

2017
CHINA
FOREX
EXPO

 **BetterTrader.co**

TRADING SIGNALS ARE OVERRATED
THE VALUE IS IN THE EXECUTION

COLLECT FACTS » ANALYZE » TAKE A FIRM DECISION



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QUESTION

**Why do 90-95% of traders
lose money?**

DO THEY ALL HAVE **BAD SIGNALS?**

Why don't only 50% lose money? It is pretty easy to extract a good signal:

- 1. Back-testing tools**
- 2. Statistical models**
- 3. Rational logic**

It is simple getting **INTO** the trade.
Getting **OUT** of the trade
is far more difficult.

A stylized illustration of a person running towards a doorway. A large arrow points from the text towards the doorway.

Execution it everything, what does it mean and how do you perform it?

Preparation, Discipline and Consistency

Traders have to know before getting into the trade: under what conditions do I

- 1. Enter**
- 2. Add or cut**
- 3. Cover [Stop Loss\Profit Taking]**
- 4. Risk Reward Ratio**
- 5. Volatility**

Many traders place irrational bets because

**OUR PRIMITIVE BRAINS
REWARD US WITH
ENDORPHINS
WHEN WE “WIN”**



REACTING

**STICK TO YOUR
PRE TRADE RISK REWARD
NO SPUR OF THE MOMENT
DECISION MAKING**

QUESTION

Why 90-95% of traders lose money?

ANSWER

THE REASON MOST PEOPLE LOSE
MONEY ISN'T THE **IDEA**, IT'S THE
EXECUTION

**A GOOD-ENOUGH IDEA
WITH GREAT EXECUTION IS WHAT
PRODUCES SUCCESS**

**TRADING IS NOT ABOUT PICKING
THE MARKET'S DIRECTION, BUT
ABOUT GREAT EXECUTION.**

THANK YOU!



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