

Trading Psychology's Missing Chapter:

# ENOUGH TO BE **DANGEROUS**

What You Don't Know  
Can And Will Hurt You In Trading



**BRIAN McABOY**

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

Thank you and congratulations on getting this concise, yet powerful report.

It was created to raise your awareness to certain matters which, left unattended will hold you back in your trading, cause you considerable waste of time, money and effort, and generally take all the fun and profit out of your trading.

By becoming aware of these things, you can now act on them, address them, and move forward with your trading to where you want to be. If you like what you learn here in this report and would like to take your success further, you are cordially invited to attend this free webcast,

## Disclaimer

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## Foreword

Let's start by presuming that you are a sincere trader, with your intention being that you are in it for foreseeable future and do indeed wish to make this business a long term asset for you.

The purpose of this report is to open your eyes to some of the realities of trading in that context, to shed light on certain matters which rarely, if ever, get discussed, yet are critical to making it a reality.

I created this report for the same reason that I started helping other traders back in January of 2006.

There are a lot of good, sincere people that choose trading because they want better for their families, they know they may not be able to count on anyone or anything other than themselves for their retirement, and some trade to fund charities and to do philanthropic work.

You've got your reasons too, and I'm sure they're more substantial than just to have a hobby on the side where it's mostly for fun and maybe you make money, maybe you don't, no big deal either way. You have something real that you want to accomplish with your trading, and that's why you've invested both your hard-earned money and your time.

One thing I found when I started trading, and perhaps you've found this too, is that good help in this space can be hard to find.

There is a ton of misinformation, some deliberately put out there by the scammers and shysters who are just looking to rip you off. Other misinformation is from the many pure marketers who've never placed a trade in their lives, but know that they can find trusting traders whom they can sell.

I've had the good fortune to work as a Business Coach, Process Engineer and Certified Quality Engineer.

Because of these life experiences outside of trading, I've been able to look at some of the struggles of trading with fresh eyes and see things that have been missed by countless others.

I'm also able to bring success tools from *other* industries to trading, and I've found that when they are applied to trading, they work amazingly well.

My purpose is to help you realize your objectives and do the good in the world that you choose to do.

And if you're going to be a truly independent trader, then you also need to be fully self-sufficient, not dependent on others to tell you what to do, or to do your thinking for you.

My goal is to get you to that point, where you don't need me or anyone else, where you are standing on your own two feet and you're okay.

I hope you enjoy this report and put it to use to your benefit.

Brian McAboy

Trading Enthusiast and Trainer

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## About The Author



**"Brian McAboy brings a refreshing new perspective to trader development.**

His background in process engineering really lets him approach things in a completely different way than most trading educators. As a result, you won't get the same old tired material from him.

He will allow you to see your trading from a whole new angle, one which can definitely help you be a better trader."

**John Forman**  
Professional Market Analyst and Trading Coach  
Best-selling Author of "Essentials of Trading"



"There are very few people and organizations in this [trading] arena who hold themselves to high values, represent the reality of trading, and are truly placing the trader as #1 in their efforts. So, it's been very exciting to have come across Brian and what he has been doing with Inside Out Trading.

We've talked many times regarding the dilemma of traders today ... not knowing what to believe and not to believe, and how anyone representing the industry needs to tell that aspiring trader what they need to hear, not just what they want to hear.

While in some ways Brian and I may be considered competitors, I would never hesitate to recommend him to any trader who wants an honest and dedicated leader to march with on their Forex journey. "

**Steve Gregor**  
Professional Trader and Trading Coach  
CEO / Chief Strategist PipClub.com



"There simply isn't enough attention to the psychology of trading and the correct approach that needs to be adopted.

Brian McAboy has done an excellent job in walking through the must-know steps in order to become a successful trader."

**Mark McRae**  
Professional Trader and Trading Coach



"Bottom line is that Brian gives the trader a blueprint for STRUCTURE, both mentally (your emotions, etc.) and physically (choosing a trading system, running your trading business).

He gets your mind and self set to win... and not get caught in the very subtle yet powerful mental and emotional trap that brings most traders to ruin.

As you can imagine, with me being in the mental training for traders business, I was delighted to see someone delve into and try to rescue misguided traders... which, sadly, are most traders. Bravo!"

**Norman Hallett**  
Professional Trading Coach



"For those that truly desire to become great traders, Brian McAboy can help in that pursuit substantially.

Anyone wishing to significantly improve their trading is sure to enjoy and benefit from his **helpful insights and his concise way of communicating.**

I give Brian five stars!"

**Matt Zaner**  
Principal and Owner of Zaner Group, LLC

# Introduction

In the world of trading, what you don't know can and very likely will hurt you.

This just isn't a place where a person can afford to be ignorant or naïve – the price is very high, both financially and often personal in terms of confidence, self-esteem, quality of life, relationships, etc.

When your trading isn't working, it tends to take a toll on all other aspects of your life. In all too many instances, trading can make a total wreck of things.

Now I haven't always been a calm, collected and confident trader, helping other traders around the world.

In fact, far, far from it.

During my first year of trading, it was very stressful, even when I was making money, but when the Destructive Cycle (we'll get more into this later) began, it made it one of the worst years of my life.

I started out like most traders, quickly understanding the general workings of this occupation, so I jumped in feet-first, very much underestimating the challenge while overestimating my abilities at the same time.

One of the worst things that can happen to a person is to start off on a winning streak.

That's what happened to me.

My account grew quickly with the thrill of some substantial winners, blowing my false confidence way out of proportion.

It didn't take long, and my subconscious stepped in and began to 'correct' the discrepancy between the success I was experiencing and the deservingness of my actual skill and knowledge levels.

So in less than a year, I started with \$30,000, ran my account up to over \$47,000, and then back down to \$1,600.

I was devastated and so was my wife when I finally worked up the nerve to tell her the truth. The matter nearly cost me my marriage. Needless to say, I took a break from trading, but I wasn't done or defeated. I love trading and I knew I'd be back, but this time, I'd do it right.

Fortunately, I'd started other businesses before, so I'd been through this cycle of initial failure, reset, start over.

For as long as I can remember, I've had a passionate interest in business and in how we work as human beings, which made my years in Quality Assurance a natural fit. Quality is all about good business, with people in the center of the operation, achieving excellence on a consistent basis.

So I stepped back from my trading, looking at it from the perspective of it being a business.

I took what I what I knew from my Engineering, Quality and Business experiences outside of trading and applied them here.

By doing so, I came back, and this time was able to stay organized, settled down and make it work.

Through my own experience and through helping hundreds of traders over 10 years, I've seen how many truly important matters are left out of the training that everyone gets to be a trader.

It is these missing pieces, these gaps, that are responsible for the incredible failure rate in trading.

Since most traders are generally above average in intelligence and many other regards, I've had the pleasure of helping many people turn their trading around simply by filling in these gaps.

When people apply the perspectives, tools and practices that I bring from outside trading, they finally get to experience a confidence in their trading that they've never known before.

They also finally get that relentless stress lifted from their shoulders, begin to sleep better and raise their enjoyment of life in general.

Now don't get me wrong, I'm not saying any of this to sound arrogant.

I consider myself fortunate to have had years of experience in both trading and in other industries, so that I can bring them together and provide solutions that are sensible, practical and most importantly effective in helping the traders of the world.

## This Is About You

So how do you know if this report pertains to you?

Well, if you've been trading for any length of time and,

- You've tried just about everything you can think of, but you are NOT where you want to be
- You've been putting in your "screen time" and "paying your dues", but you're frustrated with the lack of consistent results
- Your trading experience is largely filled with stress, anxiety, anger, despair, etc.
- You sometimes find it difficult to stick to your system, wrestling with discipline, doubt or fear
- You know you can beat this, and you just have a gut feeling that you've been missing something

Then you're in the right place

In this report, you'll discover

- How nearly all of the information out there on "trading psychology" is just plain WRONG, and is actually doing you more harm than good
- How your mental & emotional state and your trading system are NOT separate matters, to be addressed individually, but in fact are very closely related
- How self-sabotage is actually a good thing – if you know how to interpret it
- The three HUGE gaps in your training to be a trader – and how these gaps are keeping you stuck
- How to know when you've made it as a trader

Let's get started!



## The “Secrets” To Making It as a Trader



What you hold in your hands is concise summary of the most impactful discoveries from my years of experience in the trading industry, both my own trials and lessons, but also from working with hundreds of other traders.

You also have unique insights on trading from my years in Engineering, Business, and Quality Assurance which, when applied to your trading, give you massive advantages that take most traders YEARS to figure out, *if they ever do*.

By utilizing what you learn here, you will save yourself tremendous time, money, stress, and regret, in addition to making a quantum leap in your trading faster than you ever imagined possible.

**I strongly suggest that you print out this report right now, and read it immediately.**

There's a very big idea inside and many people have made a fortune once they grasped the concepts you are about to receive here for free.



## Why This Is So Important

The short answer is that **you simply cannot afford to underestimate the challenge you have in front of you.**

If you do, you will lose, and you didn't come here just to take a beating.

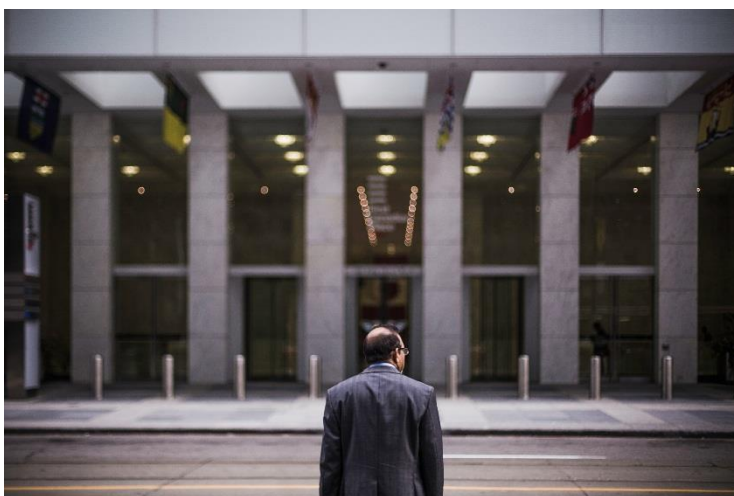
Trading is certainly no place for the naïve or faint-of-heart. There are certain hazards and pitfalls in trading, and ignorance of these matters comes with a very high price, both financially and personally.

**Without awareness and understanding of these factors, you'll struggle along unable to move forward because you'll direct your energies to things that don't solve the problems, so they will remain and plague you indefinitely.**

As a self-directed, independent trader, you have numerous forces working against you every day, and it's only getting more challenging as technology and your competition continue to develop and improve.

And make no mistake: trading is a highly competitive industry, with everyone vying for the same pool of money.

**You're all alone against millions of individuals like yourself, professional traders, large banks, institutional traders, international corporations, high-frequency traders and robots.**



Wherever there is a lot of money flowing, there will be LOTS of people.

In addition to the competition, you've got scammers and pure marketers who are all too happy to push your emotional buttons and rip you off or sell you stuff you don't need.

Of course you have the brokerage firms that often seem to be pick-pockets more than helpful resources.

Oh, and let's not forget the avalanche information, both good and bad, on the internet in this field. The overwhelm is bad enough, but sifting through the B.S. and mis-information to find the worthwhile advice can be next to impossible.

While trading is a simple business on the surface and easy for an intelligent person to grasp its concepts, as you've come to learn, making money on a reliable basis is a daunting task.

All too often, good people come to the land of trading with dollar signs in their eyes and dreams of a better life, only to leave months or years later empty-handed and broken hearted.

**You didn't start trading for that. You came here to find financial independence and time freedom. Let's get busy.**

## Why You MUST Bring Your “A-Game”

All those things we just looked at are the EXTERNAL factors working against you in trading.

Obviously because of all of those, you better be bringing your A-Game. There's just too much working against you to be nonchalant or do things half-baked.

Now we might as well start out with one of the biggest INTERNAL factors, and it just happens to be your greatest Nemesis as a trader.

**You see, self-sabotage is a very common phenomenon in trading.**

But where most traders totally miss the mark is first of all recognizing it for what it is, but in making the connection of what's causing it.

Throughout the rest of this report, you'll see numerous areas where your subconscious comes into play and why.

## A Unique View On The Psychology of Trading

After years of working with traders to overcome a wide variety of issues, I developed a rather unique view on the whole Psychology of Trading.

While most "Trading Psychologists" that want to charge you \$8,000 to \$10,000 to "help you work through your issues" insist that the emotional battle that you face is due to personal issues you have, I completely disagree.

I'd bet that you are completely capable of realizing success as a trader.

And I say that because you've already demonstrated that you can handle money, success and a challenge - otherwise you wouldn't be here in the world of trading.

You're probably also above average in intelligence. Most traders are.

**You obviously have what it takes.**

**So the problem has to be something else.**

## No Wonder It's So Stressful

I found that a major problem traders were having was that they were trying to do a job for which there were NOT adequately trained, not even close.

**ANY time, you enter into a challenging activity and you haven't been properly trained for that job, it WILL be stressful, filled with mistakes and a very emotional experience.**



As I dug more and more into the matter, I found that when a person is LACKING certain necessary skills, their subconscious will sabotage their efforts because it knows that they haven't yet reached the point that they deserve the success.

We all start out as un-trained traders.

Unfortunately, most training out there is very limited and incomplete, focused almost solely on specific trading methods.

Every trader training program I've seen is lacking at least one if not several critical trader skill sets, which gives you no choice but to try to trade at a disadvantage.

Until you acquire the complete set of skills to be a fully self-sufficient trader, your subconscious will NEVER let you enjoy the success you so deeply desire.

## The First Critical Misconception about Trading

The first critical misconception about trading usually occurs before a person ever starts trading.

Most people look at trading as a way to make money.

Now while that isn't untrue, it is a misconception.

Trading is a business and here's how to tell.

Look around the room.

Notice the walls, the floor, the desk, your computer, and your clothes, everything that doesn't come from nature.

Every single one of those 'things' represents at least one, if not more, businesses.

In every situation someone saw an opportunity to make money by producing that thing.

After all, what IS a business, anyway?

- Any activity engaged on regular basis for profit.
- It involves risk.
- Has certain requirements for success.

It doesn't matter if you have a car dealership, an accounting firm, or a lemonade stand.

Anything being done on a regular basis for profit is a business.

**So how does holding this misconception about trading hurt you? You'll see in just a minute...**



# The Requirements for Success

Now while trading is a unique business in many ways, it still shares the same requirements for success that all reliable businesses require.

- Planning
- Organization
- Systemization
- Financial Controls
- Management



All reliable businesses need these things to be in place to be efficient and minimize waste.

After all, success in business doesn't happen by chance or accident, or by wasting time, money and resources.

## A Shared Statistic

But see trading also shares a statistic with business in general:

**90% failure rate in the first year**

But why?

Lack of:

- Startup capital
- Business experience
- Industry experience
- Training
- Business plan
- Time to profitability

Of course all businesses need sufficient startup capital to make it through the initial phases until it can sustain itself.

Business experience for the person running the operation is crucial of course as well.

Experience in the industry also makes perfect sense.

Training so that everyone in the operation knows how to do their job well is naturally necessary.

The business plan lets everyone know that the idea and scheme are viable, plus it provides the day-to-day decision guide for running and managing the operation.

Now if a company takes way too long to reach profitability, that is sure to present problems.

**Where you can really run into trouble though, is if you are missing any of the requirements or the things listed on the 'lack of' list, your subconscious is almost sure to complicate matters and thwart your efforts, and certainly "correct" the situation should you get profitable in spite of lacking these things.**

# The Peter Principle – and the Common Trader Experience

The Peter Principle was discovered back in 1968 when studying poor performance across American businesses.

The essence of it is this: “In any hierarchy, a person will rise to his level of incompetence and remain there.”

Basically it means that a person will continue to advance until he reaches the limit of his skill and then be stuck.

One of the primary lessons out of that study was that American businesses were promoting people based on past performance, but not training as the person kept moving up the ladder.

What they found was that if they assessed a person before promoting him, to ensure he had the necessary skills, they could provide training where needed to ensure the person’s success in the new position.

So how does this pertain to you in your trading?

Well when you chose to become a trader, you ‘promoted’ yourself to several new jobs, for which you may or may not have the appropriate skill sets.

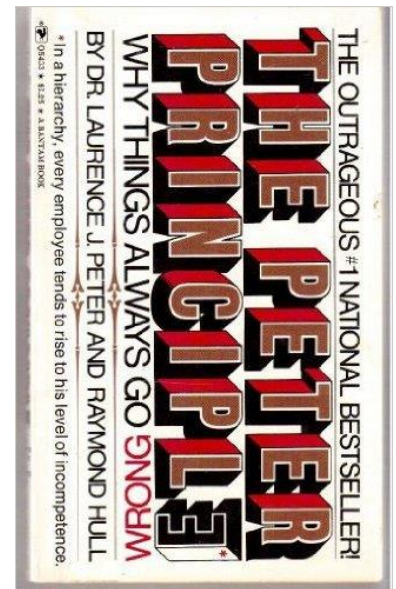
If you don’t, your performance in those functions of your trading operation will suffer, and again, your subconscious is likely to come along and “Correct” your profits to match your level of deservedness.

So what are your new roles?

- Well before you even chose trading, you were in the position of Business Investor, and really the venture capitalist for your trading business.
- Then you became the Business Planner, looking for a business in which to invest, which means that you were also the Researcher, Analyst and Strategist
- Then the Business Owner / Manager, with operational and financial responsibility, along with being the one to organize and systemize everything
- You also became the Risk Manager, for all levels in your new business
- Of course, you are also now the Trader
- You are the company Accountant and Controller, in addition to being the Quality Manager
- Lastly, but certainly not least, you are the Trading System Analyst and Manager

Each of these roles has specific responsibilities, functions and related skill sets.

Just like before, if you are lacking here, your operation will suffer because you either don’t fulfill the functions at all or do so at a less-than-optimal level, plus your subconscious will let you know by sabotaging your efforts, which is the common trader experience.





## Another Common Trader Experience – The “Discipline Fallacy”

I hear it all the time, how traders struggle with staying disciplined to their system.

What I discovered in coaching people through their discipline problems is that 98.4% of the time, the problem was NOT them.

They were working with a very poorly constructed system, which made it very difficult to execute repeatedly.

From my Quality Assurance days, I was able to help them fix their systems, and once we did that, their issues went away, and consistency returned to their trading.

Too often, people will beat themselves up for ‘not being disciplined’, when in fact the problem is with their system.

The issue then is that they do not have the skill set to be able to properly evaluate a trading system, nor can they identify and fix any issues that it might have.

Most traders (even many professionals) mistakenly assume that they know how to properly systemize a method, and to document it properly.

There is a very specific process to do it, and again, once done correctly, consistency and confidence then come to the trading.

The emotions that arise when you’re trading are your subconscious trying to tell you that your system is lacking in some regard and needs to be fixed. If your system was solid, you’d be calm and relaxed while trading, knowing that things are under control.

## A Matter of Trust

Another very common problem and question is “Who can I trust?”

There are so many scammers and pure marketers in the trading sphere, that yes, you have to watch out.

The thing here is that the problem of ‘who to trust’ is really a symptom of the problem.

When you are considering a new trading system, but wondering if you can trust this person, that the system will indeed live up to expectations, that is an indicator of the cause.



If you already knew how to evaluate a system, how to analyze it to determine its potentials and limitations, then trust really wouldn't be a concern.

So the problem is NOT "who can I trust?" When you lack training, you are *forced* into having to trust others.

Kind of like if you know cars, and yours is acting up. You know what the problem is and what needs to be done to fix it. When you take it to the shop, you're not worried about getting ripped off, because you know if they're being straight with you or not.

It's when you lack training on specific skills you need that you run into functional challenges, trust and dependency issues, and of course potential self-sabotage.

## Fear of Success

You've heard of it, probably even reflected on it, but the real reason many have a fear of success is because subconsciously they know that they are not properly organized and trained up.

Because of this, the thought of trying to sustain any significant measure of success fills them with anxiety.

When you get yourself properly prepared for success, it will come and the fear will leave.

*"Fortune favours the prepared mind."*

**Louis Pasteur**

## They Absolutely Insist On It. Shouldn't You Too?

One almost certain killer of small businesses and trading accounts is WASTE.

Without a well-thought out and reasonably complete plan, most ventures simply waste too much time and money.

They either run out of money (and die) or take FOREVER to get self-sustaining because of all the detours, missed steps, costly mistakes and focus on the wrong matters.

This is why Venture Capitalists absolutely insist that any proposal brought to them include a Business Plan on how the person is going to make their great idea into a reality.

They know from years of experience, that without a proper Business Plan, odds are strong that the business will fail.

As a matter of fact, if you have a great idea, but show up without a plan, they won't give you the time of day, let alone any money.

Without the Business Plan, the costs are usually too great to justify investing in the project.





Shouldn't you insist on the same?

After all, you are the Business Investor here, putting your money into your trading operation..

## The Death-Spiral – To Save You?

A few years ago a friend and colleague of mine decided to do an experiment, just to see what would happen.

What he wanted to see was how he would react if he intentionally traded way beyond his comfort zone when using a system that had traded successfully with in the past.

For the first two weeks, he found himself stressed and a bit agitated, starting to lose money but very little.

The third week, he started noticing the physical stresses appearing and now he was losing more money and having trouble doing what he would normally do, both in his trading and in general.

The fourth week took a huge toll on him. He found that he was getting completely reckless with his trading, doing stupid things while fully conscious of it, but unable to stop himself. At this point he stopped the experiment.

Now one discovery during the conversation he and I had discussing it afterwards came from asking the question WHY?

What we concluded was that it was really a self-defense mechanism kicking in.

He was undergoing tremendous stress which was now threatening his health, so when he didn't stop from the initial sabotaging affecting his trading, his subconscious kicked things in to high gear.

His subconscious saw that things were getting worse stress-wise, so it forced him to take a break by really messing up his trading.

What we also found that this explains why traders will blow up their account, fully aware as they watch it go down in flames, yet unable to stop themselves.

Their subconscious is forcing them to stop trading by taking them completely out of the game – to save them from the stress, and it does this as a self-preservation measure.

## Enemy or Ally?

Throughout most of this report, it may sound like your subconscious is your enemy, but in reality it is more like a parent looking after his or her child.

If you're not doing something you're supposed to be doing, or if you lack a certain skill necessary to do something reasonably well, your subconscious will let you know – and it talks to you through your emotions.

While at times it may seem like it is out to get you and just ruin your day, your subconscious is simply trying to make sure that things are proper. If something is out of alignment with how they should be, it will take action to correct matters.



**The ONLY Way To Appease Your Subconscious (and Have Peace of Mind Anyway) Is To Create A PROPER Business Plan for Your Trading**

Your subconscious HATES unknowns.

It views them as a threat to your survival.

The uncertainty of the markets is NOT the primary reason that you feel so much anxiety.

It is because you are not fully prepared to deal with that uncertainty (over which you have no control any way).

The reason you feel so much anxiety and stress about your trading is because you don't have a clear vision of HOW you'll achieve your goals.

That stress and anxiety is your subconscious speaking to you through your emotions to attend to these unknowns.

**This is why having a proper and complete BUSINESS PLAN is absolutely vital.**

**The proper Business Plan attends to ALL of the unknowns, so that you can have peace of mind and your subconscious can now leave you alone about it.**

## What It Costs In Addition To The Personal Price

In addition to the price you pay in terms of time, quality of life and wear on you personally, there is an easy way to see how much it costs financially to lack having a proper Business Plan and to have your subconscious working against you.

How much did you WANT to make in your trading in 2015?

How much did you ACTUALLY make?

Subtract the actual from the desired amount

This difference is what it costs when you don't have a clear and specific plan to make sure you reach your goal.

This "Opportunity Cost" is the amount of money that you are DEPRIVING yourself and your family of by allowing your trading to UNDER-PERFORM.

Had your trading been performing at the level that it should have, this is money that you would have had to enjoy and use.

Can you really afford to have your trading NOT producing?

## What Is Your Time Worth?

Part of being an Entrepreneurial Trader is to pay attention to numbers beyond just the bottom line, and one of those important numbers is your hourly rate as a trader.

Remember, you're not trading for a hobby, just to have something to do, and an activity into which you dump money.

The whole point is to be investing your time (your LIFE) in something that provides the way you want it to, and is the BEST use of your time.

If you make \$75,000 per year at your job, on a standard 2,000 hour work year (40 hrs/wk X 50 weeks), that makes for an hourly rate of \$37.50 per hour.

So now let's take a look at your hourly rate as a trader and see how they compare.

### Let's Find Out Together WHAT YOUR TIME IS WORTH

How much do you want to make in the next 12 months? \$ \_\_\_\_\_

How many hours a week do you spend trading? \_\_\_\_\_

How many weeks per year do you trade ? \_\_\_\_\_

How many hours per year do you trade ? \_\_\_\_\_

How many hours a week do you spend trading? \_\_\_\_\_

What is your desired hourly rate as a trader? \$ \_\_\_\_\_

If the numbers work out, then great.

But if the numbers don't work out so well, KNOWING that is a good thing.

It lets you know that you need to fix something, and that continuing on your current course is NOT what you want to do.

## The Distinguishing Mindset

First thing to do is to understand the Distinguishing Mindset that differentiates the two groups of traders.

The one group consists of Opportunity Seekers, people who are willing to risk money for the sake of profit, usually looking for home-runs and often jumping from one thing to another, trying new systems or whatever will “make some money”.

Then you have Entrepreneurial Traders, who choose to organize a business operation around an idea, while willing to risk money for the sake of profit, but in a measured manner.

Here’s a quick comparison of the two.

| Opportunity Seeker   | Entrepreneurial Trader  |
|--|---|
| Looking to "make some money"   | Desire is to build a business to have a long term asset   |
| Focused on right now   | Thinks long term  |
| Throws money at opportunities; often buying the next 'shiny object' if it looks like it will make some money | Looks at an profitable idea from the position of a Venture Capitalist                               |
| Persistence is primary means   | Utilizes Business Plan, training, good business practices   |
| Evaluates things based on their "Potential" to make money  | Uses Analysis, Investment, ROI, time, plan, actual performance to make decisions                    |
| Goes on hope   | Hates hope. Prefers control and knowing how things will play out                                    |
| Takes 10 times longer to achieve goals because of the ready-fire-aim approach                                | Achieves goals quickly, efficiently and with maximum profit by minimizing wasted time and resources |
| Subconscious sabotages them regularly to correct so that results match level of deservingness                | Subconscious supports them, serves as an ally   |
| Success rate of 2-5%   | General success rate of 90+%  |

This is why it is SO foundational for traders that sincerely want to make it, to treat their trading as the business that it really is.

## So What Can You Do?

From the perspective of you in the role of Business Investor, the one investing in your trading operation, it means that you shouldn't accept any less than an institutional business lender or venture capitalist.

A proper business plan really should be drawn up, so that you have a reasonable assurance that the business venture has a good chance of success, and also realistic expectations of the business.

*"If you don't like how things are, change it! You are not a tree."*

**Jim Rohn**

**The other advantages of pursuing your trading as a business is that it is the fastest, most direct path to profitability.**

Without a business plan, there are just too many ways to waste time, money and energy.

**The business approach specifically minimizes waste, because waste = money and time lost, gone forever.**

Lastly, the Entrepreneurial Trader makes sure to acquire the skills for the various needs of the business. This has two reasons: to ensure effective performance doing the thing of the business, and it also removes that reason for your subconscious to sabotage you.

Trying to trade without a plan, without the training and skills you need, and without the tools we've discussed in this report is really the long and winding road.

## A Reality of the Financial (and Trading) World

If you go into ANYTHING without a *proper* plan (a sloppy or half-baked plan like "Make lots of money" doesn't count), then you are going on hope.

The Plan is where you take chance out of the equation by you deciding ahead of time how things will go.

The Plan is what provides peace of mind, efficiency and speed to profitability.

## Trading When You Know Only "Enough To Be Dangerous" Makes You An Easy Target

1. For the shysters and scammers who have only one intention: to rip you off if they can
2. For the pure marketers in the trading world (that often have never placed a trade themselves) that only want to keep selling you junk trading systems, software or robots that don't work
3. For the brokers that have questionable ethics, and don't mind taking advantage of you any way they can

## A Quick Recap

- 1) The trading world is a very dangerous place for the ignorant, naïve and/or unprepared. You've got literally thousands of very busy people here who are NOT your friends, they are your competitors, and they're working very hard to take your money rather than give you theirs.

If you show up here knowing only enough to be dangerous (like most traders who show up untrained and without a plan), odds are 19-to-1 that you'll wind up just being another financial casualty, quitting after months or years of stress, time wasted and nothing to show for it but a bunch of hard personal lessons.

- 2) In trading, what you don't know really can and will hurt you, and in three different ways:
  - a) You simply won't be able to perform in all the ways you NEED to, and as well as you need to, which puts you at a severe disadvantage considering the immense competition you have, plus all the unscrupulous people
  - b) By operating at a disadvantage and not realizing the performance or results you want, this carries a high price regarding your confidence and self-esteem, and forces you to operate from a position of doubt, hope and anxiety rather than optimism, well-founded confidence and security
  - c) Your subconscious will continue to remind you that you are not treating this occupation with the proper respect, doing the things you should, and becoming the trader you need to be.

Until you attend to all the 'loose ends', fill the gaps, and remove the question marks from your trading operation, your subconscious will not leave you alone nor allow you to enjoy the success you desire.

- 3) "Discipline" is not your problem. You have what it takes to win. You've just been trying to trade without having all the pieces to the puzzle. The problem has been your approach, not you.
- 4) Your time has value. Make sure that you are making the best use of it.
- 5) Trading is a real business, and the success you achieve and the how quickly you get there are directly proportional to your level of organization, planning and training.
- 6) Your subconscious is your ally. It is trying to guide you and look out for you, if you will simply listen and not fight it. When you reach the level of proficiency in the matters you should, it will support you and stop sabotaging you.
- 7) Stop being an easy target and being taken advantage of.
- 8) You don't have "psychological issues". You've simply been missing some critical trader training, particularly on the business side of it. Once you get the proper training you need and are fully functional, your current struggles will drop away naturally and on their own.

Now that you know what's been missing, take action on what you've learned here and realize that quantum leap in your trading that you've been seeking!



Let me be candid with you.

**NOT receiving proper and adequate training is by far the greatest danger to you as a trader.**

No matter how big you want your account to eventually grow, doesn't it only makes sense to do so in the most efficient, effective and organized manner possible?

Regardless of how long you've been trading, treating your trading as the business that it is, is the only way to ensure that you move beyond "enough to be dangerous" and avoid getting constantly slapped down by your subconscious.

*"I haven't even finished the program yet but it has already benefitted me by setting my mind down the path of different thinking."*

**Barry Taylor - Young**

## What to do now: 3 things

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It is my personal mission to help you realize your goals through trading, and I believe that you can.

I wish you the best.

Cheers

Brian McAboy  
InsideOutTrading.com