



Good morning, FirstName.

If you've been paying attention lately, I'm sure you've read dozens of fear-mongering headlines... What's to come of the trade talks? What effect will the next Fed decisions have on economic stability? How's Brexit going to pan out? What's in store for Boeing? Oh, and don't forget that last jobs report...

Well, despite what the click-bait driven media may have you believe...

I'm telling you *not to worry*.

Because I'm Bernie Schaeffer, and I'm about to **show you how you can master the market**.

I've been trading options for over 37 years. I founded the original options trading newsletter (which, as you may know, is still published *to this day*).

I've traded through the Iran-Contra Affair... the market crash of 1987... The Gulf War, the Cold War, 9/11... the dot-com bust, 2008 credit crisis...

Let's just say, I've seen my share of "market moving events."

And you think I'm scared of *Brexit*?

Believe me when I say... It takes more than a few tweets to make me anxious.

I've been in the trading business for practically as long as options have even been around.

Not only can I show you how to PROTECT your assets, but I can show you how to GROW your assets... No matter what's coming down the pipeline.

Because when I look at today's market, and the market-moving events just around the corner, **all I see is potential profits.**

I *know* how to trade events like this.

And once I show you how to **Master the Market**, you too can look ahead at potential volatility... or even impending pullbacks... and feel secure that not only do you have the tools to handle these ups and downs, but you actually have the tools to rake in profits like \$2,159, \$2,950, and \$3,126!



## You Know the “Who” and the “What” ...

Before I get in to the “how” of mastering the market, how about we take a little look at the “why.”

Because once you see the dollars and cents of the matter, you'll see exactly WHY it pays (literally) to be a master of the market.

Not only do you *not* need to live in fear... anxiously protecting your hard-earned assets...

But you'll be able to take advantage of any kind of market conditions – bullish, bearish, or just plain volatile – with *minimal effort*, and with some *seriously impressive rewards*.

Just think... as your friends and neighbors sit with their fingers crossed, hoping that their hard-earned retirement isn't decimated by another bubble burst... you'll be sleeping soundly knowing that your portfolio is not only protected, but THRIVING.

Let me give you a few specifics, then we'll talk big-picture.

Here's just a handful of ways we've managed to **Master the Market** just since October (you know, right as we saw that **crazy volatility pop**, and through the **Christmas Eve massacre**...):

- **\$2,159 profit** on PayPal – Invest \$1,544, cash out with \$3,703. **140% gain.**
- **\$2,480 profit** on Tailored Brands Inc. – Invest \$2,147, cash out with \$4,627. **116% gain.**
- **\$2,950 profit** on American International Group – Invest \$2,154, cash out with \$5,104. **137% gain.**
- **\$2,887 profit** on eBay – Invest \$2,532, cash out with \$5,419. **114% gain.**

- **\$3,126 profit** on YY Inc. – Invest \$3,043, cash out with \$6,169. **103% gain.**
- **\$2,128 profit** on Qualcomm – Invest \$2,463, cash out with \$6,591. **168% gain.**

So you see how these individual trades could really add some extra padding to your bottom line, and that doesn't even account for our "lowly" double-digit winners.

But even more impressive than these winning trades is the overall performance of our ***Master the Market*** program...

Which is currently up **more than 66 times the S&P 500 over the last 12 months.**

That's not a few "lucky winners," or even a few *months* of lucky winners.

That's rock-solid overall performance over the last 12 months... A **168% return**, to be precise.

Now how many traders do you know that can say the same?

**Wouldn't you like to be able to claim that track record as your own?**

Well you're in luck. Because I'm going to give you a way to ***Master the Market*** yourself...

But first, let me explain exactly how it works, so you know exactly HOW you'll be setting yourself up to rake in the wins.



## **Jack of All Trades, Master of the Market**

Put simply, ***Master the Market*** allows you to profit by essentially "playing both sides."

Think of it like betting on your favorite team to win the big game... then also betting on their opponent.

In this case, you know that no matter which way the game goes, you're going to have some winnings headed your way.

Sounds simple enough, right?

And it really is. All you're doing is simple call and put purchases, but in a way that gives you the ability to profit in both bullish and bearish market conditions.

You'll see a **steady stream of profits** regardless of which way the market is headed, and you can rest easy knowing you have **built-in protection against unpredictable macro events.**

First off, each month you'll receive a total of 8-12 straddle trades.

If you aren't already familiar, all a straddle trade involves is purchasing both a call and a put at the same price, and with the same expiration. (Don't worry, we'll tell you exactly which options to purchase, so you're never left guessing.)

It's literally as easy as making any other trade, you're just making two instead of one.

When you play straddles, you're able to profit off a big move *in either direction*. If the equity you're "betting" on goes *up*, you win. If it goes *down*, you win.

It's the ideal way to play volatility spikes, because all you need is a move – any move! – to profit.

Plus, we pick the straddles that seem underpriced compared to the stock's ability to make a big move – keeping entry costs low, and giving you the best possible risk-reward potential. It gives you WAY better leverage for your money than purchasing (or shorting) shares outright, and you're able to limit any potential losses by closing losers early, while riding the winners all the way to the finish.

And you're really only in each trade for a few weeks, on average.

So your risk is minimal, your reward is potentially unlimited, and it'll only take you a few minutes to place each trade.

But that's not all! As great as straddles are, we wanted to include a little extra profitability in this trading program, because who wouldn't want the ability to rack up a few more winners, regardless of market direction?

Which is why I've also included 2-3 "**hedge-fund secret**" **strategy trades** that'll let you profit like the Big Boys... and again, these are *simple trades* that the majority of people overlook, because they take a little extra work to find (but practically no extra work to execute, since again, they're *simple call and put purchases*).

Now, the way these "hedge fund" plays work is by letting you play both sides of the market, using what's known as a pairs trade.

All that means is you go long on a security in one sector, and short on a different security in the same sector.

Hedge funds LOVE these trades because they're PROVEN moneymakers if there's volatility in a major sector.

So again, it's setting yourself up to win on volatility, regardless of market direction, using simple call and put purchases.

And we'll tell you EXACTLY which trades to make, and EXACTLY why we expect each trade to profit.

(If you'd like to know more about the exact mechanics and math behind these "paired trades," feel free to give me a call, but otherwise I won't bore you with the super nitty-gritty details.)

Once we find our hot trade, we'll send it to you, using our Real-Time Alert notification system to send our chosen trade straight to your inbox or phone. Each trade comes with entry parameters and trader commentary, so you'll know exactly **WHEN** to get in, and **WHY** to get in. And when it's time to close out, we'll let you know, too.

## **We're Launching in 5... 4... 3... 2... 1...**

Now you might be wondering why you've never heard of this trading program before.

After all, if these trades are so great, why isn't everyone making them?

Well, like I said, these trades take a little more elbow-grease to identify... and that's where Schaeffer's comes in handy.

You see, in addition to **more than 37 years of experience** trading options, I've also got an **entire team of traders**, and an **entire research department** working on finding the best trades possible for our members.

Most people simply don't have the *manpower* necessary, which is why these types of profit vehicles are typically reserved for the Wall Street Elite and hedge fund managers.

And in case that isn't enough, we've got more than a few **proprietary tools, technologies, and indicators** we've developed over the decades that let us spot hot trades the "other guys" overlook, like our Schaeffer's Volatility Index, which lets us spot perfectly-priced options trades to maximize your leverage (and your potential profits!). *No one else can offer this insight.*

Add to that my unique **Expectational Analysis™** approach to trading – which combines the traditional methods of fundamental and technical analysis with sentiment indicators, making it possible to pinpoint situations where stocks are primed to make some big moves over the weeks to come – and you'll start to see why Schaeffer's has been a **leading name in options for nearly 4 decades**, and why we've been able to come up with a trading program that boasts stats like "**up 66 times the S&P!**" and "**168% 12-month return!**"

So with the big, market-moving events we have on the horizon, right now seemed like the PERFECT time to let select pre-approved Schaeffer's members take advantage of this **brand-new trading program**.

I mean, it's simply the ideal way to make sure you **stay profitable no matter what**... a feature I'm sure you'll find useful in the weeks and months ahead.

Now, if you were just a random Joe that walked in off the street, we'd charge \$5,495 for a single year of **Master the Market** trade recommendations.

And considering you'll receive **10-15 total trades per month**, it really is a fair price.

But through **this special Launch Day offer**, you can claim your first year for just \$2,495 – that's 54% off list price!

And to add a little something extra... because I know once you see these trades, you're going to be hooked... when you sign up TODAY, I'll remove your expiration date, giving you a LIFETIME of **Master the Market** for just \$2,495!

Yes, *really!*

That's **10-15 trades per month**... for as long as you want. 3 years, 5 years, or longer... your subscription will never expire, and you'll never be asked to pay another penny for your **Master the Market** trades.

But if you're ready to join us, and **Master the Market** yourself, you need to let me know! **Click here before midnight tonight to claim your place in this seriously exciting program!**



I look forward to profiting with you.

**Bernie Schaeffer**

Chairman & CEO

Schaeffer's Investment Research

P.S. This program is up 66 times the S&P 500 over the last 12 months, but this is the first time I'm offering a general membership to pre-approved Schaeffer's members. **Click here today to Master the Market!**



Firstname,

Sometimes it feels hard enough to get through the day without having to worry about your portfolio on top of it.

I mean, even on the weekends, I find myself running around all day, finishing up some errands, or trying to squeeze in a work out... much less spend time with my wife and daughters!

But with all the crazy headlines we're seeing in today's news, not to mention all the market-moving events on the horizon, it's now *more important than ever* to make sure you're staying on top of your trading... especially if you're depending on your "nest egg" to last through retirement.

As trading heats up this spring, you need to take a minute to reevaluate your trading strategies, and make sure you're doing the most you can do to ensure you stay profitable, no matter what the market throws our way over the next few months.

**And that's where *Master the Market* comes in.**



It's a seriously easy way to add some directional equity exposure to your portfolio. These trades strike **the perfect bull/bear balance** while making the most of market volatility — so you're set up for money-multiplying winners, whether we enjoy another year of bull market action, or stocks take a turn for the worse.

Just to recap, when you choose to ***Master the Market***, you'll receive 10-15 trades each month. Each trade helps you attack the market from both directions, so you're in the perfect position to capitalize on both bullish and bearish market conditions. Plus, we pace out these trades to give you **the best opportunities to profit, all month long.**

Need proof? How about a **12-month track record up 66 times the S&P 500?** That's a *168% return*. Put in more concrete terms, a \$10,000 portfolio would now be worth about \$26,800. *That's* what it means to ***Master the Market.***

My email below will provide some more specifics on this trading program (and on exactly why you want Schaeffer's in your corner).

Now, typically a year of these trades retails for \$5,495.

But to celebrate **the official launch** of this exciting new product, today I'm going to cut you a deal.

When you **click here and take advantage of this limited-time offer**, you can receive a full year of ***Master the Market*** recommendations for just \$2,495... and that's not even the best part!

Because when you sign up today... you won't just get a single year of these explosive market-beating trades.

I'll actually remove your expiration date, giving you a **LIFETIME membership!**

That means your membership will NEVER expire, and you'll never need to pay another penny to keep the trades coming!

But **this launch offer is only open until midnight** – that's just a few hours for you to claim your place, and become a ***Master the Market*** member for life!

**Click here now to join us!**

**ACT NOW**

All my best,

**Bernie Schaeffer**

Chairman & CEO

Schaeffer's Investment Research

P.S. This is your chance to make sure you're trading at the top of your game... **Let us show you how to master uncertainty with *Master the Market!***



FirstName,

As you may know, in just a few hours the Federal Reserve will announce its next monetary policy decision.

Right now, most people expect there won't be any rate hike in the foreseeable future (in fact, there's about a 98.7% chance they'll stand pat through the remainder of 2019, and about a 1% chance there will actually be a rate *cut*).

But you definitely can't discount the possibility of Fed-related volatility – a surprise in the committee's economic forecasts is certainly possible, especially in light of analysts' slashed projections for the upcoming first-quarter earnings season, and the ongoing U.S.-China trade drama.

Now, I could drone on about the likelihood of different rate hike or rate cut scenarios... About how the S&P 500 just cleared the 2,820 level, and what that could mean going forward...

Here's the thing, though.

**I don't really care.**

In fact, I'm not overly anxious about the outcome of *any* of the latest market moving events on the horizon.

The next U.S.-China trade deal... Brexit... rate hikes...

It's not that these events are *unimportant*. They're actually *very* important.

But the thing is...

After **37 years trading options**, I pretty much know I can play any scenario to my advantage... whether the Fed stands pat or goes rogue... Whether we finally reach a deal with China or not... Whether this earnings season is a boom or a bust...

**I know I can rake in some mega-profits no matter what.**

How?

Well, because I've figured out how to **Master the Market**.

**And this is your invitation to join me!**

A rectangular button with rounded corners, a gradient from orange to yellow, and a drop shadow. The text "ACT NOW" is written in a bold, white, sans-serif font with a slight shadow effect.

I've included my email from yesterday below with more details, but essentially, I'm offering you a

way to profit by “playing both sides” of the market.

I'll send you 10-15 trades each month, with simple call or put buying recommendations designed to produce a **steady stream of profits** regardless of which way the market is headed. We'll use a variety of trade types and techniques, but all you need to do is place your trade when we tell you to and sit tight until we let you know it's time to close out (or when the option reaches expiration, depending on the trade).

It's **easy**, it's **quick**, it's **lucrative**, and it'll bring you a whole lot of **peace of mind** when you're looking ahead at the next potential market moving events.

When you decide to **Master the Market**, you'll have...

- My 37 years of experience
- An entire team of traders
- An entire research department
- Schaeffer's proprietary tools and technologies
- Our Expectational Analysis™ approach to trading

...All working for your bottom line.

And don't forget – this service is up **66 times the S&P 500** over the last 12 months.

That's not a typo. My **Master the Market** program has seen a **168% return** in the last 12 months... outpacing the S&P 500 by *more than 66 times*.

That's not a fluke – **that's the result of a rock-solid trading strategy that works in any market.**

**And this is your chance to join me and see how easy it can be to Master the Market yourself.**

Normally, a year of **Master the Market** recommendations goes for \$5,495 – a pretty penny, but a fair price considering you receive 10-15 of my most explosive trades every single month.

But because we're opening this program up to the general public, and I think it's so important that my VIPs have first dibs on this trading program, I'm going to let you in for way, way less.

If you act today, you can receive your first year for just \$2,495 – that's 54% off list price!

And to add a little something extra... because I know once you see these trades, you're going to be hooked... when you sign up TODAY, I'll remove your expiration date, giving you a LIFETIME of **Master the Market** for just \$2,495!

But this offer is super limited, and **you must let me know by midnight TONIGHT if you're interested!**

Stop living by the whims of the Dow... **Master the Market** for yourself!

**ACT NOW**

All my best,

**Bernie Schaeffer**

Chairman & CEO

Schaeffer's Investment Research

P.S. Ready to see how easy it can be to **Master the Market**? Trust me, you'll never look at trading the same way! **Join me today.**



FirstName,

Today we've come to an important threshold.

This is your opportunity to **take full control...**

And **Master the Market!**

Today, I'm offering you a chance to revolutionize your trading using a strategy that is **up 66 times the S&P 500** over the last 12 months.

These are the kinds of trades your portfolio deserves, and you could be one of the very first to gain access to this incredible program.

This is **the first time we've openly offered memberships**, and I'm expecting all our slots earmarked for **our special product launch event** will go quickly, so if you're ready to take control of your portfolio like a master of the market, you need to act quickly.

**ACT NOW**

When you choose to become a master of the market today, you'll receive **10-15 *Master the Market* trades** each month that allow you to basically “play both sides” of the market, so you remain profitable no matter if the market is bullish, bearish, or just volatile.

You'll see a **steady stream of profits** regardless of which way the market is headed, and you can rest easy knowing you have **built-in protection against unpredictable macro events**.

Leverage your wealth to bring in winners like...

- **\$2,159 profit** on PayPal – Invest \$1,544, cash out with \$3,703. **140% gain.**
- **\$2,480 profit** on Tailored Bands Inc. – Invest \$2,147, cash out with \$4,627. **116% gain.**
- **\$2,950 profit** on American International Group – Invest \$2,154, cash out with \$5,104. **137% gain.**
- **\$2,887 profit** on eBay – Invest \$2,532, cash out with \$5,419. **114% gain.**
- **\$3,126 profit** on YY Inc. – Invest \$3,043, cash out with \$6,169. **103% gain.**
- **\$2,128 profit** on Qualcomm – Invest \$2,463, cash out with \$6,591. **168% gain.**

Those are all winners we've closed out since just since October (you know, right as we saw that **crazy volatility pop**, and don't forget that **Christmas Eve massacre...**).

How does it work?

After 37 years of trading options, I've learned a thing or two, and one of those things is how to combine technical analysis, fundamental analysis, and sentiment indicators into a unique methodology I call **Expectational Analysis™**.

Using this time-tested approach to trading, my team and I are able to **pinpoint situations where stocks are primed to make big moves** over the weeks to come, using our **proprietary tools and technology to track under-the-radar indicators other analysts miss**.

Once we identify our top trade candidates, we'll use our Real-Time Alert notification system to send our chosen trade straight to your inbox or phone. Each trade comes with entry parameters and trader commentary, so you'll know exactly **WHEN** to get in, and **WHY** to get in.

Then we'll let you know as soon as it's time to cash out for maximum gains.

It really is that easy, but the average trader simply doesn't have the time, tools, or sheer manpower necessary to identify these trades. That's why you have Schaeffer's on your side.

Typically, a single year of these trades is valued at \$5,495, but to celebrate our official **Master the**

**Market** launch, today, you can claim a full year of these trades for \$2,495.

And as a special bonus, I'll remove your expiration date, giving you a LIFETIME membership at no additional cost!

We're *that* confident you're going to love these trades.

But **this launch offer is only open for a few more hours**, so you need to act fast if you're ready.

**Click here now to *Master the Market!***

**ACT NOW**

All my best,

**Bernie Schaeffer**

Chairman & CEO

Schaeffer's Investment Research

P.S. Don't miss this chance to get in on this exciting new trading program. I won't be able to keep this offer open much longer, so **claim your spot** and get ready to see how easy it is to ***Master the Market!***



FirstName,

All I can say is WOW.

Yesterday, I let you know that we were launching a **brand-new trading program** that is designed to help you ***Master the Market.***

And while I knew your fellow traders would be interested, I didn't expect a reaction like this!

This launch has turned into a real blast-off... and I would really hate to see any of my VIPs miss out.

So I've decided to extend this opportunity for another 24 hours for **SELECT PRE-APPROVED MEMBERS ONLY** (so don't forward this email, please).



The best part about this program is it's **IDEAL** for today's environment... where a single tweet can send shockwaves through markets around the world.

You'll be attacking from all angles and readying yourself to rake in gains like **\$2,159, \$2,950, or \$3,126** whether we're going up, down, or weathering yet another volatility pop!

This program is currently up 66 times the S&P 500... and it's showing no signs of stopping.

And the next trade could come out at any moment!

So if you're tired of feeling helpless as you watch the Dow tumble and soar... or feeling anxious as you watch your retirement fluctuate daily... then these are the trades you want on your side.

After all, I've seen a thing or two in the 37 years since I started my career in options...

And I know these trades are the **PERFECT** profit vehicle to add to your portfolio.

Are you ready to Master the Market? It's easier than you think!

Typically, my **Master the Market** program retails for \$5,495 per year, and considering you'll receive **10-15 total trades per month**, it really is a fair price.

But through **this celebratory VIP launch offer**, you can claim your first year for just \$2,495 – that's 54% off list price!

And to add a little something extra... because I know once you see these trades, you're going to be hooked... when you sign up **TODAY**, I'll remove your expiration date, giving you a **LIFETIME** of **Master the Market** for just \$2,495!

That's **10-15 trades per month**... for as long as you want. 3 years, 5 years, or longer... your subscription will never expire, and you'll never be asked to pay another penny for your **Master the Market** trades.

Ready? Click here before midnight ET to **Master the Market** for yourself!

**ACT NOW**

I look forward to profiting with you.

**Bernie Schaeffer**

Chairman & CEO

Schaeffer's Investment Research

P.S. Please remember, this offer is limited to Schaeffer's VIPs. **Click here to claim your spot before it's too late!**

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FirstName,

Make today extraordinary.

Today is the day it all changes...

Yesterday, I let you know about the debut of our latest trading program... you remember, the program up **66 times the S&P 500 in the last 12 months**? The program designed to help you rake in winners like \$1,235... \$1,659... and \$2,846?

And today, I want to give you **one final opportunity to get in on these explosive trades** and see for yourself how exciting – and lucrative – playing options like these can be.

Because this is your chance to stop being a jack of all trades... and become a **master of the market**.

**ACT NOW**

I want to take a second and illustrate exactly how this strategy works, so you can see for yourself how easy it can be to **Master the Market**, and rake in gains like our whopping **274% return** on Dropbox Inc.

I noticed that Dropbox shares had been extremely quiet lately, indicating the equity was due for a period of higher volatility. Add in that the equity had started to form a bullish symmetrical triangle pattern, and I could tell Dropbox was getting ready to make a big move. Plus, short sellers had been piling on in recent months, further increasing the potential for volatility.

However, options traders seemed to be overlooking the stock's potential. Dropbox's Schaeffer's Volatility Index showed that options were actually quite attractively priced, from a volatility standpoint — which meant we could bet on a big stock move for cheap prices. That meant better leverage *and* lower risk — works for me!

Shortly after I recommended our play on Dropbox, the stock positively exploded. No clear catalyst surfaced, but we still managed to close out the first half of the trade with profits in excess of 100% less than two weeks later.

And the very next day we closed the rest of our play for a **whopping 274% total profit!**

And that's just one example of how we hone in on these winning trades. There's plenty more where that came from.

I've been playing options for over 37 years and believe me when I say I've learned a thing or two. Plus, I have an entire team of traders... a whole research department... and our own proprietary tools and technology working with me to help us find the absolute best trades out there. All so you can join us in raking in these kinds of big winners!

Normally, a single year of **Master the Market** trade recommendations retails for \$5,495 – a fair price, considering you'll receive 10-15 trades each month, designed to let you “play both sides” of the market.

But through **this special VIP offer**, you can claim your first year for just \$2,495 – that's 54% off list price!

And to add a little something extra, when you sign up TODAY, I'll remove your expiration date, giving you a LIFETIME of **Master the Market** for just \$2,495!

That's **10-15 trades per month**... for as long as you want. 3 years, 5 years, or longer... your subscription will never expire, and you'll never be asked to pay another penny for your **Master the**

**Market** trades.

But this offer is very limited, and I simply will not keep it open after today.

You need to **act now to claim your place** – the door closes at midnight tonight!



**Bernie Schaeffer**

Chairman & CEO

Schaeffer's Investment Research

P.S. This is the last chance for you to **Master the Market** and get in on the strategy up 66 times the S&P over the last 12 months. **Don't miss this!**

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[Celeste Taylor](#)

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