

"I have been a member of your **Weekly Top Ten Picks** since it started last October. I want to give you some feedback about those features that I find most useful and my results.

**This is what I find useful:**

1. You approach trading as a science. The science of probabilities. Your methodology gives us the highest probabilities of what is going to happen in the market.
2. You give us exact entries, exact stops and the target range for each trade.
3. You analyze dozens of charts for us and pick the ones that have the most profit potential.
4. All in all your picks take the guesswork out of trading and gives us a mathematical model that is much more profitable than it is not.
5. This scientific approach takes the fear & greed (well most of the greed) out of trading. It is automated, structured and without emotion.
6. You save me time. I don't have time to sit in front of a computer all day (or the weekend) to search for promising trades. You do that for me. I spend a few minutes each Sunday entering the entry points into my Alert list. When that alert sounds, I open the chart, and enter the trade according to your directions. If the market moves against me, the stop out has already been determined and I lose no more than 2% on any one trade. When the market moves with me, the profit taking zone has already been shown and I take my profits. At the end of day, I take a few minutes to review what has happened and move my stops if indicated.
7. You give us an edge where most others do not. Your methodology has allowed me to methodically profit from the market where others lose their money to me.
8. You make it affordable. It seems others out there invite you to join their "Inner Circle" for just \$2500. You have made your service affordable for everyone.

**These results are consistent and reproducible.** When the market opens, using your Top Ten Picks, I enter the market with confidence knowing that I have an edge and I feast.

**For me, this is THE pathway to wealth!**

**I have not seen any system or approach that is as simple and profitable as yours. Thank you so much. I am excited about my financial future!**

**Scott R., San Diego, CA USA  
March 2013**

"Thank you very much for the follow-up and finalization.

As discussed, my next order would be the Trader's Assistant software. This stuff is invaluable yet no one seems to be doing it. I also read the Survival Guide for traders. **Both excellent books.** The books saved me the hassle to create something from scratch as I was already into record keeping and analysis. That's an edge by itself."

**ZiadH., Springfiled Gardens, NY.  
December 2012**

"Dear Sir, A very big thank you in helping me to install the software as well as answering all the queries that I have. Thanks again for the great support. Thanks and Regards"

**Shafiq W., Singapore  
November 2012**

"Nice job in that RIMM trade! BTW, you are doing a great job tracking the trades, take care..."

**Mark B., Renton, WA.  
November 2012**

*"Every serious especially new (but as well intermediate or even advanced trader) should have the book [The ART® of Trading]. A must to get the necessary knowledge and understanding of how any stock market works (stocks, ETFs, commodities, FOREX etc.), to find good prospects, then to set up entries and exits, to use techniques for minimizing risk and to make money in that environment which is a zero-sum game where market pros are waiting to catch the amateurs without merci. Yes money can be made but this business is not a casino or you are borne to fail. First, one must have the technical education Bennett A. McDowell is giving in his book and like a musician to become a star, one must practice and practice to constantly improve his or her skills based on that education.*

*After decades of lousy returns in my investments through professional stock brokers I decided to manage myself my own portfolio. My research led me 6 months ago to McDowell's book The ART of Trading on which his proprietary ART software is built. I only regret not to have found it before. But better late than never. I see now the light at the end of the tunnel of stock market investing: after losses or virtually no returns for years, I made 15% return in those past 6 months thanks to the technical knowledge acquired and to the ART software. And I feel less stressed than before in my every day trading because I know what I am doing instead of guessing and hoping for the best in my investment decisions.*

*I would highly recommend the serious investor to buy the ART of Trading book which includes a DVD and a free 30-day trial offer of the ART software. There is no risk and it opens your door to a wealth of indispensable technical knowledge of stock market investing."*

**Bernard C., Montreal, Canada  
November, 2012**

*"Thanks for having your techs fix my machines today on extremely short notice! Your Platinum Service is worth every penny - kind regards, Scott"*

**Scott S., Jacksonville, FL  
November 2012**

*"Just a quick THANK YOU SOOOO much! Everything works and I got confirmations on my subscription. You are a joy to work with. I appreciate your patience with me and I have enjoyed the webcast. So easy I am highly recommending your company to all my friends! Thanks again."*

**Sincerely, John G., Milltown, NJ  
September 2012**

### **SURVEY ATTENDEE RESULTS - 2 Day Online Trading Tutorial**

1. How would you rate the technology used to deliver the online tutorial you attended ? **5 (Highest)**
2. How would you rate the presentation and clarity of the presenter ? **5 (Highest)**
3. Was the information what you expected ? **5 (Highest)**
4. Was the tutorial hours satisfactory ? **5 (Highest)**
5. Did the tutorial meet your expectations ? **5 (Highest)**
6. Would you recommend this tutorial to other ART students ? **Yes**

*B. I found the format of the webinar quite practical allowing us to share our screens and discuss effectively. It run pretty smoothly. This is a good formula saving travelling costs and time lost in airports and travelling..! For a two-day seminar in San Diego or elsewhere we should have spared 4 days total.*

*C. Testimonial.*

*" I just attended a two-day online tutorial with Bennett...Worth every penny and every minute. I highly recommend it to any market participant who can spare some well invested time. Not a cost but an investment in knowledge and education because you can't be an amateur in a market where pros are swimming around you since the market is a zero-sum game.*

*Theory is one thing and being alone takes time and frustration to learn by experience which inevitably is costly at times when mistakes are made. Those mistakes could be largely offset by a well prepared tutorial with Bennett. This coaching will greatly reduce the time to learn, the guesswork and anxiety associated to trading in the market and will contribute to provide the necessary knowledge of stock market behavior to make proper entries and exits, to limit risk and to maximize returns .*

*Bennett is a very talented coach and a good teacher. Not only he has designed a powerful system to analyze any market on any time frame on quite a few different platforms but he also has the ability to make it simple to understand and easy to use. His explanations are clear and straightforward and his tutorials are highly motivating. He is backed by a dedicated efficient support team. It is comforting to know that such help exists for us lonely traders! Thank you Bennett!"*

**Bernard C. (Montreal, Canada), September 2012**

## **Bernard also wrote us a nice email on his overall experiences with TradersCoach.com**

*"Bennett, I want to thank you for the 2-day online tutorial webinar.*

*You are a great coach, your explanations are right to the point, clear and very well presented. It was with great pleasure and interest that I attended your webinar.*

*Your webinar helped me quite a lot.*

*Jean is also a very valuable person and with her you form a superb team. Jean knows how to answer your students needs and make them comfortable. She has a very good sense of humor and she gives the nice feeling of friendship as she has been knowing you for ever! Congratulations!*

*Also Bennett, you have developed a very sound and complete trading software that is so much a good tool in this risky business. Of course the risk is still inherent but thanks to your software we now have a tool to manage and limit that risk, to evaluate what decision we take to avoid playing casino.*

*It is a pleasure to be your student. Wished I knew you before! By the way, your website is very informative and well designed. When you visit it, you stay with it, it drags the viewer's interest!*

*Congratulations again for your valuable and dedicated work.*

*All the best to you both".*

## **Bernard C., Canada August 2012**

*"Excellent Trading System!"*

### **Danny C., Singapore**

*"Hello Bennett, my name is Keith M... I wanted to thank you for everything you do to truly help traders trying to make it. Without you and your team, I do not think I would be as close as I am to my goal of making it as a trader. I was a Production Manager for 15 years at GM assembly plants and left in 2008 right before the bottom dropped out. I spent one year reading everything about markets and trading that I could get my hands on before I even placed a trade. I read everything from Jesse Livermore, Martin Pring, Elliott, Edwards/Magee, Steve Nison, and all the others. I developed my own trading "bible", chose an instrument (ES) and a time frame I was comfortable with (intraday), and began paper trading. I developed rules and entered into real money. I paid my tuition to "Mr. Market" as I tweaked my rules and struggled with managing emotions. Then I came across Traderscoach.com. You helped put it all together for me. I have read all of your books, guides, watched all of your videos and webcasts, and have traded with ART® for about a year now. As part of my ES trading system, ART®*

*(including using the trade size calculator), has helped me achieve 5-10% of capital consistently each month. I risk 5% on each trade verified by risk of ruin tables. I wish I knew of Traderscoach.com sooner- it would have saved me a lot of time, money, and frustration most of all! Thanks again Bennett for all you do. I only hope I can give back some day like you are doing, helping people who I know all too well what they are going through."*

**Keith M., Waretown, New Jersey**  
**May 2012**

*"The OWL Indicator is super cool. I'm already seeing so many possibilities by following the day to day change in the histogram. You could build a system around it. With ART, there has to be over a million ways to trade. Crazy. Now, I'll never be able to sleep. LOL."*

**Mark B., Washington**  
**October 2011**

*"In the past 2 weeks that I have traded I have made a killing - like this week I made 3 months salary. I don't trade every week, but in the last two trading sessions I have made at least a months salary - the systems that I am creating around ART have been great and getting better and finally I am doing what I dreamed of doing years ago. Thanks for writing ART - it is the key stone to my trading and it is almost too easy it seems some days. Thanks and Regards..."*

**Scott S., Florida USA**  
**September 2011**

*"I love this guy. Great coach. Great Energy. He really knows his stuff, adapts his coaching to your trading style and makes you accountable in your trading. I highly recommend him."*

**Jean M., Ontario, Canada**  
**September 2011**

***Money management a must requirement for novice traders***

*"I find this book [[A Trader's Money Management System](#)] an eye opener in explaining in simple layman language the money management concepts to prevent risk of ruin. As a novice trader, it has since helped me to control my risks in my trades while learning the other aspects of trading. Otherwise, given my impetuous character, by the time I learnt the ropes and trading mindset needed, would probably have lost all my trading capital.*

*Thank you Mr. McDowell, this book has saved my day."*

**MK**  
**August 2011**

*"Excellent - thanks for the prompt and great support .. Bob"*

**Robert H., Confer, Colorado**  
**December 2010**

*"Your book "A Trader's Money Management System" is the cornerstone of my risk management planning. Out of the 150 trading books I have read it is one of the top ten best. I have also ordered your newest book "Survival guide for traders".*

**Steve B. Nashville, Tennessee**  
**November 2010**

*"Applying the principles explained in this book ["A Trader's Money Management System"] is like fastening your seat belt before a road trip."*

**Yves P., San Diego, California**  
**November 2010**

*"Hi Ben, I have completed the course and like to congratulate you on an excellent course on Elliot Wave. It is a pity I did not know about your program earlier.*

*I have also reviewed your Oracle Report for September and looking forward to webinars on Oct 14. Best Regards, Jeya"*

**Velupillai J., Australia**  
**October 2010**

*"Traderscoach team is a highly responsive and customer focused organization with a very scientific and disciplined methodology."*

**Howard B., Texas**  
**September 2010**

#### **Two-Day San Diego Private Trading Tutorial**

*"This is a wonderful 2 day - intensive and interactive event - Highly Highly recommend it if you are serious about trading using ART."*

**Scott S., Florida**  
**September 2010**

*"Hello Bennett,  
I have been using your software and the ART Scanner. Great software."*

**Kamel Y.**  
**West Milford, CT**  
**July 2010**

*"Not even 1/2 way through my course [Financial Freedom Package includes the ART® Online Home-Study Course & ART® Trading Software], and have already made way more than the Financial Freedom Package cost. I am not a newbie. Been day trading for 12 years but this is still a great product."*

**Dr. Richard M., Beulah, ND**  
**July 2010**

*"I purchased your software yesterday. **I just want to say this software rocks.** I had an excellent day. I want to thank you for an excellent product and for the help you give to traders."*

**John B., Marlton, NJ**  
**May 2010**

*"I have been trading with the ART system now since February and am very happy. Bennett stresses money management, which is why he has a separate book on that (and a good one at that). He also states that no system is perfect and anyone searching for the holy grail is wasting their time, because it doesn't exist. His honesty is refreshing.*

*The book [The ART® of Trading] is very well written and when you are finished you will want to give the ART system a try. Bennett is one of the most risk averse traders I've ever known and that's what I like about him. He stress the importance of position sizing, risk capital, how much to allocate to your trading account, and psychology, while also reminding us that the actual trading system represents only 25% of the equation.*

*I like that the focus is on price/volume which really are the only 2 truths in the market. Everything else is just a derivative. The reader is not bombarded with hundreds of indicators and wondering how to apply them in a practical manner. There is a chapter on some of the more common indicators that Bennett recommends as confirmations to trading a reality based system such as the ART methodology. One is given a small arsenal of useful indicators which can actually be used. Also, he reminds us that it is dangerous to form opinions about where the market is going. The writing comes across as sincere, honest, and fluid. Bennett shares many of his own personal disasters as a trader. I also respect that Larry McMillan wrote the forward as he is someone who I trust immensely. I recommend this book for all traders, but it is mandatory if you have any interest in learning the ART system.*

*I've been trading (mostly options)/investing for 10 years and in a world of scam artists, Bennett McDowell and his company are 100% honest. They tell it like it is. I consider myself an intermediate trader, but any failing I have is my own fault and not the fault of my educators or trading systems. The ART system is NOT a black box system. Give it to 1000 different traders and everyone will trade it differently. Some will do well, and others wont. But the tools are there."*

**Mark B., Seattle WA  
May 2010**

*"Investors need every tool and ounce of sound advice that is available to them. My only regret is that I did not have this book and the ART® software 20 years ago. It would have made hundreds of thousands of dollars difference in my portfolio and a major difference in the quality of my life and that of my family. Think about that.*

*The book alone is full of sound advice if you never buy the software. I will state without reservation to any new investor or to those who want to learn to be wise investors, if you don't buy another book, buy this one. The companion volume on money management is also important. But the fact that you can buy the powerful ART software license, good for life, that will guide you through the innumerable investment decisions before you in these perilous times for a pittance, relatively, is nothing short of awesome. But like most important decisions in life, if you listen to the wrong voices, you will make wrong decisions. Think about that also. Like Trammell Crow told some of the Partners at my last meeting with that company, "The best thing you can do in life is think. Think. Think."*

**Howard B., Abilene, TX  
May, 2010**

*"This is a really great book [The ART® of Trading by Bennett McDowell] a little more advanced traders with some understanding of basics. **I use their software for analysis and making decisions on buying and selling. Very good.**"*

**Elden C., Granite city IL  
May, 2010**

*"The book [The ART® of Trading by Bennett McDowell] is detailed yet very easy to understand. Helps to identify the trend in any timeframe and stay in it for as long as possible. Very much helped me to scalp within the trend instead of against it in choppy markets. Highly recommended for any day trader. The ART® of Trading: Combining the Science of Technical Analysis with the Art of Reality-Based Trading (Wiley Trading)."*

**Steve O., Las Vegas, NV  
May, 2010**

*"I was interested in the software first, so I placed the order for the book any way. When it came, I put it on the side and started to use the software. But then I realized, I should read this book. WOW...once you read it, and along with the software, I made \$3K first time I used it. Just followed my own stock, watched the pyramid and took the trades. WOW. AGAIN. Awesome book. Must have . It actually sits next to me all the time... I love it. Do not wait, I highly recommend it..."*

**Kamel Y., West Milford, NJ USA  
March 2010**

*"Since our call I've spent considerable time reviewing the materials you and Bennett have supplied online. Your approach seems cleaner than most I've seen in 20+ years..."*

**Dr. Fred R.(CFP, PhD, DBA), Dresher, PA USA  
February 2010**

*"Hello Bennett – very much enjoyed last night's webcast. I like your hard work and perspective ... This really brings it home for me, and shows how well EW [Elliott Wave]works on current interests people have. Take care, Terry"*

**Terrance C., Novato, CA USA  
February 2010**

*"Ben, Excellent call on the market....thanks 'BIG TIME'. Saved a bunch of money on the down side ...Oracle Report is the "BEST!!!"*

**Kirby L., Gilbert, AZ USA  
January 2010**

*"Hi Bennett I am Enzo from Brooklyn NY would like to thank you your support in using [trader assistant](#). I really like the program, it helps me to spot the mistakes I do in my trading so each day I try to correct something that other wise I wouldn't have seen, thank you ciao."*

**Enzo A., Brookyn, NY USA  
January 2010**

*"Thank you very much for helping out. Your Tech Support yesterday was incredible – took control of my laptop and got ART [ART® Software] going in just a few minutes. That was really nice!"*

**Gunnar G., Granada Hills, CA USA  
January 2010**

*"Hi Ben, I love your work. **I own The Traders Assistant and Trade Size Calculator. Awesome products.***

*I'm studying your books now and look forward to trying the ART software soon. **You are helping a lot of people!**Onward with your gift!"*

**Mark B., Renton, WA. USA**  
**January 2010**

*"I bought this book ['The ART® of Trading'] with the intent of obtaining the 30-day free trial and learning more about the A.R.T. software, which I have.*

***This is an excellent book about trading even if you don't buy/use the [ART Software](#). This book teaches solid trading skills needed to be a successful trader in any market and with any system, but the emphasis is on their software. I have obtained the 30-day free trial and so far the ART software is all they say it is and more.*** Bennett McDowell appears to be the real deal."

**Ric W., California USA**  
**January 2010**

*"I found A Trader's Money Management System extremely valuable and informative. In this book Bennett McDowell divides money management into five parts: The Psychology of Risk Control, Stop-Loss Exits, Trade Size, Record Keeping and Design Your Own Plan. In the Psychology of Risk Control section he discusses the need for a plan of risk control then presents ways of uncovering your psychological makeup which either aid or hinder your trading. Then he outlines a systematic approach to turning your weaknesses into strengths on the way to a trader's mindset. In the Stop-Loss Exit section Mr. McDowell makes a case for stop-losses and gives rules and their uses in different market conditions. The Trade Size section was fascinating, perhaps because I am a math major. Here he explains the tables and formulas for determining the amount of capital to risk, the trade size to achieve this and the probabilities for risk-of-ruin based on your personal success ratios. The Record Keeping Section explains the use of ledgers and score cards to track your trades and analyze your success rates which is vital to becoming a master trader. Finally in Design Your Own Plan Mr. McDowell puts it all together with a step-by-step checklist and personal questionnaire to help you design a realistic and workable plan that you can implement on a regular basis. This book is well written and concise. I highly recommend it for all levels of traders."*

**Michael D., Los Angeles, CA USA**  
**January 2010**

*"I bought the EW program [[Elliott Wave Online Home-Study Course](#)] and love it. If there are folks out there that do not understand it - I was formerly one of them - GET IT - It is taught in a manner that is easy to digest and with the course structure you can go back and review sections over and over until you DO get it."*

**Scott S., Jacksonville, FL USA**  
**December 2009**

*"Bennett McDowell shows us, in a simple way to understand, the several variables of trading, covering psychology, money management, strategies involving price and volume..."*

**Kacir S., Brazil**  
**December 2009**

*"Have been trading currency markets for a number of years. Found McDowell's book to be extremely practical. Lots of examples made it easy to connect the dots specially for people that have not done this before. Since the basic principles illustrated in the book apply across multiple markets, I would have liked to see a little more diversification of examples across other markets, such as forex, particularly with the record keeping examples. All in all, highly recommend it."*

**Sergio H., Hamstead, NH USA**  
**December 2009**

### **Helpful Insight into Money Management and Trading Discipline**

*"For the past two years, I traded in my IRA using a variety of approaches recommended by different trading gurus and authors. I've tried everything from so-called "PhD level" training by a major brokerage firm, subscribing to dozens of trading services, and several specialized ETF trading "colleges" by so called trading experts and fund managers. The experiences ranged from disappointing to a waste of time and money. In the process, I've picked up a few trading skills, but not to the level I expected for over \$40,000 invested in my training.*

*The one thing I have learned is to trust in myself and not listen to the hype you get from these so called "gurus". I've read parts of a lot of books on trading and never completed any of them. They either were too technical or too difficult to follow and never really presented a strategy I felt comfortable to implement on my own. An area in which most books gloss over or fail to stress, is in the use stops and an effective money management system. A few will go so far as to discourage using stops. Most will make reference to needing to adhere to good money management techniques, but fail to go into detail on how to do this.*

*After reading **Bennett McDowell's "A Trader's Money Management System"** and **"The Art of Trading - The ART of Trading: Combining the Science of Technical Analysis with the Art of Reality-Based Trading"**(Wiley Trading), I finally have the confidence and knowledge to start 2010 with a trading plan and strategy for success. I learned how and why to use stops. Not just the importance of stops, but the actual logic behind them. Having lost a lot of money in trades gone bad, I now understand why I should never enter a trade without a good stop in place. By using stops on every trade, I will avoid catastrophic losses and drawdowns.*

*I also learned how the **ART System** can help me identify entries and exits before placing the trade and how to precisely calculate my trade size in shares or contracts to maximize my reward/risk ratio. **By using the ART system to correctly identify "entries and exits", I will have the confidence to place my trades without fear of losing big.** I also have a new sense of commitment I've been missing in my trading. I plan to paper trade for a few months to master these new skills before risking real money.*

***By incorporating the ART System into my trading strategy, and using a carefully crafted Money Management plan for my future trading, I feel my future as a trader will greatly improve.** His books are easy reads and use a lot of examples to help the reader understand the "why" and "how" of what is being discussed.*

*Thank you, Bennett for helping to enlighten all traders on these very important aspects of trading."*

**Randy B., Pittsboro, NC USA**  
**December 2009**

*"Enjoying the Elliot Wave course very much.....Keep Up the Good Work!"*

**Dave W., Boise, ID USA**  
**December 2009**

*"I recommend this book to all of novice and also expert traders, and the reason is that only when I started to follow certain rules for the position size and money and risk management I saw the light. This book really helps you to plan and manage trades, with discipline to follow your trading strategy. Thanks to Bennett McDowell to share his knowledge with us trough this book."*

**Kacir S., Brazil**  
**December 2009**

**ART - Applied Realty Trading SOFTWARE and COURSE:**

"Hello, The reason of this post is to let you know about a good software, which is part of my trading tools.

ART [[ART® Software](#)] is an add-on for TradeStation, eSignal, NinjaTrader, QuoteTracker.

How I decided to use ART?

Based on quality:

- 1) At a TradersExpo I was looking how the developer of ART - Bennett McDowell - is trading with real money in front of a few hundreds of people.
- 2) After that, I spoke with Bennett McDowell and I found out he is a serious trader, developing the software based on interesting principle and paying a lot of attention to money management.

His ART course [[ART® Online Home-Study Course](#)] is great too.

And something to keep in mind - he is very honest and helpful.

If you are interested, see for yourself at TradersCoach.com I hope this post will help you in your trading All the best, Gavroche."

Gavroche

[Posted at the T2W Forum](#)

"I just completed a day seminar in San Diego [[Two-Day San Diego Live Trading Tutorial](#)] I cannot tell you you how how useful it was. FANTASTIC!!!!!!!!!!!!!!

The ART system is deceptively simple but there is a lot of stuff behind the "scenes" I HIGHLY suggest that you consider attending the tutorials as (1) you get one on one with a true professional that did it for decades and (2) the system has a lot of minutiae in it that worth exploring. Namely the Elliott wave series that is presented fabulously in their new on line series [[Elliott Wave Online Home-Study Course](#)] Once you add the Elliott wave and the Fib - it all "come together " in a fantastic package. The scanner and the elliot wave tapes - make the ART system "sing" I am not an paid employee of TC, etc, but this is the first system that makes perfect sense and frankly "worth every dime". I take this process very seriously - and despite years of trading CANSLIM, Vectorest, Worden etc, this is very simple - but complex in its elegance."

**Scott S., Jacksonville FL USA**  
**December 2009**

**"The greatest book on money and risk management!"**

"This is the greatest book on money and risk management! Money Management is one of the most important aspects of trading, but it is a complex and boring subject. Mr.McDowell makes some of these complex concepts (like the risk-of-ruin tables) and formulas easy to understand and interesting. You don't need a Ph D in mathematics to implement them. This book has elevated my level of awareness of the importance of integrating trading strategies with good money management. The next big thing this book provides is "The Trader's Assistant Record Keeping System". Good and accurate record keeping are vital to any successful business. Appendix B of this book provides all the forms you need for your trading business. This one alone is worth more than the price of this book. Also, the services from the home office are excellent. Jean returned my call promptly (even on a Friday afternoon) and she is very friendly and helpful." Thanks Jean, you are great! Now, I am going to order Mr. McDowell's other book: "The ART of Trading."

**E. Ip., San Francisco CA USA**  
**November 2009**

*"Hi I have been a webcast subscriber since Feb. [2009]. The forecasting has been spot on. Thanks."*

**Dan T.**  
**Syracuse NY USA**  
**November 2009**

*"Nice calls on ADI and DE [From our ORACLE Written Monthly Report]"*

**Scott S., Jacksonville FL USA**  
**November 2009**

*"I have bought many trading books; this is, by far, one of the best I have come upon. Whether you are an advanced trader or a beginner, the tools offered in this book provide you a trading system you can work with at your current skill level and whether you are a short-term trader or long-term trader. I highly recommend this text to all traders!"*

**Mary S., Gilbert AZ, USA**  
**November 2009**

 *great software. ....thanks"*

**Nick A.**  
**Chicago, IL USA**  
**October 2009**

*"Hi, I want to express my sincerest thank you for my copy of your **amazing software**. It comes at an important time in my trading career. On the download page there are many free help files for download, among them is a recorded advanced class webcast...Once again thank you to all at TradersCoach.com. Best regards."*

**Bruce W.**  
**La Mesa, California USA**  
**August, 2009**

*"I've downloaded and installed the software ...You guys are truly one-of-a-kind and penultimate professionals! Thanks again!"*

**Wayne N.**  
**Redmond, WA**  
**October, 2009**

*"Thanks for your excellent customer service."*

**Tom Newman**  
**Cumming, GA**  
**September 2009**

*"Ben: Thought I would send you a quick note. I really enjoyed your presentation last night. You tied all of the pieces up very nicely. I must say you have done a remarkable job of combining and orchestrating several envelopes to achieve optimization of market dynamics, and risk control, to **produce the end result of superior trading results**."*

*These pieces are all part of my mosaic but you have assembled them perfectly, well beyond where I am currently at. **My hat is off to you for the work that you have done.** Needless to say I look forward to working closely with you and your team as we move forward. Have a nice weekend and I will talk to you next week."*

**John W.**  
**Baltimore, MD USA**  
**July 2009**

*"I do not know how you do it, but thank you !!! Every company out there has went to some kind of re-occurring revenue model to pay for future upgrades for all of that programing and time that go into it must be expensive. But you have no upgrade fees or monthly fees... I do not know how you both do it but thank you !!!*

**Jeff C.**  
**Carlisle, PA**  
**September 2009**

*"Hi Bennett and Jean, Thank you very much for your help and patience. I was very excited as soon as I saw your software and I already have decided to get it even if I don't have the book or did not try the software yet. **Now I am one of a very satisfied customer.** Thank you very much."*

**Shalah T.**  
**White Plains, NY USA**  
**July 2009**

*"Hi Ben, Just a short email to let you know that the 4 consultations [Private Phone Consultations] have brought me back to a more normal trader's discipline. I have this week cautiously re-entered the market with three deals with amounts that are below money management levels, but appropriate as I phase myself back into trading. I had completed 42 paper trades, which generated a win ratio of 60% and a profit ratio of 2.86.*

***The consultations have guided me away from compulsive trading, to a patient, disciplined approach, much more suitable to my personality.** I am relaxed waiting for the market to create opportunities suitable to my system, and I have set aside specific times each day for steps in my process. I am now allocating much more time to back-testing each share in my watchlist, and then updating the back-test for the latest data – trying to identify any changes in the market. Ben, once again thanks for the advice.....Best regards."*

**John S.**  
**Gauteng, South Africa**  
**July 2009**

*"As I told you at the Pasadena Conference Bennett, the ART® system has changed my trading life! Thanks again."*

**Kalani C.**  
**California, 2009**

*"I bought the book with the intent to learn more about the software. The book covered the software very well in addition to covering other trading ideas such as money management, psychology and the "true realities of the market" which are price and volume. The concepts are clear and defined. After reading the book, I bought the software and couldn't be more satisfied."*

**Brad H.**  
**California, 2009**

*"Thank you so much for your usual quick response. You and your staff do a fantastic job of customer service. I could not be more pleased with the software and with the support that you all provide. Keep up the good work."*

*"PS Love your new book!"*

**Dennis F.  
Boston, IN USA  
April 2009**

*"Hi, Bennett.*

*Thank you very much ... I just wanted to add this: When one trade a very small time frame and only using the "magic" pyramids, (drawdown low, which is my case on 6E) and this during 9 to 11 hours a day, the moves are huge, just huge....*

*It is a great system, Bennett. Congratulations. I am very happy with the system. I thank you so much.*

*Have a good day and kindest regards,  
Luc"*

**Luc H., Belgium, UK  
June 3, 2009**

#### **"The ART® of Trading" - Book & Software Review**

*"Bennett McDowell is first and foremost a good writer. The reader never has to worry about being lost in the book because of the strait forward manner of Mc Dowell's presentation. He is a realist about the market and trading, and as such he spend almost equal time on money management as he does the ART Software. His presentation is not "one size fits all" but how you can take his ideas and tailor them to your style of trading. **Since finishing the book I have been using the software about a month, and have found it absolutely incredible in identifying entries, exits and the end of trends.** Any trader reading this book will find enough new insights to justify the cost of the book. Highly recommended."*

**R. Collins, Columbiana, AL  
April 27, 2009**

*"Thank you so much for your usual quick response. You and your staff do a fantastic job of customer service. I could not be more pleased with the software and with the support that you all provide.*

*Thanks again Bennett ... Keep up the good work."*

**Dennis F., Bosyon Indiana**  
**April 14, 2009**

*"PS: Love your new book!"*

**Love This System!**

***"Love this system - VERY stress free - finally making more money then I am losing and certainly not losing sleep at night either - very glad I found you all..."***

*I subscribe to news releases all day long on stuff as it is breaking and that is usually a good place to make some fast money. I attach a release a bit ago on DNDN. I went to ART [ART® Software] to see what all the action was about - and it kept me on the sidelines. Normally I might have chased this willy nilly - very cool*

*More then 1/2 through money management - also an excellent recommendation*

*Happy trading and have a good weekend"*

**Scott, Jacksonville, FL**  
**April 3, 2009**

***Probably The Best Software in the Market***

*"I have invested in many software and I must admit that ART is the best I have come across. This software works standalone without the use of any indicators and yet its so accurate. Currently I am using it with Advanced GET eSignal and it blends like magic. Try it for yourself the one month trial offer and I am sure you will not regret.*

*The price tag is reasonable and the support is excellent. I will never take another trade without ART software. Thank you Bennett for your contribution to the financial market."*

**Jerry L. W., Singapore**  
**March 5, 2009**

*"Good morning Jean, I don't think I can thank you all at "TradersCoach" enough!  
This is an amazing system and one I know I can make a living with. [at least once I can break-away from this "ball-n-chain" job]...Thanks Jean"*

**Scott P., Knoxville, TN**  
**March 3, 2009**

*"I just wanted to say "thank you" for last Thursday's broadcast when you covered the DJIA and the Elliott Wave. It was fantastic! I'd love to see you do that sort of broadcast once a month and maybe cover other indexes/commodities/currencies. I subscribe to Prechter also but your interpretations are usually a lot simpler to use in trading"*

**Terri G., Montana USA**  
**March 3, 2009**

*"Thank you very much for asking you have been very helpful to me here in Greece...Even though I am miles away and my English is not so good , from the time that I purchase ART , I feel that someone is there for me...many thanks... Have a happy holidays. Best Regards"*

**Dimitrios, Greece**

*"I have been trading and writing trading systems for many years. At first sight the ART system seemed very simplistic and I was a little skeptical. Nevertheless having read a lot of books on trading this one had something that caught my eye. It was a little different. The book is not really of much use without the software so I went ahead and bought the software as well as some training webcasts. This gave me an opportunity to speak with the author and it quickly became clear to me, being able to refer to my own experience of technical analysis, that there is more to this than meets the eye. It is based on principles that have worked well for a lot of technical traders over the years. Do not be deceived by the simplicity. There is much more to the system described in the book that meets the eye. Dig deeper and you will find a real gem of a system."*

**Stephen V, Switzerland**

*"Most advice from Trading books focus on indicators and other stochastic measurements to help you trade better... but this book [The ART® of Trading"] is focused on discerning market truth by analyzing the price and volume relationships. With the development of this ability the trader will be able to make rational trades and control risk and reward."*

**W.D.**

*"I read several books on investing and software. The ART of Trading by Bennett McDowell is very unique and simple. This Wiley Trading book is used by several professionals in various countries including US. Bennett has put years and years of experience into the book. On top of it, the book comes with free trial of expensive software. This book and software is not "Get Rich Quick" scheme. If you are willing to work, this book points you towards the right direction. You only need right direction in the trading/investing amazon. Thanks Bennett sharing the experience through the book and software".*

**Ved P., San Diego CA**

*"The ART of Trading is one of the best trading books out there. Bennett McDowell lays out the concepts in a clear no nonsense fashion. Anyone interested in trading will benefit from this book".*

**John B., Columbus OH**

*"As a licensed financial advisor, as well as a CFP, I was always skeptical of any investment strategy other than "Buy & Hold". The recent market downturn has confirmed that Buy & Hold*

only works over very long periods of time. Bear markets can last for decades. McDowell's book is very straightforward. No promises or expectations. The money management and trading psychology are right on the mark. I strongly recommend his system for the legions for "Buy & Hold" investors who want to see realistic growth over time".

**David P., Lawrenceville, GA**

"This book is comprised of really good trading fundamentals and also some outside of the box trading concepts that will not only benefit the new trader, but the veterans as well. The book serves as a companion to the ART trading software, which by the way is one of the best trading software packages available at any price".

**Michael K., West Chester, PA**

"I found this book to be an "all you need to know" if you're a trader using the ART system of trading. My biggest problems have always been a lack of discipline in following the rules and the "ability" to always find a reason not to enter trades. With other systems, they usually give guidelines and then a rather long list of all the reasons why this "trade setup" might not work. The ART trading system has been, for me, the simplest rules to follow and have visually - through the patterns shown on the charts - helped me remain more disciplined in my trading. I demo'd the system for one month and, recognizing that no system is perfect and losses will always occur, I am convinced that this is the system that my personality, trading skill level, and mental risk level all match best with".

**Brock, B, Birmingham AL**

"I am familiar with the work of Bennett McDowell for many years. In my search for robust and reliable trading systems, I was lucky enough to find the ART trading system and work with it in the markets with great success over the past years.

This book is the result of Mr. McDowell's mastery and experience over the years. It shows in a simple and straightforward way what a trader must do to succeed in the markets in the long term. Not for a day, not for a week, not for a month, but for a lifetime....Bennett's system is not just a technical system of entries and exits. It's a complete approach, a well prepared trading plan that you have to follow every day to succeed in the markets.

Is it the "Holy grail" of trading? of course not, because such a system simply doesn't exist. And Bennett is quite clear on that. With his experience, he knows very well that it's misleading to tell a trader that there can be a system that never fails. Instead, he tries to teach the truth, the "realities" of the market, as he calls them. And that is price and volume....Nothing else....

The book gives the reader the opportunity to test, in real time ,the ART trading software, which is available in many platforms. I think that this is a great companion to the system itself. It recognizes automatically the "pyramid points" and the reversal bars, and gives the trader the time to concentrate on the important things, that is the money management and the trade management.

A very useful book to whoever wants to take a complete, reliable and straightforward approach to trading...."

**A.N., Athens, Greece**

"A great read and a book that you leave next to your trading monitor. Easy to follow risk management tools that will take your trading to the next level. After reading this book I was able to apply rules to my trading that puts me on par with the Professionals. A must read for any TRADER".

**L. G., Miami FL**

*"This book revolutionized my trading! It is the only book on the market that I have come across that's easy to understand. All traders need to have a sound money management system to be successful and this book provides the perfect blueprint".*

**John P., Los Angeles, CA**

*"I knew I needed to learn more about managing money in relation to trading options. I don't have a financial background and this book clarifies what to do. The author graciously includes works by different authors on money management as well. I've met him in person at the Trade Show in Vegas November 2008. He is an intelligent and generous teacher and his book is the best place to start".*

**Patricia B., Los Angeles, CA**

*"I am so thankful that I began my life as a trader with reading 'A Trader's Money Management System'. I am currently in the research mode and have yet to buy my first system, set up my first brokerage account or make my first trade. It has given me confidence that so far I am doing things right and in order (capital, money management, system then psychology). I now have a realistic understanding that a low win to loss ratio is ok as long as I have a good money management. It will be the money management that will keep me in the game and hopefully allow my winners to overtake my losers. Thanks Bennett".*

**Baltimore MD**

*"Trading is more about not losing money than about winning trades. After reading, "A Trader's Money Management System" by Bennett McDowell, I learned how not to lose my shirt and stay in the game. Not every trade will be a winner. So, be prepared and manage your risk. I would recommend this book to any serious trader".*

**J. H.**

*"Bennett, I am currently trading the USDJPY with the ART® System and is working great. So far I am a huge believer..."*

**Ron F., Cockeysville, MD**

*"I have been trading for several years now. This book has offered me a different insight to trading and I just love this book!"*

**Orb., London, Untied Kingdom**

*"THANKS! I almost paid for the system [ART®] with my trades today. Awesome."*

**Robert C.**

January 2008

"Hello there, thank you a lot, it was a great presentation [Advanced Class Webcast]. I enjoyed it and I am since more than a year and a half happy with the product ART. It's always good to refresh the mind and to attend these webcasts, very interesting...Thanks a lot and have a nice day further on.

Kindest regards, Luc"

**Luc H.**

November 2007

"Hello Bennett,

Thanks for reviewing my homework so quickly....thanks. You are a very dedicated mentor".

**Eileen H.**

November 2007

Hi Ben,

"I am extremely happy with your ART® charting software, It has decreased my stress during trading considerably..."

Regards,

**Shani.**

May 2007

"Hey Coach, I'm back here in FLORIDA after a good trip (home). Just wanted to thank you for everything. It was a pleasure to meet you, your lovely wife and your team. I must say I have a much different view of your software, I think I was trying to read more into it than necessary. I am committed to becoming a successful trader and I think my biggest problem to this point has been that I have not committed to a system or method. The most important benefit I got from the tutorial was that you convinced me that I must take the time and do the testing and make it my own in order to gain the confidence needed to trade. After meeting you in person, your sincerity and confidence was obvious. I didn't get the feeling that I got with so many vendors out there, that you were only interested in selling me something else. So again, thank you and I look forward to working with you. I trust that you will be brutality honest with me and keep me on the right track."

**Bob M.**

Clearwater, FL

April 2007

"Good Morning Bennett,

I'm a new student to the ART Home Study-Course. First I want to thank you for giving me the opportunity in enhancing my trading skills. The course is fantastic and really makes me question the way I managed my trades these last 7 years. Your money management techniques are solid and would have easily saved me from some losses during draw-down periods in past trades....."

**Kind regards,**  
**Noel Z.**  
Malta

March 2007

Thanks for the help and quick response, you guys are great..."

**Bing L.**  
Colorado  
Uses The ART® Trading Software  
January 2007

"Hi, I really enjoyed your presentation yesterday. Thank you! I am glad to see you are having another one coming up next month".

**Regards,**  
**Steve L.**  
Webcast Attendee  
January 2007

"Hi Bennett:

..... I finished the course [ART® Home-Study Course] last Friday. It was one of the best courses I have ever taken in any subject. I have already suggested it to other people I know who are interested in trading. It is very rare that something works as advertised. I am happy to say that your home study course, and ART® Charting Software works so well, its scary some times. I happened to be up at 1am just watching the FOREX markets and I caught a really early bullish PTP [Pyramid Trading Point®] in the R2K .... So far, the trade has picked up 8 points and not stopped out yet on a 2 min chart. The paper trading has proved to be so valuable as well as the trade size calculator. Honestly, I can't imagine trading without ART® or the calculator..... Anyway, thanks so much for your help service, and constant feedback. Your personal service really means a lot to me.....

**Sincerely,**  
**Sean B.**  
TradersCoach Student"  
December 2006

"Hi Bennett:

Well I am in my last week of the course. It has been very comprehensive, educational, and enjoyable so far. I feel this course is a must have for anyone wishing to become a trader. I really feel like I understand the concepts and strategies outlined in the course. I know that each day I am coming closer to attaining the "traders mindset". I have completed 2 profitable lots of paper trading and I am 12 trades into the 3rd lot, which so far is profitable as well, trading the S&P mini, and the NAS mini on 2-3 minute charts. Thanks again for offering this course to people like me. You are doing the trading community a great service....."

**Sean B.**  
**St. Louis, MO**  
December 2006

"Hi Bennett,

First, thanks for such a great product. ART® and the Trade Size Calculator™ work great on the Russell 2000 3min chart, even on rollover days like yesterday. Anyway, I wish to continue my subscription to the ART® software for TradeStation and in addition purchase the software [ART®] for eSignal.

The reason for this is that I trade the DAX 30 and the data feed for that contract is not available from TradeStation.

If this is ok, please let me know and I'll go ahead and order online. Cheers,"

**Fuad A.**  
**Malaysia**  
December 2006

"Hi Bennett,

Thanks for your info again. I like Traderscoach software and support (!) very much. I've bought a lot of software before (a lot of useless indicators....)  
This is the first total solution that really works for me (very good money management etc.).....Best regards,"

**Aad H.**  
**Netherlands**  
December 2006

"Hi Bennett,

I just got every thing [ART® Home Study Course] via Fed-Ex today. I am really impressed with the way the entire course is laid out and organized...Thank you so much for your support and feedback. I have already installed the Trade Size Calculator™ and I pretty much understand how to use it. Very nice tool. I can't imagine how anyone trades without using a system like this...Take care and thanks again for this opportunity."

**Sean B.**  
**St. Louis, MO**  
November 2006

"Hi, Bennett,

.....my paper trading was going so unbelievably well that I went live on gold today, and sure enough, Jan and I won \$1900. in a couple of hours and we are quitting while we are ahead for today and going to have a wonderful weekend. Thanks so much! Wow, the course is almost two-thirds paid for in my first two hours of live trading!!!  
Talk to you next week, ANDY"

**Andy T.**  
**Massachusetts, USA**  
**June 2006**

Dear Ben,

I want to thank you for your superb presentation at the CIT ("Colleagues In Trading") meeting today. Both programs, morning and afternoon, were enlightening, each in its own way, and certainly worth a trip down to LA, my first attendance at a CIT meeting. Sharon was spot-on in her assessment of the value you brought to the group. I appreciated the obvious effort to maintain a commercial-free morning session; but it was the afternoon program that I was particularly interested in. I was most impressed on several levels, especially the straight talk and lack of BS. When I got home tonight I "joined the club." I look forward to working with you in the coming months.

**Mike M.**  
**San Francisco, CA**  
**June 2006**

"Hello nice people at TradersCoach,

Wow I am really amazed by this program, pretty cool, I wasn't expecting it. It really does help me with my trading. Obviously you need to know what you doing and combine it with traders

coach program....thank you"

**Alex S.**  
**Glendale, California**  
**June 2006**

"Hi, Bennett, ... I really love your course and software and am convinced that it will change my life and enable Jan and I to live our dreams. Your "trader's mindset" advice helped me improve my trader's self-image with the understanding that my goal is to learn to be as great a trader as possible, and that I am not afflicted with "bad trading genes." I just have to overcome a few poor trading techniques, and have your professional software system. I realize from your advice about paper trading and going back to paper trading (if one loses about 12% of one's trading account), which I call an "Account Stop Loss," that if I had followed your advice, it would have saved me over 85% of my losses over my ten years of trading. I also like that I can be creative even within your system as I customize it to my needs. Of course, having an objective professional software program is also incredibly helpful. Thank you so much! ..."

**Andy T.**  
**Massachusetts, USA**  
**June 2006**

"Wow, excellent course [ART® Home-Study Course]. So far I am so glad I bought this course .... Just wanted to let you know, and thank you for your prompt responses."

**John H.**  
**Fayetteville, GA**  
April 2006

"Hi Ben,

Thanks so very much for taking some time with me on the phone today to talk about some of the trading issues I have been facing. Your questions were quite thought provoking, and your comments/suggestions very relevant. It was great talking with you and Jean again.....

Very best wishes....George"

**George T.**  
**Florida, USA**  
**April 2006**

"Thanks and I still am enjoying this course [ART® Home Study Course]. It's excellent...."

**John H.**  
**Georgia, USA**  
**April 2006**

"Hi Bennett, after 8 months of live real time intra day trading I think it is time for a very big

THANK YOU SO MUCH!

for all your great work and for sharing ART® with me.

We both love charts and so here is my performance as a chart (look at the attached PDF). Isn't that a nice curve! ...."

Sincerely,

**Tobias K.**

Germany - October 2005

ART® Home-Study Course & ART® Charting Software Trader

"Hi Ben, Kim joins me to express our thankful appreciation to Jean and you for your warm hospitality and kindness. I learned a lot not only from your patient teaching of a wise, prudent, skilful and realistic approach to the art and technical science of trading, but also from the impeccable organization of your trading office, showing how much you take the business seriously, I should say passionately.

.....I was a little bit surprised myself to have found out that trading the S&P is not as stressful, scary as I thought, but start having some fun instead.....

.....A Vietnamese proverb says people are more grateful to you for giving them not a fish to eat, but a fishing rod and teach them how to fish. For that, once more, I thank you, Ba"

**Dr. Ba N.**

California - October 2005

"Dear Jean, Just to let you know I think software [ART® Charting Software] is excellent.  
Thanks, Gary"

**Gary S.**

United Kingdom - September 2005

"Hello....You put on a very nice seminar and it was a pleasure meeting you both. I am eager to learn to use my ART software....."

**Dave F.**

Tucson, AZ - September 2005

"Bennett....I absolutely love this system. I have created a trading plan that fits my personality. I wanted you to take a look at the attached chart....."

[Click Here To See Ken's Chart](#)

**Regards, Ken P.**

Las Vegas, NV - September 2005

"...Take a look at the attached chart. I'm still in this trade with a couple of contracts....all I can say is WOW!!!!"

[Click Here To See Ken's Chart](#)

**Regards, Ken P**

Las Vegas, NV - August 2005

"Hi, Many thanks for your support. It was the best support I have seen so far (and the first time of this kind too). Thank you again."

**Erwin F. , Austria**

July 2005

"Ben, The software offers me more confidence and guidance in my trading. I think you have a credible product which is a mouthful considering the industry you're in...."

**Abraham F.**

New York - February 2005

"Hello Mr. Bennett McDowell

Thanks for your email. Program is working great and so far already paper trading is proving profitable.

I am quite surprised at how efficient the program is at putting the stops most of the time in the correct place."

**Thanks, Hamant K.**

January 2005

"Ben, It is going great. I finally have it where I am making money everyday. I found out I am more successful trading off the 5 minute chart than the 1 minute. Also, I tweaked the indicators to my liking. I am still paper-trading. I will start real trading february1. I am going to paper-trade till then. I finished the course. Great job!!!...."

**Rohit G.**

Chicago, IL - December 20, 2004

"Bennett, Thank you. It was my pleasure and a great experience to be able to attend the first of what I imagine will be many more of these seminars. I'm sure everyone there found that the time spent was valuable. I know it was well worth the trip for me....

"I've been to more than a few "seminars" that were little more than advertorials with high pressure sales pitches at the end. I truly appreciated the pricing and discount structure being presented up front and felt that your seminar provided much more information that was relative to successful trading versus being simply a lengthy sales pitch for your course and software. I'm absolutely sure that I could benefit tremendously from both the course and the software.....

Again, it was my pleasure to attend and to meet you, Jean, and Rae. I wish you all well in your foray into the marketing jungle and I hope you continue to have the attitude you currently have about not becoming a marketing company instead of an educational firm".

**Lynndal D.**

California - November 14, 2004

Dear Bennett: Thank you for your follow-up E-mail. I am at the end of "week two" study manual and enjoying the learning process. eSignal has been downloaded but I did not have time to see how it works with your software. I will do it in a few days. I feel good about your coaching program and again, many thanks for the opportunity.

**Dr. B.N.**

California - July 2004

"Hi Bennett, Thanks for the great info contained in the ART course. I liked the way the software is programmed"

Regards,

**Mohammed N.**

Saudi Arabia - July 2004

"I just want to let you know I appreciate your effort sending the Free "ART" Demo....really grateful, thanks"

**Manual P.**

United Kingdom

June 4, 2004

"I have received the new study manual ["ART" Study Manual] and I wish to congratulate you both on how you have set it out in various sectors. Most easy to refer to on any facet. Great work"

**John M.**

Australia - May 25, 2004

"Dear Ben, to give myself confidence and especially experience trading the "ART" method I have back tested using the EURO/USD which is the instrument I would usually trade. The testing only included the hours I actually trade which are European & USA daytimes ( my night time). I am most encouraged by the results which are the signals I would take in real life.....

**Regards John M.**

Australia

"Thank you so much for a marvelous [Webcam "ART" Demo] session this morning. Looking forward immensely to getting started [with "ART"]"

**Regards John M.**

Australia

I am very satisfied with the valuable information contained in both "The Survival Guide For Traders" book and "The Trader's Assistant™" trade posting & organizer. In addition, "The Trader's Assistant™" is easy to use and very useful. You all seem to have it well covered, thanks very much!

**Dr. Dennis P.**

Cincinnati, Ohio - November 2003

"Hi Ben! Well, I'm still paper trading and next week will be 2 months of paper trading. I've decided to "focus" on the e-mini's ES and NQ of the CME. I'm still using e-Signal and I'm getting great results from ART techniques. By great I mean, I have not seen any drawdown yet of anything worse than 3 trades. I'm still "scalping" on most days as I do "day trading." I feel more comfortable scalping than I do trending with the e-mini's for now. I do not trade till after the markets have "calmed" down which is sometimes an hour after the markets have opened. Sure, I miss a lot of opportunities but that's ok with me. I prefer slower trading so I can get good prices at limits. I usually try to buy at the limit and sell at the limit as well. However if the market happens to be going very fast and I need to get out.....I will get out at the market.

My overall performance has been in the mid-eighties of which I'm very comfortable with. When I first started developing my methods using ART I found myself getting "way too excited" at times. Today and for the last two weeks.....I've been working on my "not getting excited" trading. So far so good. Getting too excited with the results or trading is way too stressful for me. I need to trade stress-free. I like to scalp "channels" for they are quiet. I make sure I trade in the general direction of the trend. If the trend is down....I make sure I get to the top of the channel to get good prices. If the trend is up.....I try to get good bottom prices. I don't trade against the "flow" for the most part. Ben, I've been quite happy with my progress and I feel I should be ready to do live trading on November 3rd. If I feel I need more time to "monitor" my

emotions I will not trade till ready. I do feel I'm about ready and feel very confident though not overly confident.

Ben, I'm planning to come to California to see you trade and learn more....but I need to wait till January to find out what weeks I can get..... I understand you are very booked and will make sure I get in. I look forward to this. The other thing is.....about the Newsletter.....is that in the membership section? If it is, I'd like to be a member and will forward a check via mail to you this coming weekend. I sure do want to read about, "scaling out of trades." I have read where some traders scale in trades as well and have always wondered about the theory of that. Scaling in and out of trades would be something I'd like to learn and practice. Thanks for the wonderful and very profitable techniques you have shared with your students. I'm a happy student and about ready to trade for real. Hope to hear from you at your convenience. Thanks for contacting me. I will keep in touch."

**Sincerely, Steven Z.**

October 2003

"Hi Bennett, It has been quite a while since we last spoke on email. I ordered your course [Applied Realty Trading™] at the end of last year/start of this year and have studied it hard. Very useful indeed...."

"I work for a UK asset management company called ..... We manage about 50bn. British pounds. I manage about 500m British Pounds personally and oversee quite a bit more."

Regards,

**Richard W.**

June 2003

"I subscribe to the Trader's Notebook Magazine and just got done reading an article authored by you discussing trading without an opinion. I recently identified this exact issue as a recurring problem with my trading, so I was thrilled to see concurrence by someone else. Keep up the good work. Best wishes."

**Jason B.**

July 2003

"Thank you for the regular E-mails I receive in the morning. In the heat of good trades or difficult trades, a quiet moment of wisdom to pause and reflect...."

Best wishes to you and your family for a happy, healthy and prosperous 2004."

Respectfully,

**MHF**

"Your efforts to educate traders are remarkable. I wish you all the best."

**Tushar Vaishnav**

Maharashtra, India - June 2003

"I am impressed to see your website that is brilliant."

**Sahil Sajid**

Punjab, Pakistan

June 2003

"I enjoyed the tutorial very much and wanted to thank you again for the kind hospitality. I learned a lot and can't wait to receive the software. .... In this respect I also noted how hard it was to count PTP's ("Pyramid Trading Points™") without the software. With the software its a snap.

I will be in touch with you again soon, possibly after we return from Mexico ..... In the meantime, thanks again. the tutorial was outstanding and I got everything out of it that I wanted and expected."

**Dr. Phil H. - Psychologist & "ART" Student**

California

"Bennett McDowell has done an excellent job giving both the beginner and experienced trader guidance of how to setup and organize a trading business in his new book "The Survival Guide For Traders - Second Edition." He has shared his many years of experience as a trader. The book will save a lot of time in developing a trader's business plan. I highly recommend this book for traders in the market."

Sincerely,

**Larry Jacobs - Editor, Traders World Magazine**

[www.Tradersworld.com](http://www.Tradersworld.com)

".... I want to thank you again for being so responsive. You almost always return my emails and faxes immediately. This is really helpful. it gives me quick feedback while I am working on the "ART" study material or just trying to think thru some issue that I am unsure about."

**Dr. Phil H. - Psychologist & "ART" Student**

California

"....Thanks again for all of your help and advice. It was a long day and my brain was close to saturation at the end of it, but it was a good feeling...."

**Jeff S. - San Antonio**

"Dear Ben, The EW [Elliott Wave] is amazing. No question about it. I think that one of the more amazing aspects to me has been the timing. You nailed it. You noted the summer of 02 and you hit it....."

**Dr. Neil G.**

July 2002

".....I appreciate the way you have been there and helped coach me along.

I think the thing's I have learned through working with you have been very helpful. I enjoyed your course [APPLIED REALITY TRADING™] too. I am finding that it does fit with what Bill Williams teaches too so it's a great addition to my trading arsenal so to speak. I've still been paper trading it and working with it and find it to be excellent.

Thank you Ben, I wish you the best....."

**Sincerely, R. B.**

July 19, 2002

"Got your material today and am very impressed with your course [APPLIED REALITY TRADING™].

I've had lot's of them in the past, but none more direct and clearly designed. It's always far more difficult to communicate simply, yet meaningfully; especially when the subject matter is as conceptually complex as trading.

I'm trying to resist consuming it all in a rush, but I am really thrilled to have it to work through and look forward to engaging you on specifics soon.

For now, however, please accept my sincere thanks for making such a great contribution to trading education.

Personal regards and happy new year....."

**A. K.**

California - January, 2002

"I just had to write and thank Ben for his help and support...I have known him for five years now, and my fellow financial advisors and I were very skeptical about his Elliott Wave Theory. Even though we took some of his stock tips and made money, we still had our questions.

As time went by, I came to really respect Ben's market knowledge. As my business grew, I called Ben to get advice on making sure it was a good time to buy or sell. I didn't day trade, but knew we could take advantage of the swings in the market. Over two years ago, Ben told me the DOW was going to possibly as low as 7,500 and the NASDAQ to at least 1,500, if not lower....you can imagine my surprise and disbelief. When Qualcomm split 4 for 1, he told me it was going into the 40's...even though I still felt skeptical, I called all my clients with Qualcomm. and told them we needed to sell...they were so happy we did. A year and a half ago, I started telling my clients we were going to sell tech positions, including Cisco and Lucent...of course, people had those as core holdings, and were reluctant, but I was insistent they do this. Those people were so thankful. As a matter of fact, I have since gone into another part of the investment industry, and don't have my own clients anymore. However, two of my former clients called after the World Trade Center tragedy, and thanked me for selling out those tech positions. One of them said, 'I don't know how you knew, Mandy,' and I told them I has a little bird on my shoulder, and his name is Ben. He said that guy must be a genius.

Anyway, I'm so glad I know Ben, and that he has helped me personally, and in the lives of many happy clients."

**M.J. Financial Advisor**

October 2001

"Dear Bennett, I downloaded 'The Trader's Survival Guide' and read it all today. I already feel a difference and I realize that you indeed put things in an easy to understand format. I have had a seminar that gave out a Trader's Business Plan, however the format was so complicated that I was reluctant to really fill it out and make it work. I have started it, stopped, started, stopped. Your business plan format seems much more workable to me and more geared toward the full-time trader working independently.

I have kept good records, however your 'card' idea is fantastic. I bought index cards and a box today plus a ledger. I think manually writing my trades down and focusing on pilot error vs. draw-down is going to help in spades. I trade only the S&P e-mini and the SPY. I 'know' where

I am in my equity, but I am going to have to start writing it down like a real business if I ever expect to profit like a business.

I very much like the Survival Guide it really reached me on MY level. Sometimes when traders are not ready for a lesson, they just can't focus on it, but I believe I am ready and your material works for me."

**S.T.**

Las Cruces, NM - August 2001

"Just wanted to let you know I recently purchased your book "The Survival Guide For Traders" and found it immensely helpful, especially pages 38 - 40 (the six golden rules) and pages 50 - 51 (the pilot error analogy). I will be calling you soon."

**S.S.**

Houston, TX. - May 2001

"In my opinion, the HIT LIST is an outstanding source for new ideas. The HIT LIST is selected with the thought of providing stocks that are going to move - and they do! In my experience, the HIT LIST has paid for itself many times over within a matter of weeks. It is an integral part of my investing approach."

**N.G.**

Atlanta, GA.

"Just wanted to let you know I received "The Trader's Assistant", it's an excellent concept and looks to be very workable. I also wanted to let you know that I like your "Hit List", it will help me see how you look at the markets better.  
I enjoy working with you and am looking forward to our meeting on Friday.

Thank You.

Sincerely,

**Randy B.**

Gladstone, MO.

"I became acquainted with Ben of 'TradersCoach.com' shortly after completing the 'Profitunity' Trading Course given by Dr. Bill Williams, PhD & Justine Williams who both recommended Ben. I was interested in Ben's 'Trading Coach' approach. I feel like I have learned a lot in a short period of time with the added benefit of Ben being there to help me stay out of trouble due to my inexperience. I think Ben can increase one's learning curve and avoid the 'school of hard knocks.' ...."

**Dr. C. Clinton, DVM**

Austin, Texas

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"Thanks for your help ! I appreciate you pointing me to the best real time data service for my needs, identifying several books I could read to learn how to profitably trade, and helping me to understand the need for setting stops and the process for determining how to set them."

**J. S.**

California

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"I have been using Ben's strategies and techniques for a little over a year ..... I have confidence that these strategies will continue to dramatically increase the value of my portfolio. Ben has also helped me immensely with the psychology of trading. I highly recommend 'TradersCoach.com' to anyone who is serious about improving their trading."

**B.B. - Vice President, Major Bank**

Charlotte, N.C.

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"I have worked on Wall Street for many years and when it comes to trading, I use Ben at 'TradersCoach.com' as my trading coach. If you are not consistently winning in your trading, 'TradersCoach.com' will help you find out why and work with you until you are. This service is exceptional and first rate, no other program or audio tape course can compare to the one on one consulting you receive when you sign up with 'TradersCoach.com'. If you are serious about your trading, you can't afford not to sign up."

**F.F. - Managing Director, Major Broker/Dealer**

New York City

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"I am a little bias in my recommendation for a Trading Coach or mentor because I spent years on my own trying to trade without much success until I started working with Ben McDowell of TradersCoach.com. And now I am slowly turning my trading around to where it has become more profitable as I learn to understand myself and the Market better."

**Randy B.**

Gladstone, MO.