



# 7 STEPS

## Getting the most out of TradeCoach

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## 7 Steps Towards Getting the most out of TradeCoach

### 1. Why Trade?

There seems to be 2 schools of thought, short term traders and long term investors. I say “the poor trade, the rich invest”. Think about it: How many successful traders do you know? And how many successful investors do you know? So if successful traders are so rare it’s clear that the style of trading you pursue is important.

I like trading for 2 reasons:

1) There’s a **technology arms race** going on within the automated trading world. Think of it like the worlds biggest computer game, with the smartest programmers getting paid the most, and **the lazy paying a stupidity tax**. You may as well start learning now. The longer you leave it, the larger the learning curve will become between where you are now and the top as more people around the world join the game daily.

2) Think ‘**creativity mixed with science**’. Trading is a contagious academic challenge and a life long interest. The markets are always changing and the tools available to trade are becoming more exciting. Trading rewards those who think creativity and mix it with the science of data analysis. If you love IT, systems and numbers then you’ll enjoy trading.

### 2. Who am I?

Greg Adams. View a video of me from this link:

<http://www.tradecoach.com/gregswelcome.html>

I live in Queensland, Australia. I grew up on 1,200 acres of sheep country in Golspie which is an hour’s drive from Goulburn, rural NSW. I was the 5<sup>th</sup> generation on the farm. My family moved to the Blue Mountains when I was in high school.



I studied Telecommunications Engineering at UTS in Sydney.

My career started as an engineer cadet, working and studying at the same time in the security industry.

Think CCTV, alarm systems, access control systems for high-rises. The highlight was project managing the anti-terrorist security system for the Sydney Harbour Bridge.

I also worked on security systems for the Lucas Heights Nuclear Reactor, Sydney Ferry Wharfs, Sydney Harbour Tunnel, Sydney Monorail, Sutherland Shire Covert bush dumping CCTV, Garden Island Naval Base – HMAS Success, ING Bank Sydney, Customs – Canberra, Brisbane Watch House, Brisbane Correctional Centre Wacol, Commonwealth Bank – Brisbane.

#### Major Achievements

Trading fascinated me because once you’d figured it out, there seemed to be no limit to your earning potential. At that time I’d hit a glass ceiling regarding my earning potential in the security industry. So I jumped ship. I’ve since worked with many companies within the trading world.

I’ve been a guest speaker at the Australian Technical Analysis Association.

I’m a licensed derivatives advisor holding PS146, RG146 in Derivatives.

I traded full time at home for a patch till my wife told me to get a job doing anything to get me out of the house and socialising again. It’s not healthy sitting around just because you can at a young age, so I started TradeCoach. I now spend more hours each day building trading systems than ever before because I put myself in a formal work environment. Home should be kept as just that, a place for relaxing with family.

Today I constantly push the boundaries of the trading world to find new and better ways to trade in both the E-mini and FX markets, my discoveries are shared with my traders. The collective wisdom of my client base contribute back to me on new discoveries, and it’s this 2 way sharing of knowledge that keeps me excited and buzzing.

### 3. Mistakes I made and what I learnt from the big boys in Chicago.

1. Spent money on courses instead of learning as much as I could for free from the net first.

2. Assumed that the gurus who sold me the courses knew what they were talking about.

3. Traded with more than just risk capital. I lost \$25,000 in one day, and I was only 23 years old at the time.

I assumed markets were inefficient, assumed that standard assumptions around money management were correct, assumed that 3 months of backtesting history would be long enough. **I was wrong.**

In short; **don't assume. Test every assumption rigorously.** Measuring and data analysis is key.

I was invited to meet some of the most heavy duty traders I know in Chicago due to my engineering background in how trading platforms communicate to the exchanges. It was the owners of GFT based in Grand Rapids, an hour's flight from Chicago. It was interesting to see their trading approach and the technology that assisted their decision making for when to enter the markets. Four years later I noticed main stream trading platforms started introducing similar technology. The time gap has probability shrunk since but I'm still of the opinion that anything that seems new and high-tech in assisting entry criteria, is probability about 3 years old.

### 4. Computer assisted trading – what is it and how does it work.

Computer assisted trading is taking your trading plan's rules and putting them into computer code so the computer can execute your plan on your behalf. It's called trading on auto. With a load of experience and psychological muscle for discretionary trading, I still hesitate, get impatient or miss trades if I duck to the kitchen. So for the markets and charts I don't have the time to watch, I've taught myself to automate. It enables me to backtest and optimise in seconds instead of weeks, stick to my trading plan flawlessly and remove the emotion.

I was very uncomfortable the first few weeks my automated strategies went live. I wasn't sure what exactly could go wrong, or how wrong it could go. After a while when one or two things did go wrong, I was actually impressed by how well things went in worse case scenarios.

#### The Power of 1%

I may only trade say 1% of my account, so should something unthinkable happen with an automated system, I think of it as 1% of a real problem. Also, I write my systems to trigger their entry during my evening, so just before I go to bed, any systems that are going to trigger, will have by then. I check the profits and stops are as I expect and I go to bed. I write systems that go for a real market move, a real US business up day or down day. Lets say a worse case scenario happened and for some strange reason I had a live position in the market, but my profit and stop disappeared (Parameter settings: exit on close 'False' and orders set to 'Day' instead of GTC could very easily create this. This would be an error on your part, as the code is doing exactly what you told it). Anyway let's say they disappeared. Well, the next morning I'd see my position was carried one way or the other by a daily move amount, which is about what I aim for + or – anyway, and I'd close the position from my Position Tab and not be too bothered. Perhaps I'd say to myself 'I need to spend more time getting to know my platform before I use live money', that's all.

I've never had a problem with Platform or my Brokers. It's been with Windows auto update, the computer firewall, antivirus software, things like that.

### Five reasons to consider automated trading

There are five reasons why I like automated trading or algorithmic system type trading. It helps me stick to my trading plans and frankly I think of myself less as a trader and more as a portfolio manager. Here are a few reasons why:

**1. Remove the Emotion** - Some say trading is 90% psychology and 10% your plan, I don't really agree with that but let's say it is true, then, if you automate your trading plan have you removed 90% of your problems? Traders hesitate to pull the trigger, or get impatient and jump in too early. Regardless how much you think you can train your mind to be more disciplined, you will always be human. Why not use the computer for it's strengths, being a robot, and let it execute your trading plan for you.

**2. Backtest In Seconds** - It can take hours or days to go through years of charts looking for your entry and exit points and marking the outcome in a spreadsheet. With a automated trading plan you can run a test in seconds and see the outcome over the last few years, including % success, number of stopouts in a row, average pip or tick profit per trade. Then you can try a variation of your idea such as a larger profit target, and again see the effect, in seconds.

**3. Step away from the computer** - participate in the markets while you put the kids to sleep, have dinner, and take a phone call. Even when you don't have the time to trade, you can have your trading plans running via automated systems.

**4. Multiple trading plans running simultaneously** - How many markets and charts can you watch at the same time? Some traders joke that the way to fix a bad trading patch is to buy more monitors and put more charts on them so your office looks more important. When you automate your trading plans you can enjoy positions being taken on a few pairs at the same time for independent reasons. In fast paced markets its good to be able to do 2 things at once.

**5. Place Trades While you Sleep** - 8 hours uninterrupted sleep in a pitch black room with the same bedtime each night is essential for sharp thinking during the day, yet few make it a priority. Ever notice the better times to trade could be between 10pm and 6am? The idea that you'd let a computer trade your plan while you sleep can be unsettling for some but here's how I see it. Firstly I never risk more than 1% of my trading account on any 1 trade, and secondly I go for moves in the market that last longer than 8 hours, so if anything was to ever go wrong then it would only be 1% of a problem and when I got up in the morning my open position would likely still be within my profit and stop area, plus my profit and stop are placed at time of entry and stay with the trade till it closes out. Having traded while I sleep for years now I really enjoy it because you can't think about it when you sleep, so you just let the maths and statistics do their work.

*Compliance Note: Only ever trade with risk capital. Trading involves the risk of loss. Spend time in simulation while you learn how to use your chosen software.*

## 5. The 6 things to remind yourself before you place your first trade.

1. The measure of a successful first trade is not its outcome; it's your ability to execute your trading plan flawlessly.
2. Trading is a life long journey / obsession.
3. Only trade with risk capital, start with a small account.
4. Only risk a maximum of 1% of your account.
5. Anything hard in life that you've really needed to know, you've figured out. This will be no different.
6. Be playful, use a little reverse psychology on yourself to center your expectations so they are not so weighted towards 'I hope my first trade is a winner'. Try this: imagine you've created a great trading plan with high % probability of success on each trade, yet on your first trade you tell yourself you want it to stopout, but only by following your plan flawlessly. Because your plan may run at 70% success, and because you'll follow your plan flawlessly, it will probably be a winner, but by trying to lose via sticking to your plan it messes with your head, makes it fun and balances your emotion. Reverse psychology.

## 6. Ongoing success with trading – what most don't teach you.

### Why you should trade in a group

I've just finished reading a book called *The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nation* by James Surowiecki. It builds on the idea that the crowd is smarter than the smartest person in the crowd. Reflecting on my years of teaching others how to automate their trading, I can say this is true. A trader by themselves with the best information at hand has an average chance of hitting his or her goals; however a small group of traders from diverse backgrounds conversing and sharing ideas regularly with strong trust between them, results in outstanding automated trading systems. This is why at TradeCoach we put new traders in a support group of fellow traders whom often become life long friends.

### Take the sensitivity out of the System

A friend of mine studied Multi Variable Optimisation for 7 years at uni. He found the most important thing is the need to take the sensitivity out of the system. So for example if your system is running with a setting of 2.9, 3 or 4 it should still give great results. I found this interesting because here at TradeCoach we put our newly designed autos through a stress test to see if the new code fresh off the press is too sensitive to variations or not.

### Discretion vs Automation

I recently had coffee in Sydney with one of the Directors of a large US futures broker house while he was passing through. Given the large size of his book (book is trading talk for number of trading clients) I had a few questions. I valued his opinion because he has a top down view of so many traders who are clients of his broker firm. Some of his clients are successful traders, some not.

My first question was:

1) What % use automation?

Answer: In their first year basically all traders are trading discretionally, in their second year almost all of them are trading discretionally, and in the third year about half of whoever is left discover automated trading and develop their own systems.

My second question was:

2) What % of traders make it to year 3?

Answer: I guess around 10%

My third questions was:

3) Taking a step back and looking at your book as a total, if you just take those of your traders, who are profitable, what % of those profitable traders use auto?  
Answer: maybe 90%.

*Compliance Note: There are no guarantees in trading. Automating your trading plan to remove the emotion does not guarantee successful trading.*

### Passionate about Trading

I love anyone who is passionate about their field of work. If anyone has not seen it, you must watch TEDtalks YouTube [Benjamin Zander: Classical music with shining eyes](#). Now it is true that this video is not trading related but the guy's passion for his chosen field of work is contagious, and he's funny. Trading is no different, in that, you have to develop a passion for it, the idea of building a new automated trading system each morning needs to make your eyes shine. When you are so excited about what you are working on you simply buzz, almost start to shake, that's when time disappears and you become engrossed in what you are creating.

## 7. The next step

If you are around the Sunshine Coast, Brisbane or Gold Coast, drop in for coffee. I like to meet my traders in person, and my traders like to meet me. New traders normally turn up with a list of questions, and like to look me square in the eye, so they can say they've met me in person before joining.

**Price?** We charge the same as a 7-seater leather lounge. Get comfortable with us first.

Office: 1300 331 218  
Mobile: 0423 086 758  
International: (+61 423 086 758)

Office Hours  
7am - 3pm QLD Australia Time

Level 4, 12 Marine Parade  
Southport QLD 4215  
Australia

## Your membership includes

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- eCourse — 47 modules  
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#### Fly in

If you fly into Brisbane or Gold Coast airport, we'll meet you in one of the business lounges to discuss our course.



#### Happy

See-it-all, do-it-all Guarantee. Watch all you can in 14 days, if you don't like it, get a refund no questions asked. NDA applies.



#### Remote in

Invite us to remote into your desktop and check you have setup your trading platform correctly.

## How to find me

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**Email:** support@tradecoach.com

Office Hours  
7am - 3pm QLD Australia Time

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Australia



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*As you know I kicked off my systems 1/7/2010 for the second time after the first attempt came a gutser. I have currently got 16 systems running and will add 4 more this week to make 20. I plan to let the 20 run for a month or so before increasing leverage to \$2/pip. My account which started off at \$940.00 has just hit \$2861.00 which is a gain of 204% in that 6 months. The more systems I have running the more stable my equity curve seems to get. Thanks very much for all your help and guidance.*

*John Farrell 16th January 2011*

*The second half of Nov brought my account down a little for the yr end (was up over 50%) but overall from April to Nov (when I went live with forex) I made around 40% or so - I figured that's not too bad for my first 8 mths live on forex. i was up 66% at one stage during the year, I think I just need to fix a few plans up a little, or toss them and get new ones. (would you believe that last year I actually stopped dating a guy so I had more time free to test plans, turns out it was a good choice lol). Anyway, can't complain, I'm in profit which is nice! Once again it's all thanks to you and I'm looking forward to this year.*

*Karina Banhuk 11th January 2011*

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## Feedback from real clients

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*Just a quick email to say thanks for what you've organised with the swap. Its fantastic and amazing that you've managed to pull it off for such a small cost for us all. It shows your true colours and integrity. Your coaching is truly unique and by far the best I've found in my journey. Don't forget our small group as you grow ( I'm sure that you wont)  
Just wanted to say thanks*

Steve Nelson 19th March 2011

*Greg said this course would Blow our Socks Off, and it did.!!! I've been anxious to consistently "walk the talk", this Auto Course is THE Answer. My emotions no longer play any part in my trading. I'm making money whilst I sleep and I'm backtesting over 2 years of data in a matter of minutes !!! Greg has a wonderful way of patiently imparting all his knowledge on this subject. It's the ULTIMATE course and truly Addictive !!!*

Karen Tait – 7<sup>th</sup> Dec 2009

*Thank you for sharing so many of your own systems and ideas with us. It really helped me to see the type of results you are getting in terms of number of trades, percentage profitability, graph shape and so on, as well as giving me lots of new ideas to try, especially in terms of improving systems that are not quite profitable enough. I am looking forward to putting those ideas into practice this week.*

*So, thanks again and I think you are well on your way to achieving your goal of being the Rolls Royce of trading education.*

Annette Spooner 2<sup>nd</sup> May 2010

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*Just an update on my progress. I am at C2 and not only enjoying your training but applying it. I confirm your observation that learning by doing is the ultimate test.*

*You are unique, let me justify that by saying I now know what "Trading in the Zone" feels like. I can now trade with intent, being relatively confident of the outcome through the application of tested trading plans. I have also found that the addition information gained in putting plans together provides some insight into the characteristics of currency pairs.*

*My trading has improved out of sight and the "emotional impact" of trading is far more acceptable - I look forward to every session to see what unfolds. - I find it just fascinating - something that could not occurred with the "emotional effort" of my trading prior to doing you course and I am only at C2 - how much more fun can I have in the coming sessions. C2 was just brilliant!*

*You have my heartfelt thanks not just for improving my results but for introducing me to a "fresh new world of trading ideas and insights".*

*I find your approach and ideas about trading and learning every bit as fascinating as what and how you train.*

*You have got me for life, I have learnt infinitely more in my short time with you that in years of reading and doing other courses.*

*Your training is the "real thing". I am sure my bank manager will want to thank you personally.  
thanks Greg,*

Graham Thorsby 2<sup>nd</sup> November 2010

## Feedback from our newest client

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On Tue, May 22, 2012 at 8:17 PM, Tom Aga wrote:

Hi Greg,

*I just wanted to say that I'm loving the program so far and I had one request: Pls keep your subscription high because this stuff is no fluff and full potential without limitation. I would be upset to find out that you sold your ass and lowered the fee for this program, it's worth every penny!*

*Just to get you up to date on my progress:*

*I started with the C1 and at first got a bit bored because I was excited about the automation so I skipped it (only to later return and find out what I missed!!!!!!!!!!!!!!) Once I started C2 workshop I was so excited and started to build bots instantly, to the point it consumed me (in a good way) and with my limited knowledge I built a few noise systems that appear to be profitable since 2008, but after I realized 1) how limited my knowledge is and 2) that my systems didn't meet a certain criteria I started at C1. Since then I learned alot and you have truly expanded my imagination and broadened my limits, and my goal is to become limitless with my trading now thanks to you.*

*later in C1 you presented a noise system and the results chart looked alot like mine and so i scrambled to check out the one i built previously only to find out that I changed it somewhat and thus it became a loser, I was furious lol, I stayed up for an extra 1.5hrs to see if I can fix it and I eventually did, and realized that I need to become more organized, so now any changes just make a new system and call it .....2 .....3 etc. this helps me to have the original copy and the improvements separately just in case. Now I'm almost done C1, then I will to C2, then Gym and the rest and then I will go back to C1 and do all the homework so I can have at least 12 systems to present to you before I get the ok to launch them, and seriously I love all the criticism I can get from you because that's what I eat of.*

*Ok, it's been a busy last 2 weeks, my goal is to have this stuff ready in 6 weeks, which I calculate is a reasonable amount of time for me to achieve including 12 satisfactory systems, accounts setups, 2 internet providers hardwired and on battery backup, 1 comp on live 1 on sim and 1 for crashing :) etc.*

*If Im missing anything I'm sure I will hear from you, anyways have a great day! Have fun with your family, make everyday a mini vacation, raise the heart rate every day, and ohh ya I threw out half the crap in my garage already so I can enjoy the space! Good times.....:)*

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Best Regards,

Tom

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