

ARMCHAIR INVESTOR – THE MARKET’S MESSAGE
NEWSLETTER
A FACT-BASED, TREND-FOLLOWING STRATEGY

Note: Armchair Class schedule change for this week only: No Wednesday 10 am class
 Join us on Tuesday at 10 am – noon. [Click here to see all ACI events of next week](#)

CURRENT MARKET DIRECTION: UPTREND

| | |
|---|--|
| Armchair Investor Trend-following Investment Position: | Holding the QQQ. |
| Armchair Investor 2020 Returns See trades on page 2 | +56.8% year-to-date In only 8 trades! (see page 2) |

THE MARKET’S MESSAGE: If you were unsure of the current Uptrend as I was (based on its unusual DJIA start signal and lack of confirmed accumulation days over the prior 7 days), we can both let out a breath of relief –

The Nasdaq blew it out of the water Monday with a 2.6% rise and 11% higher volume! THAT was an inspiring Major Accumulation day.

One thing missing on Monday was an accumulation day for the S&P500. But don’t expect much from this index which it has been underperforming the Nasdaq for the year (See page 9)

Good news: The 52% of stocks with A or B ratings is a strong sign of **Wall Street buying** There are good stocks being bought.

More Good News: The Nasdaq has stayed on the top side of its 50-day moving average line for the last 9 days, a sign of optimism. S&P500 dipped below its 50-day m.a. twice since the 9/30 Follow-through day; rise continues.

I am cautiously buying stocks with good ratings and strong breakouts. And I immediately put an 8% stop on each. Then I watch every day, looking at each stock’s strengths and weaknesses (ready to sell at signs of weakness.)

| DAILY MARKET ACTION | | | | | | |
|---------------------|-------------|----------------|-----------------|-----------------------|-----------------------------------|----------------------------------|
| 10/12/20 | Index Close | Index % Change | Volume % Change | Volume vs 50-day Avg. | Accumulation or Distribution Day? | Index GAIN from 10/1 New Uptrend |
| Nasdaq | 11876.26 | +2.6% | +10.6% | +0.7% | Major Accumulation | +5.2% |
| S&P500 | 3534.08 | +1.3% | | Volume NYSE: | Neither | +4.4% |
| DJIA | 28837.52 | +0.9% | -11.3% | -16.2% | Neither | +3.2% |

The Armchair Investor Strategy Earns Extraordinary Returns for 2020

And you could have earned this same return if you just followed this nightly newsletter.

| ARMCHAIR INVESTOR TREND-FOLLOWING RETURNS | | | | | | | |
|---|-----------|------------------------|---|-------|------------------------------|--------------------------------|---------------|
| All Trades In 2020 | | | | | | | |
| Market Direction Signal Change | Direction | Action | # Days | Price | % GAIN Each Trend (See note) | Armchair Investor GAIN In 2020 | |
| Trades | 12/31/19 | Uptrend | Hold the QQQ | 55 | \$212.61 | +4.3% | +4.3% |
| 1 | 2/24/20 | Uptrend under Pressure | Sold QQQ at Open Wait in CASH | 3 | \$221.84 | +0% | +4.3% |
| 2 | 2/27/20 | Downtrend | Bot PSQ at Open | 38 | \$24.65 | +5.6% | +10.2% |
| 3 | 4/6/20 | Attempted Uptrend | Sold PSQ at Open Wait in CASH | 2 | \$26.03 | +0% | +10.2% |
| 4 | 4/8/20 | Uptrend | Bot QQQ at Open | 155 | \$198.08 | +39.1% | +53.3% |
| 5 | 9/9/20 | Uptrend under Pressure | Sold QQQ at Open Wait in Cash | 9 | \$275.54 | +0% | +53.3% |
| 6 | 9/18/20 | Downtrend | Bot PSQ at Open | 13 | \$17.01 | -4.1% | +47.0% |
| 7 | 10/1/20 | Attempted Uptrend | Sold PSQ at Open Wait in Cash | 4 | \$16.31 | +0% | +47.0% |
| 8 | 10/2/20 | Uptrend | Bot QQQ at Open | - | \$276.01 | | |
| | 10/12/20 | Close of day | Hold QQQ | 11 | \$294.53 | +6.7% | +56.8% |
| | | | | | | TOTAL Growth in 2020: | +56.8% |

If you have any questions about the above table or something else in this newsletter, please call me for clarification. Charlotte (214) 995-6702

The A and B rated stocks are rising, consistent with an Uptrend:

| PROGRESS IN ACCUMULATION/DISTRIBUTION RATINGS | | | | | | | |
|---|--------------------------|-----|------|------|------|-----|---------|
| | | A | B | C | D | E | As + Bs |
| 4 weeks ago | 9/14 | 7% | 41% | 28% | 20% | 5% | 48% |
| 3 weeks ago | 9/21 | 8% | 40% | 27% | 20% | 5% | 48% |
| 2 weeks ago | 9/28 | 5% | 32% | 27% | 28% | 8% | 37% |
| 1 week ago | 10/5 | 7% | 37% | 27% | 24% | 6% | 43% |
| Today | 10/12 | 10% | 42% | 25% | 18% | 5% | 52% |
| | # stocks in each rating: | 670 | 2758 | 1613 | 1180 | 323 | |

| MARKET FACTORS, COUNTS & RATINGS | | 10/12/2020 | | | |
|--|--|--------------------------|--------------------------|---------------------------|--|
| <p style="text-align: center;">Type of Day for <u>Nasdaq Index</u> Accumulation, Distribution or Neither</p> | | | | Major Accumulation | |
| I track the <u>Nasdaq's</u> price-volume because it usually leadsthe market direction. | | | | | |
| <p style="text-align: center;">Market Direction Uptrend, Under Pressure, Dow ntrend</p> | | Uptrend | | | |
| <p style="text-align: center;"><u>Nasdaq Accumulation & Distribution Days (last 20 days)</u> Only accumulation and distribution days <u>since the last market direction change</u> are in this count.</p> | | Accumulation Days | Distribution Days | | |
| | | 3 | 4 | | |
| <p style="text-align: center;">Count of Up Days and Down Days Nasdaq's last <u>10-days'</u> price movement</p> | | Up Days | Down Days | | |
| | | 7 | 3 | | |
| Only days that move at least + or - 0.2% are included in the Up/Down count which does not always, therefore, add up to 10 days. | | | | | |
| <p style="text-align: center;">Rising/Falling Ratio of Leader Stocks with High Volume Nasdaq 10-day ratio</p> | | 2.3 | | | |
| This indicator looks at the HEALTH of leading stocks (high RS rating) with strong financials (high EPS rating). Uptrend indicator: 1.5 or higher. Neutral: 1.0 to 1.49. Downtrend: less than 1.0 | | | | | |
| <p style="text-align: center;">Market Accumulation/Distribution Ratings "A": heavy accumulation, "B": moderate accumulation, "C": neutral, "D": moderate distribution, "E": heavy distribution. Accumulation = Institutions are BUYING, Distribution = Inst are SELLING</p> | | Nasdaq | E | | |
| | | S&P 500 | E | | |
| | | DJIA | D- | | |
| <p style="text-align: center;">Are Major Indexes Above or Below Moving Averages? "At" is within 1% above or below the moving average.</p> | | 50-Day | 200-Day | | |
| | | Nasdaq | Above | | |
| | | S&P 500 | Above | | |
| | | NYSE | Above | | |
| | | DJIA | Above | | |

MARKET ACTION (Nasdaq) OVER THE LAST 20 DAYS

(For a full explanation of the terms used in this table see end of this newsletter)

Monday's strong Accumulation day adds confirmation to the new Uptrend.

| # | Date | Close | Index % Change | Volume % Change | Current Trend Day Count * | Type of Day: Accumulation, Distribution or Neither (—) | CONSISTENT WITH: UPTREND OR DOWNTREND? |
|----|----------|----------|----------------|-----------------|---------------------------|--|--|
| 20 | 9/15/20 | 11190.32 | +1.2% | +1.6% | 115 | Major Accumulation | UPTREND |
| 19 | 9/16/20 | 11050.47 | -1.3% | -3.1% | 116 | — | UPTREND |
| 18 | 9/17/20 | 10910.28 | -1.3% | +1.0% | 117 | Major Distribution | DOWNTREND |
| 17 | 9/18/20 | 10793.28 | -1.1% | +48.2% | 1 | Major Distribution | DOWNTREND |
| 16 | 9/21/20 | 10778.80 | -0.1% | -29.9% | 2 | — | — |
| 15 | 9/22/20 | 10963.64 | +1.1% | -11.5% | 3 | — | DOWNTREND |
| 14 | 9/23/20 | 10632.98 | -3.0% | +17.2% | 4 | Major Distribution | DOWNTREND |
| 13 | 9/24/20 | 10672.27 | +0.4% | -0.9% | 5 | — | DOWNTREND |
| 12 | 9/25/20 | 10913.56 | +2.3% | -5.8% | 6 | — | DOWNTREND |
| 11 | 9/28/20 | 11117.52 | +1.9% | -5.8% | 7 | — | DOWNTREND |
| 10 | 9/29/20 | 11085.25 | -0.3% | -4.0% | 8 | — | UPTREND |
| 9 | 9/30/20 | 11167.51 | +0.7% | +24.0% | 1 | Minor accumulation | UPTREND |
| 8 | 10/1/20 | 11326.51 | +1.4% | -5.6% | 2 | — | DOWNTREND |
| 7 | 10/2/20 | 11075.02 | -2.2% | -6.4% | 3 | — | UPTREND |
| 6 | 10/5/20 | 11332.48 | +2.3% | -3.5% | 4 | — | DOWNTREND |
| 5 | 10/6/20 | 1154.60 | -1.6% | +18.1% | 5 | Major Distribution | DOWNTREND |
| 4 | 10/7/20 | 11364.60 | +1.9% | -17.0% | 6 | — | DOWNTREND |
| 3 | 10/8/20 | 11420.98 | +0.5% | -2.8% | 7 | — | DOWNTREND |
| 2 | 10/9/20 | 11579.94 | +1.4% | -1.6% | 8 | — | DOWNTREND |
| 1 | 10/12/20 | 11876.26 | +2.6% | +10.6% | 9 | Major Accumulation | UPTREND |

* NOTE: The color of the "Current Trend Day Count" column indicates the market direction: Green = Uptrend, Yellow = Uptrend under Pressure, Red = Downtrend (correction).

Current Signs of Market Strength

- The **market diagnosis moved into UPTREND** last Wednesday (Oct 1) as both the Nasdaq and S&P500 had accumulation days a...but
 - the **“BIG mover” on last Wednesday was the DJIA with a 1.2% rise on higher volume.** Note the DJIA is not usually considered a market direction indicator.
 - Monday's
- Over the last week, **the percent of stocks with strong A or B Accumulation ratings rose from 43% to an over-proportionate amount of 51%** showing **buying has returned.**
- **>>>The Leader stocks RISING versus FALLING is a strong 2.2 ratio. This high ratio is an indicator of broad buying of the best stocks!**
 - I wonder where the 2-to-1 winners are coming from? The Leader list is an IBD secret, so we will never know. We only find out what is on that list by the stocks listed as “movers” in the daily Big Picture column.
 - A ratio over 1.5 is a strong indicator for upward action in the near term. A rating below 1.5 indicates an uncertain Uptrend OR a rotation away from exhausted, out of favor leader stocks as new leaders emerge. (A rating below 1.0 is weak.)
- The **Nasdaq volume finally is settling down** (see the average volume line slowly falling almost 20% over the last 2 months) – but is still much above “pre-Corona correction” days in early February. The unusually high volume adds a level of uncertainty to the market.

Current Signs of Market Weakness (and this is big!)

- The S&P500 is lagging the Nasdaq, as it has all year. (See comparison chart on page 9.)
- The DJIA has been the real lazy index this year, up only 1.1% this year.
- Since 12/31/2019:
 - Nasdaq +32.4%
 - S&P500 +9.4%
 - DJIA +1.1%
- With this serious amount of weakness, **you should review each of your stocks carefully for sell signals.** Hold the strong ones (there certainly are some!); consider selling or reducing your position in those showing weakness (See chapter on selling in your *How to Make Money in Stocks*).

THE NASDAQ UPWARD AND DOWNWARD CHANNELS

One of the features I like about [Investors.com's MarketSmith charts](#) is that I can draw in my own channel lines.

Below is the Nasdaq chart for the last 12 months. It shows:

- the January+ Uptrend that continued in the beginning of the year,
- The pink downtrend as the market crashed in February-March
- The amazing 5-month rise (Uptrend) of the market since March low.

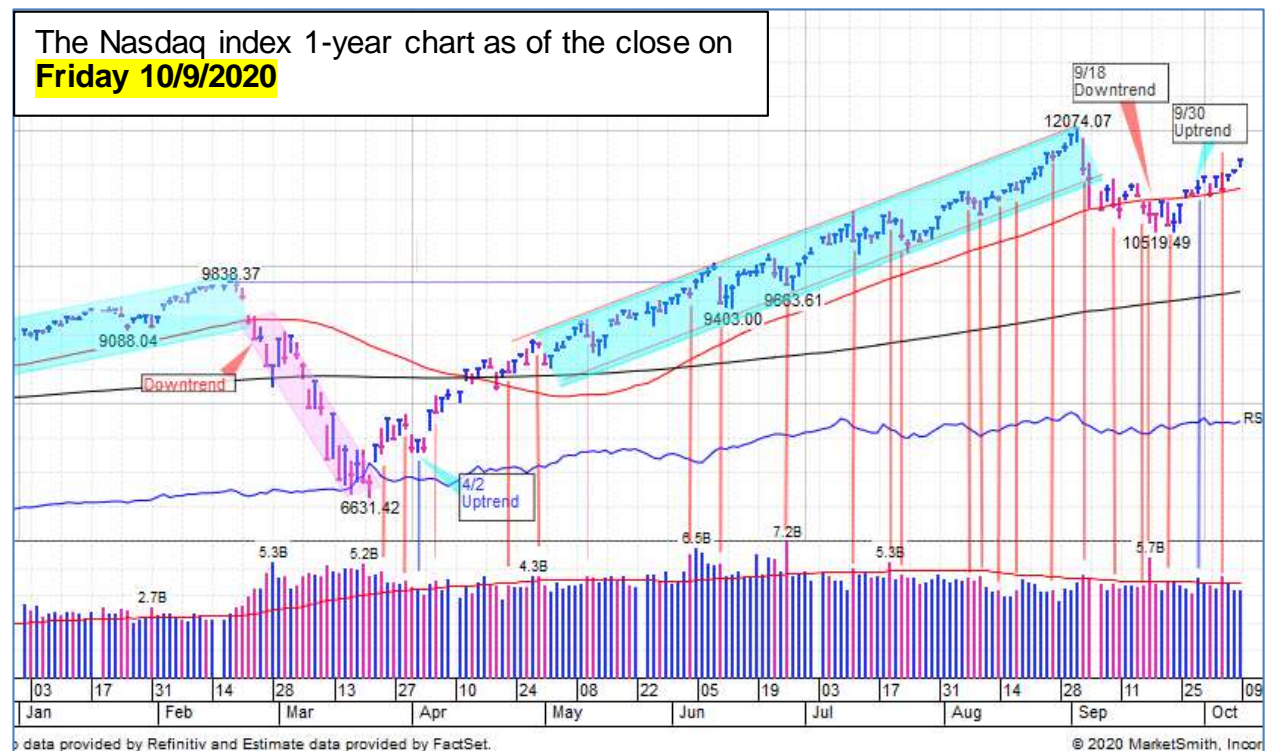
Did you know annotations stay on the MarketSmith charts! Bravo to the designers. My notations will stay on the MarketSmith charts for years! I can go back and visit how I saw the market in 2000, 2008, 2015-16, etc.

That is one of MarketSmith's many truly unique and valuable features! I don't have to figure out what happened in those past periods again

. My annotations are there! Updated, Friday 9/25/2020. Vertical red lines identify distribution days (down days with higher volume indicating serious selling.)

>>>> I HIGHLY RECOMMEND IBD's [MarketSmith](#) for your investing CHARTS! Note the excellent annotations and markups I have added on the chart below.

Go to [MarketSmith.com](#) to try it out. All my distribution day notations (pink vertical lines) will be visible for years! I recently went back to the 2000 high. Yes – annotations were there! The vertical red lines indicate “distribution days” of serious selling.



DO YOU MAKE THESE INVESTING MISTAKES?

- **Do you miss buying a great stock at the price you knew was right?**
- **Do you sell too early and watch it continue to rise without you?**
- **Do you hold on too long and lose the gains you just had?**

- **Or are you just starting out** and want a simple, proven method that has outperformed the market in just 5 minutes a day?

- **Either way, we have an ARMCHAIR INVESTOR class for you!**

PICK THE ARMCHAIR INVESTOR ONLINE CLASS THAT'S RIGHT FOR YOU:

SUNDAY'S 5-Minute Investor with Market Analysis.

This 1-hour class about Market Direction is foundational – If you get the market direction wrong, you are much more likely to lose money. Attended by beginners and experts alike. FREE to all (at the moment). Once you learn this strategy, it's yours for life!

3 TIMES A WEEK Armchair Investor Workshops

Learn how to buy the best stocks at the right time. And then, learn how to track them to identify the right time to take your profits to the bank!

Choose the BEST CLASS for you: Join us on **MONDAY** 7 – 9 P.M. **Tuesday** 2:30 – 4:30 p.m. or **Wednesday** (10 a.m. – noon) for an [online Armchair Investor class](#)

<<. Are you new to the Armchair Investor classes? **Visit for 2 weeks FREE as my guest!** Call or text me at 214-995-6702 to let me know you are coming.

[Click here to register for 2 weeks of FREE Armchair Investor Online Classes](#)

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Look for the Sunday class

THE MONDAY, TUESDAY or WEDNESDAY Armchair Investor Stock analysis 2-HOUR CLASS

This class is given 3 times each week. Choose the BEST TIME for you: Join us on MONDAY 7 – 9 P.M. Tuesday 2:30 – 4:30 p.m. or Wednesday (10 a.m. – noon) for an [online Armchair Investor class](#). Be sure to check for the date your wish to visit. The class meets 11 weeks each quarter (2 weeks off for research and fun).

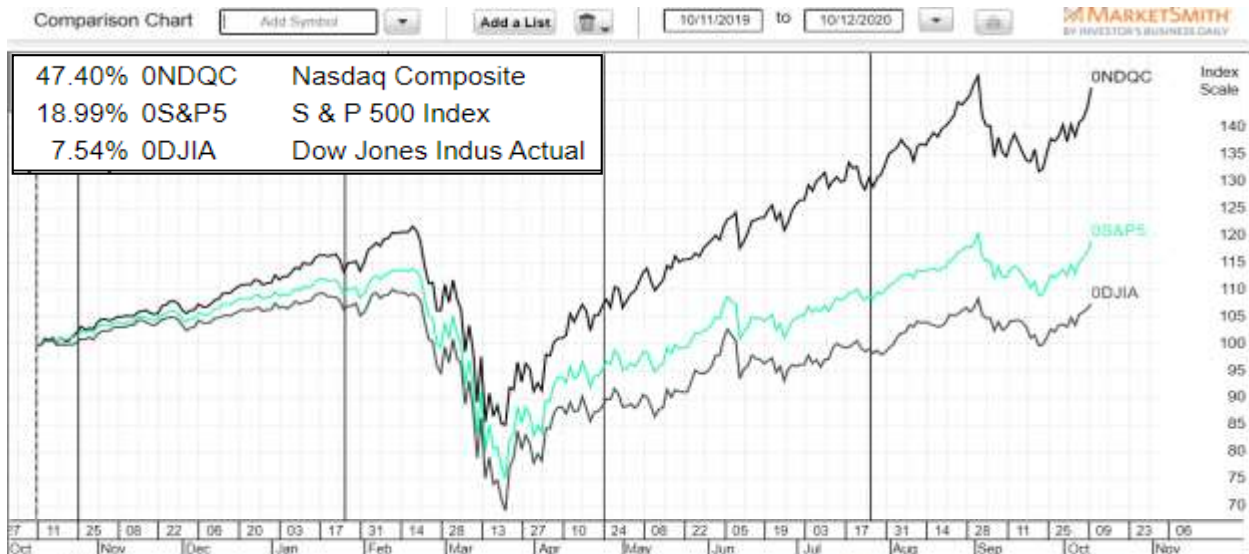
Click on this link to join us for any class: [online Armchair Investor class](#)

Once you register online – the link to your online meeting is revealed.

When you register for an online Armchair Investor class, suggest a few stocks review in the class! *If you own a stock and are considering SELLING THAT STOCK, please note “SELL?” after the ticker.*

COMPARISON of the NASDAQ, S&P500 and DJIA Growth

The chart below shows the returns of the **Nasdaq, the S&P500 and the DJIA** from 12/31/2019 through 10/2/2020. Where should you go shopping? The answer for me? Nasdaq! And, yes! I will buy a top stock wherever I find it! These results are why I focus on the Nasdaq and QQQ for my trend-following strategy:



REMEMBER: BUY & HOLD IS NOT A STRONG INVESTING STRATEGY.

Imagine the difference in returns if you could just wait in cash as the market falls and get back in as it starts back up!

- It isn't necessary to get in at the bottom or out at the top!
- Just stepping out of the market somewhere *near the top* and getting back in *near the bottom* has had a HUGE IMPACT on my portfolio.

It can take YEARS to complete a market Downtrend (correction) then recover back to where you were.

An EXAMPLE OF WHY BUY-AND-HOLD" COSTS YOU BIG BUCKS THIS YEAR.

- Over the last year, a "buy and hold" strategy has earned 15.0% for the S&P500. "Buy and hold" worked better for the Nasdaq earning 40.7%. But wait....
- **If you invested with the Armchair Investor strategy, you are UP 45% for 2020.** (see page 2 for daily updates of current Armchair Investor Strategy returns)
- Where do you want your money invested? Here's where many answer: **"The Armchair Investor strategy!"**

One last note: IF you invest in individual stocks, the best can be found on **both major indexes** (the Nasdaq and S&P500). Be sure to find the stocks with best ratings, base action and breakouts.

MARKET/CHART READING LESSON:

The MarketSmith Relative Strength Line – My favorite!

Go to any chart on the Investors.com web page. You will see the bumpy line labeled RS for Relative Strength. This line moves up or down with each price bar showing if this stock or index rose more or less than the S&P500.

Look at the Nasdaq daily chart (0NDQC) and notice that the RS line has risen since the Oct 2019 low, indicating it has earned higher returns.

Go to the monthly chart and note that the Nasdaq has consistently outperformed the S&P500. (not ever month but most). The S&P500 does have some great stocks. That rising RS line tells us that, over time, the Nasdaq as a whole has done better than the S&P500. But just like shopping for groceries, I will buy from the market that has the best fruit, on any given day.

The Nasdaq continues to outperform the S&P500. Watch the RS line on Investors.com charts. This important line shows you how a stock or index is performing compared to the S&P500. A rising line indicates that stock or index has risen faster than the S&P500 (measured in percentage change.)

Note: Do not confuse IBD's RS line with the RSI line some charting system use. The RS measures how a stock is moving compared to the S&P500. Rising faster gives a higher rating. *Investopedia.com states: The relative strength index (RSI) is a momentum indicator that measures the magnitude of recent price changes to evaluate "overbought" or "oversold" **conditions** in the price of a stock or other asset.*

The problem I have found with the RSI line is that some of the best, rising stocks can push an RSI line to the top of the rating (indicating overbought) just when I have a buy signal. As always, I tell you to use the indicators you find useful (profitable).

I am excited about the settling down in market volume. But I continue to be concerned about the sustained day-to-day price volatility. It is surely affected by the uncertainty of the upcoming earnings announcements. **BE SURE YOUR STOPS ARE IN PLACE.**

Every Day's Lesson: Whether you agree with your stock's daily results or not...

- **YOUR JOB is to monitor its daily results and adjust your action accordingly.**
 - **Monday: Monitor.....and.....adjust.**
 - **Tuesday: Monitor.....and.....adjust.**
 - **Wednesday: Monitor.....and.....adjust.**
 - **Thursday: Monitor.....and.....adjust.**
 - **Friday: Monitor.....and.....adjust.**
 - **(repeat)**

KEY MARKET CONCEPTS APPLIED TO TODAY

THE GOOD NEWS: The market continues in the direction it is going until it doesn't. This market is in confirmed Uptrend.

THE BAD NEWS: Almost none! With the Uptrend so strong, I have nothing to complain about except the annoying Wall Street fear mongers who want to scare you out of your stocks because they want to buy at today's low prices before they get even higher!

UNDERSTANDING THE "CONSISTENT WITH" COLUMN in the "MARKET ACTION (Nasdaq) OVER THE LAST 20 DAYS" TABLE



If the horse you are riding, dies. GET OFF!

When the market (or your stock) dies – whether that is in a year, a month or tomorrow, the Armchair Investor Strategy will NOT “stay the course” and we won't ride a falling market down. Instead, we will use our 20 years of market direction experience to identify optimum times to be in the market and times to be out of the market. (not guaranties!) (PS I love horses. They are amazing companions.)

Using my day-to-day price-volume analysis, my students and I have consistently been able to make money by:

“Getting IN near the bottom” and “Getting OUT near the top.”

The Armchair Investor strategy has allowed me to earn well-above-average returns since the 2000 top! See page 2 for this year's exciting wins!

| HOW CLOSE ARE THE INDICES TO ALL-TIME HIGHS? | | | | |
|--|----------|----------|-----------|-----------|
| 10/12/2020 | Nasdaq | S&P500 | NYSE | DJIA |
| Date of Index All-time High* | 9/2/2020 | 9/2/2020 | 1/17/2020 | 2/12/2020 |
| All-time High | 12074.76 | 3588.11 | 14183.26 | 29568.27 |
| Closing Price | 11876.26 | 3534.08 | 13324.87 | 28837.52 |
| Below (-) or Above (+) Recent High (%) | -1.6% | -1.5% | -6.1% | -2.5% |

*New Highs are daily intraday prices and are noted in **green** for a week, even if the price drops lower. The highest closing price in history of the index is **shown in green** for that day.

Prepare yourself for a NEW ECONOMY!

I expect a major shift in how we do business: more online appointments, more working from home, reduced business travel (with reduced costs to businesses) We might actually see this lockdown period as **a slingshot into the a new, sleeker way of conducting business. And each of those new trends will help some business (online meetings, internet providers, online schools, casual clothing, healthy ready-to-eat food....)**

>>>>>>>>> I would like to hear your ideas of where the big gains will occur!

Which industry groups and specific companies will thrive and which will dive in the after pandemic new economy???

WILL HISTORY REPEAT ITSELF? In the financial crisis of 2007, it took the market 2 1/2 years to recover the 56% drop. Worse yet was the reaction to the dot.com 90's market over-inflation that crashed in March of 2000 and took 19 years for the market to "break even."

WHAT CAN WE (INDIVIDUAL INVESTORS) DO NOW? ONE lesson I have learned from every greatest investor I have studied:

HUMAN NATURE DOESN'T CHANGE.

That is why the cups and handles, double bottoms, etc. continue to work. HUMAN NATURE DOESN'T CHANGE. Human's nature is to survive and we are, therefore, fear and greed driven. And that is what cups and handles, double bottoms, etc. are all about.

Stick with the Armchair Investor non-emotional, fact-based analysis to ride the market as it rises and exit as it falls. I have never been ashamed of exiting a failing market or stock..... or of riding a winner up, no matter what "they" say.

A SIMILAR TIME IN HISTORY I've been looking for past examples and see a close one in 1998: a 33% drop during the "dotcom" rally in 1998, Everyone was sure 1998 was the top and got out. When it turned around, they all jumped in again.

When the 2000 crash occurred, their brokers told them to stay in because, "...It always comes back! Just look at 1998. When this market fails, I will just say, "GET OUT."

Reminder: I do not make recommendations - just ideas to consider.

CALL ME IF YOU ARE STUCK! Charlotte – 214-995-6702

>>>>>I'm just hanging around the house waiting for your call!

BONUS CHART-READING HISTORY LESSONS:

Look at a Nasdaq or S&P500 daily chart as it crashed off the February all-time highs. (Charts are at the end of this newsletter.)

Notice the DOWN-TRENDING pattern of:

- frequent higher volume DOWN days (serious selling) and
- frequent lower volume UP days (lack of commitment to the upward move).

NOW NOTICE A SHIFT IN the PRICE-VOLUME PATTERN AS THE MARKET SLOWED DOWN AND THEN STARTED RISING:

- More consecutive rising days with higher volume (Nasdaq)
- A fresh upward move of 4 rising days in a row (Nasdaq)
- Those moves in the last week bring hope that this Uptrend is gathering steam AND it brings a concern that irrational exuberance may be driving this Uptrend.
- EITHER WAY – I am happy to ride this Uptrend until it dies... next week, next month or next year. STAY TUNED!

This “change in personality” is common when a Downtrend becomes an Uptrend.

DISTRIBUTION DAYS: >>> Scan across the volume over the last four weeks on a daily chart below. You will see almost all the tall volume bars (sticking up above their neighbors) are ... RED, showing higher volume on down days. T

HOW TO SEE DISTRIBUTION ON 2-COLOR CHARTS!

Distribution action is easiest to see when you are on a chart with two color volume lines, usually red for falling price days and green (or blue) for rising days. The fastest way to get a sense of the accumulation/distribution going on in a stock or index is to swing your eyes across the volume bars – noting the color of the highest bars - the red volume bar indicates the price dropped that day. The taller bar indicates the volume was higher. (MarketSmith and other IBD charts have this 2-color feature!

REMEMBER:

THE MARKET CONTINUES IN THE DIRECTION IT IS GOING,
....UNTIL IT DOESN'T !

With the Coronavirus spreading, it could be a... long... cold... year!

>>>>But be sure to watch each stock in your portfolio for additional distribution days to signal an exit point. See selling rules chapter of “How to Make Money in Stocks” by William O’Neil, founder of Investor’s Business Daily.

THE ARMCHAIR INVESTOR TREND-FOLLOWING STRATEGY

A Simple and Powerful Tool to Increase Your Returns

Armchair Investor Mantra:

- **Be IN the market** when it is going up
- **Be OUT of the market** when it is going down
- **Protect your portfolio** with 8% stops.

The primary purpose of this Armchair Investor newsletter is to let you, the reader, earn bigger returns riding the trend of the market.

By following the best (most reliable) market change signals, you can:

- **Get in the market near the bottom** of a new bull market
- **Exit the market near the top**, and
 - **Capture more of the gains**,
 - **Avoid more of the losses** and, thus
 - **Earn higher returns** than the “buy-and-hold” strategy recommended by many brokers and money managers!

Why a “Buy-and-Hold” strategy doesn’t work well:

When the market has topped and starts to fall, do you really want to let your profits fade away as the market falls – sometimes for years? Of course not! Selling your uptrend position allows you to capture your gains and store them safely away in cash. What is the right time to exit? This newsletter will show you the market’s signal.

Most downtrends (also called corrections) fall faster than the uptrends rise.

I am not willing to sit in a sick, falling market and lose my hard earned gains!

Cash is a safer position!

Here are the three signals I will give you in this newsletter for the three market conditions:

- **Uptrends:** When the market rises into an Uptrend, buy and hold the QQQ, a stock that rises with the general market.
- **Uptrend showing Weakness:** As a market Uptrend starts to fall, you will receive the signal to exit the QQQ and safely wait in cash.
- **Downtrends:** If the market continues down, you will receive a signal to buy the PSQ, a stock that rises while the market falls.

FINALLY – For individual stocks: Use these market signals to help you when buying individual stocks. You increase your likelihood of a successful stock purchase if you only buy stocks when the market is in an Uptrend. Lesson: Don’t fight the market trend!

**HOW CAN YOU CAPTURE THOSE
GREAT MARKET GAINS SHOWN ABOVE?
USE THE ARMCHAIR INVESTOR PLAN:
*It's as easy as 1- 2- 3!***

STEP 1: Ride a rising market - hold the QQQ .

STEP 2: Protect your investments during a weakening Uptrend

STEP 3: Go to cash or PSQ in a falling market.

This newsletter will identify the market direction, (step 1, step 2 or step 3) and explain what you can do to grow and protect your portfolio.

STEP 1: In an Uptrend, hold the QQQ, a Nasdaq100 ETF

Find the market direction diagnosis every night in this newsletter.

- In the Uptrend, buy the QQQ the next morning if you don't yet have that position. This newsletter will alert you to the Uptrend signal! *The QQQ follows the ups and downs of the Nasdaq100, allowing you to grab the rises of an Uptrend.*
- With some additional positive action, you may decide to switch to the double QQQ ETF (QLD) or triple QQQ (TQQQ). I do not recommend these moves for the first time investor.

Just in case protection: When you receive your confirmation of the purchase, place an **8% STOP LOSS** order to protect your portfolio from a sudden market reversal (executing this sale is rare – I almost always sell when the market goes into “under pressure” or Downtrend – see Step 2 below). Your broker can help you set up this order.

This upward ride is the most exciting part of trend-following – Ride the escalator up, up, up as the market rises. Exit when the market starts to show significant weakness (read this newsletter nightly!

Although not every Uptrend signal generates a positive return, most do.

STEP 2: When the Uptrend slows down: “Uptrend under Pressure”

“Uptrend under Pressure” is a **Warning Message** and means:

- The market is showing significant distribution (selling pressure.)
Investors should:
 - **Be concerned about the strength of this Uptrend.**
During an Uptrend under Pressure, this newsletter may move into CASH position to avoid possible losses.
 - **Check on the health of your investments each night!** Many investors do not buy new stock positions during this period due to higher failure rates.
- **From STEP 2, “Uptrend under Pressure,”** the market diagnosis will go one of two ways:
 - **Rise** with price and volume strength, and return to **Uptrend – (STEP 1)**, or
 - Continue to add more distribution days and **fall** into a **Downtrend (correction)**
- This is a time to pay attention to the market behavior.

STEP 3: When the market diagnosis goes to “Downtrend”

Capture much of the gains from the Uptrend by selling your Uptrend ETF position (QQQ, QLD or TQQQ) when the market diagnosis goes into Downtrend to capture much of the gains earned in Steps 1 & 2 above.

After exiting the Uptrend ETF, wait in cash until the next Uptrend signal. More recent Downtrends have been short term and not tradable.

The Uptrend has been years long and strong. The market is due for a long dive. I will invest in the PSQ (inverse QQQ) ETF which makes profits as the market falls!

NOTE: Not every market direction signal ends with a positive return. But overall, this Market Tracking Strategy has outperformed the market when traded according to these signals.

BONUS: Plus the market direction signals will help you by indicating when it is most effective to consider adding individual stocks to your portfolio (with a strong uptrending market).

DO YOU INVEST IN INDIVIDUAL STOCKS?—

Always consider taking some profit if significant distribution is showing up for your individual stocks. However, many individual stocks are rising with gusto! Look at all the lists in the Investor's Business Daily newspaper for stocks breaking out with high volume. **They are there!**

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Visit an ARMCHAIR INVESTOR CLASS

We have 3 live classes given each week in Dallas. These classes will be given **ONLINE** until we are cleared to meet in person. **Visit any class this week and next as my guest (2 free visits!).**

Register at the [Armchair Investor Meetup class site](#) to join the class you are interested in. Click on one of the links below to register. I occasionally take off for a class (or a week of them) for my own education or fun. If that is the case, those days will not be available for registration on Meetup.

- [Introduction to 5- minute investing Sundays 7 – 8 p.m.](#)
- [Monday nights 7 – 9 p.m.](#)
- [Tuesday afternoons 2:30 – 4:30 p.m.](#)
- [Wednesday mornings 10:00 a.m. to noon](#)
- All Classes meet ONLINE (during this “stay at home” time).
- Online classes and consultations available by appointment – **Call me for a FREE introduction!**

Newsletter readers get a FREE class visit:

Monday evening, Tuesday afternoon or Wednesday morning online.
Register on Meetup.com or call or text me to set up your visit.

Pre-REGISTRATION REQUIRED FOR YOUR FREE VISIT

Just Call or Text me: 214-995-6702

CALL EARLY: Guest Seating is limited.

WHAT HAPPENED LAST WEEK? (Updated on Friday newsletters)

The market had a nice rise last week with the Nasdaq leading the way. Volume was missing.

| LAST WEEK'S MARKET ACTION | | | |
|----------------------------------|-----------------------|------------------------|---------------------------------|
| 10/9/20 | Weekly Index % Change | Weekly Volume % Change | Volume Above/ Below 10-week Avg |
| Nasdaq | +4.6% | -0.4% | -1.0% |
| S&P 500 | +3.8% | NYSE 500 | Volume |
| DJIA | +3.3% | -0.6% | -4.0% |

A DAY-TO-DAY LOOK AT THE NASDAQ LAST WE/EK:

The prior week: The key to understanding the current market is to step back and look at the week day by day. What do you see? The whole week had only one day with higher volume (Tuesday) and that was a **Major Distribution** day.

>>>>>> Is the Nasdaq running out of steam? <<<<<<<

Look at the day-to-day price action over last week (below). The week ended with a total rise of 4.6% for the Nasdaq (a nice gain!) Keep reading below.....

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | FOR THE WEEK |
|---------------|---------|--------------------|-----------|----------|---------|--------------|
| | 10/5 | 10/6 | 10/7 | 10/8 | 10/9 | |
| Nasdaq | +2.3% | -1.6% | +1.9% | +0.5% | +1.4% | +4.6% |
| Volume | -3.5% | +18.1% | -17.0% | -1.0% | -1.6% | |
| | Neither | Major Distribution | Neither | Neither | Neither | |

As this market rises, you might feel the Uptrend is strong!... But something is MISSING!

And the missing piece is the other half of the market action equation – the VOLUME!
Notice the weakness in the daily price-volume action.

- Not ONE rising day (Monday, Wednesday, Thursday or Friday) had higher volume! (That missing piece showed a lack of enthusiasm for the rises.)
- The continued price rise is nice. And my QQQ position has made money. But I almost feel guilty! The volume support is NOT there.

| | |
|----------------------------------|--|
| A Major Accumulation Day: | Price <u>RISES 1.0%</u> or more with higher Volume than prior day. |
| A Major Distribution Day: | Price <u>FALLS 1.0%</u> or more with higher Volume than the day before. |
| A Minor accumulation Day: | Price <u>RISES</u> at least 0.2% and less than 1% with strong Volume (either higher than the day before or is well-above average volume). |
| A Minor distribution Day: | Price <u>FALLS</u> at least 0.2% and less than 1% with strong Volume (either higher than the day before or is well-above average volume). |
| A Neither day: | Price/volume action does not meet accumulation or distribution criteria (a lower volume day and/or a day that did not rise or fall more than 0.2%. |

NASDAQ Daily 4 month chart, (updated Friday 10/9/2020)

See **RED arrow**: "Irrational exuberance" signaled likely end of Uptrend



NASDAQ Weekly 1 year chart, (updated Friday 10/9/2020)

Index rises off low to ride above its 10-week moving average line.



S&P500 Daily 4 month chart, (updated Friday 10/9/2020)

See **RED arrow**: "Irrational exuberance" signaled likely end of Uptrend.



S&P500 Weekly 1 year chart, (updated Friday 10/9/2020)

Index hits a new low for 4th week closing at its 50-day m.a. line



These charts are from StockCharts.com, a valuable site for investors with many free tools

| MARKET ACTION 2020 YEAR-TO-DATE | | | |
|---------------------------------|--------------------|---------------|-----------------------------|
| 10/12/20 | 2019 Closing Price | Current Price | Index % Change Year-to-Date |
| Nasdaq | 8972.61 | 11876.26 | +32.4% |
| S&P 500 | 3230.78 | 3534.08 | +9.39% |
| DJIA | 28538.44 | 28837.52 | +1.0% |

This yearly table is included for your reference. These returns have little relevance to trend-following returns since trend-followers do not hold during "Downtrends" and may lighten their holdings during "Uptrends under Pressure." Some people like it as a scorecard for their results this year.

Access the FULL ARMCHAIR Investor newsletter each night in just 2 clicks:

WWW.ARMCHAIRINVESTOR.COM

The go down to the bottom of the page – click on ARCHIVE

The **Archive will be open** until we work out the new **subscription-only** access system.

To guarantee your continued access to this newsletter, sign up for a newsletter subscription or for the weekly classes (which include the newsletter)

Wishing you "**Many Happy Returns,**"

Charlotte Hudgin, 214-995-6702, Editor, the Armchair Investor

DISCLAIMER, "Buyer Beware" WARNING:

This newsletter shares the ideas I use in my investing.
 It is not investing advice but should be taken as education only.
 Your investment decisions are your responsibility as are the results.
 If you are not comfortable with or do not understand a strategy completely,
 I recommend that your paper-trade until you are successful and can sleep well at night.

Call me to explore your investing questions!
Charlotte Hudgin, 214-995-6702

See additional definitions on the following pages....

EXAMPLE of the DAILY MARKET ACTION table
with explanation of terms and signals:

| THE DAILY MARKET ACTION | | | | | | |
|-------------------------|-------------|----------------|-----------------|-----------------------|-----------------------------------|---|
| 9/27/19 | Index Close | Index % Change | Volume % Change | Volume vs 50-day Avg. | Accumulation or Distribution Day? | Recent Trend Gain/Loss from 8/13/2019 UPTREND SIGNAL |
| Nasdaq | 7,939.63 | -1.1% | +8.5% | -11.0% | Major Distribution | +1.7% |
| S&P500 | 2,961.79 | -0.5% | NYSE Volume | | minor distribution | +3.4% |
| DJIA | 26,820.25 | -0.3% | +5.1% | -12.0% | minor distribution | +3.8% |

A **Major Accumulation Day**: Price RISES 1.0% or more with higher Volume than the day before.
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If the day's price/volume action does not meet the accumulation or distribution definitions above, it is a **neither day**.

** The **Recent Trend Gains/Losses** column calculates how far each index has moved from the recent trend change assuming you purchased the index (in an Uptrend) or sold the index (in a Downtrend) at the opening price on the day after the signal. Although not every year outperforms the common "buy and hold" strategy, using these signals has significantly OUTPERFORMED the buy-and-hold strategy in total since 1/1/2000.

Why are my Final Volumes Sometimes Different than Yours? Why do the volume numbers on this table not always match other web sites? The 4:00 close of the market immediately shows an accurate final price. But the volume figures continue to trickle in for hours. At some time, the accumulation of volume numbers has to be cut off and different sites use different cut-offs. Also, some sources include the volume of stocks listed on one exchange but traded on another (e.g. Apple stock listed on Nasdaq but also traded on other exchanges.) And some sources do not. The most important rule is to consistently use only one source for volume.

EXAMPLE and DEFINITIONS used in this newsletter:

| DAILY MARKET ACTION | | | | | | |
|--|-------------|----------------|-----------------|-----------------------|-----------------------------------|---|
| 10/25/19 | Index Close | Index % Change | Volume % Change | Volume vs 50-day Avg. | Accumulation or Distribution Day? | Recent Trend Gain/Loss from 8/13 UPTREND SIGNAL |
| Nasdaq | 8,243.12 | +0.70% | +1.2% | -2.1% | Neither | +5.3% |
| S&P500 | 3,022.55 | +0.41% | NYSE Volume | | Neither | +5.3% |
| DJIA | 26,958.06 | +0.57% | -9.2% | -1.5% | Neither | +4.3% |
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CALL EARLY: Seating is limited to no more than 3 guests at each session to ensure the paid subscribers receive full value.