



TRADER 02

CONNOR

New trader

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**OVERVIEW:** Conner had been a successful CEO of a software development company for over 20 years. Back in the late 70's, Conner chose the computer industry as a profession simply because his college counselor touted its tremendous growth and monetary potential.

His career counselor was half right. Software development was a great profession for future growth and monetary reward; however, it was a terrible 'fit' when it came to matching Conner's talent's, abilities and passion.

Despite Conner's successful business, Conner never really loved or excelled at programming or running a business. It was merely a way to make a solid living and put the kids through school. Over the years, he became exhausted and disenchanted. Every day was a grind. He wanted out but he had no idea what to transition to.

Connor ended up in my office as a Career Coaching client asking the question: "What can I do that I would really love doing, that would be a good fit my talents and would still afford me the autonomy that I am used to as an owner of my own business?"

We put him through our Career Matrix process. The profession that matched his skill-set, interests, values and passion ended up being trading. At that juncture, we both knew that this was the beginning of quite an interesting ride. As a client, Connor transitioned to our Trader Coaching program.

**NEW TRADER:** Rarely do we have the opportunity to work with a virgin trader. There were no bad habits to correct, no stories to investigate, and no negative experiences that shaped a problematic perspective, at least not from trading! In front of us was a rookie replete with pure passion, hope and enthusiasm, oblivious to the corrections that the market and we were about to deliver.

We inundated Connor with new learning, experiences and thinking. We recommended books, offered assessments, structured his learning and homework to support his desired intention to be a successful independent trader. Throughout, we warned him how difficult this new profession would be and how small the odds were that he would make it. This did not deter him and so we continued on.

We offered exposure to individual traders, trading companies, trader rooms, groups, and programs. We discussed possible trading methodologies. We determined appropriate trading market personality fit, chose trading indicators, simulators, etc. And then... we encouraged lots and lots of simulated trading, provided structured homework and accountability. We gave a framework for journaling that increased his capacity for becoming a better observer of himself and the marketplace. Slowly, we were building a trader from the inside out.

During trading hours, Connor practiced simulated trading. After the close, we had him keeping a journal, reviewing and analyzing successful trades, unsuccessful trades and missed trades. We continued to add more learning and more review.

Some days, Connor spent more time completing the structured homework than he did trading the market. It was designed that way. Discipline, practice, review, analysis, repetition, and reflection were skill-sets we wanted practiced daily and continually

honed. We wanted Connor to approach this as a competitive athlete, preparing repetitively for ‘game time.’

It was over a year later that game-time finally came. Connor was well prepared, cautiously confident and we both felt he had a great foundation for success.

**NEW CAREER:** Connor loved trading. “I’ve never felt more passionate about any endeavor that I have ever undertaken in my life” was a comment expressed several months into trading. It was a great career choice. Despite working longer hours than he did as a CEO, he never looked back and he enjoyed every minute of it.

Financially, he broke even his first year, showed a healthy profit his second year, and in his third year, he enjoyed making a six figure return.

**NEW LIFE:** Connor’s enthusiasm for life has grown measurably. He is more alive and engaged in his new work and his enthusiasm bleeds through to his family and friends. He’s almost too enthusiastic! He excitedly attempts to talk friends and family members to join him in his newfound love – trading.

Thankfully, to date, all of them have resisted the urge.