that guiding hand, and knowledge at my disposal changed everything for me.

With The TAM Mastery program I'm recreating that experience for you.

A one-stop shop every week—with me—where you'll continue to receive the education, training and support that's critical to your success.

Here's what a few of my former students had to say about their own experiences with my programs...

"Thank you for this opportunity! Chris Rowe has been an AMAZING coach and author, and an incredible trader - and I am VERY grateful that I have had the opportunity to learn from him, read his insights, and to benefit from his desire to help others. Congratulations to Chris - and thank you for a job well done!"

Crisis Graduate Gary Sittler, Buffalo, New York

"I love being your student. WITHOUT HESITATION there is no question in my mind, you are, in my opinion one of the better instructor/mentor I have had the opportunity to listen to and try to learn what you are trying to do. GREAT JOB"

IFII Student Robert Murphy, Bakersfield, California

Join TAM Mastery Now, Before All 245 Spots Are Gone

Comment [BE1]: CHANGED FROM 261 TO 245

With only 245 spots available, and over 1,143 TAM members vying for these spots...they will go quick.

Same rules apply as with all our other great programs, you get a 30-day money back guarantee to try TAM Mastery. That will give you a great chance to try out a few classes for yourself, and see just how important this will be to your 2012 success.

I've also negotiated a very special rate for all my TAM students.

In the past IFII has charged as much as \$9995 a year for similar programs.

But I got that knocked down a lot. In fact all I'll tell you here is, I managed to knock more than 50% off TAM Mastery. I'll reveal your investment on the next page.

Believe me. When you see what you will be investing, you'll be very happy.

I should warn you though.

Because of the limited opportunity here...the incredible discount...and the 1,143 people already lined up waiting to be a part of my LAST program with IFII...

These spots will go fast.

If you are serious about being part of this program, having me, Chris Rowe on your computer every Monday...providing the continued education, training and support critical to your success, you must join right now, before you do anything else.

If you don't join now, and you do close this email, by the time you come back your spot could be gone!

Just by the numbers over 80% of the 1,143 people potentially lining up for this program...won't even get a sniff of it.

Right now you're competing for a spot with people like Tyler Ramsey who sacrificed big time to be a part of this program...

"I have signed up with the (Mastery Program), this was a hard decision to make, do I invest in the coaching or use it to make much more? I believe you have the ability to make that investment pay for itself many times over and therefore made that decision."

TAM Graduate Tyler Ramsey, Lincoln Nebraska

Good luck, I hope to see you in class!

Join TAM Mastery Now, Before All 245 Spots Are Gone

Sincerely,

Chris Rowe

P.S. **Why were only accepting only 245 new TAM Mastery students?**

After a conversation I had with our production team, and from our experience with TAM...we've found that our current online platforms experience a quality lag at a 500-student capacity. So we felt it necessary to place a limit.

So far we have 255 Tam Mastery members, so that leaves us only 245 spots. With the Mastery program maintaining the integrity of the online platform was vital.

Until we are able to find a solution, 500 students will be the limit for TAM Mastery.

P.P.S **How we've taken on all the risk When You Join TAM Mastery Today?**

Like all our programs you have a guarantee with TAM Mastery. You have our standard 30 days to check out the classes, and see just how awesome a resource they will be for your trading this year. Just in your 30 day-guarantee period, you should have the chance to sample several Mastery classes.