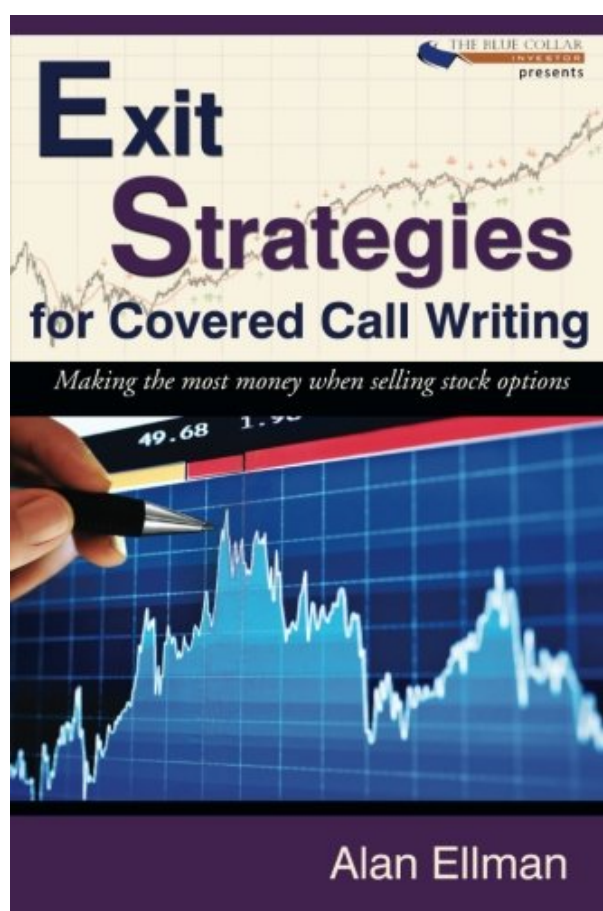
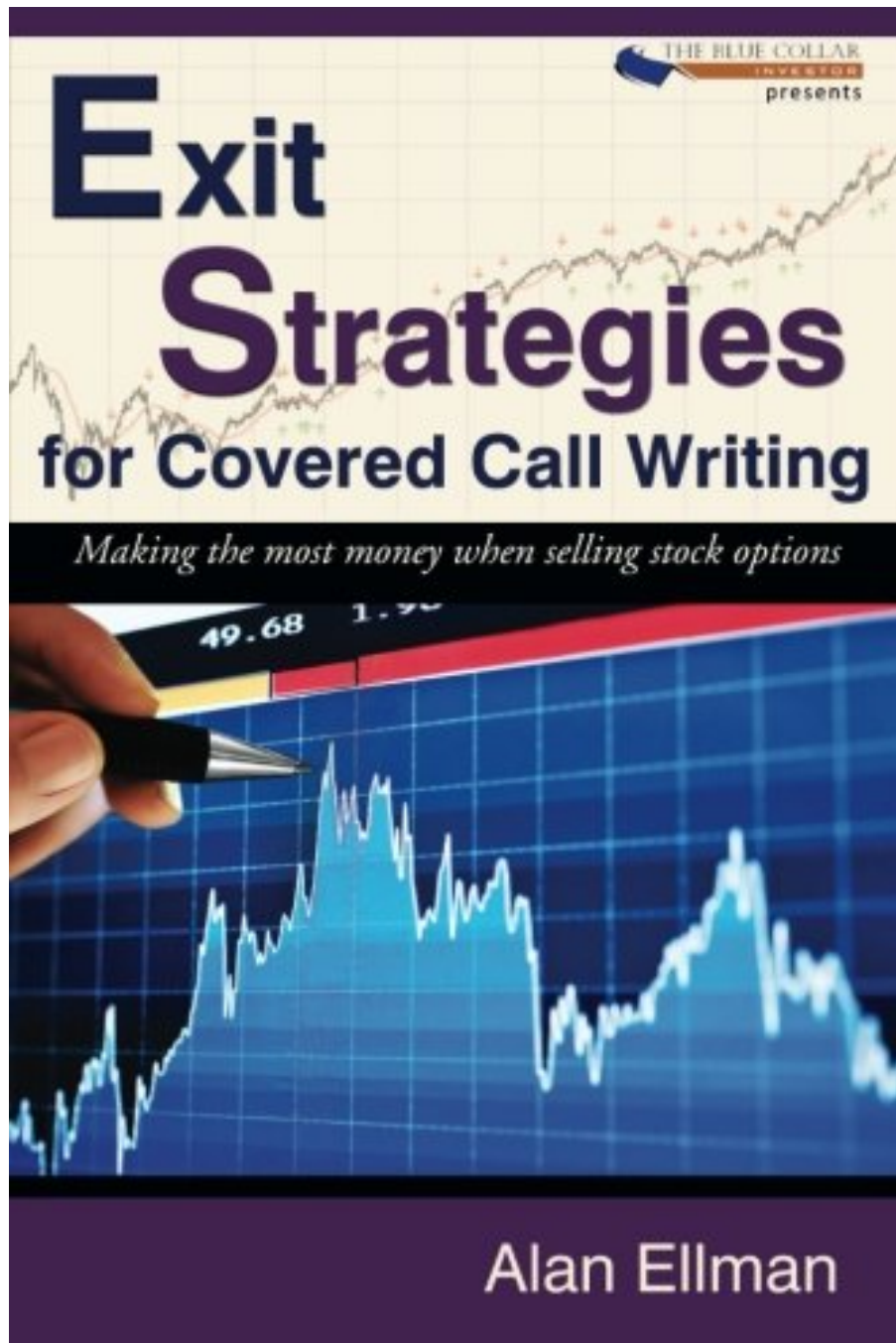


EXIT STRATEGIES FOR COVERED CALL WRITING: MAKING THE MOST MONEY WHEN SELLING STOCK OPTIONS BY ALAN ELLMAN



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About the Author

Dr. Alan Ellman, author of best-selling *Cashing In on Covered Calls*, wears many hats during the course of a typical day. He is a licensed general dentist in the State of New York and the owner of a vitamin store called The Natural Vitamin and Herb Source of Long Island. In addition to these titles, Alan is also a licensed certified personal fitness trainer and a licensed real estate salesperson. Alan is also an avid real estate investor, owning properties in Texas, Florida, Pennsylvania and New York. He has often been invited to speak in front of large groups of investors about his successful investment properties. Of all the facets of his life, Alan has become most passionate about the stock market and call options in particular. He loves the challenge of beating the market and sharing his ideas and system with others. This has manifested itself in the form of seminars and one-on-one coaching classes. In particular, he wants to spread the word about selling call options to the blue collar investor. Alan is determined to assist the average investor in getting the returns normally reserved for the Wall Street insiders.

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Exit Strategies for Covered Call Writing reveals the best and most effective procedures to manage your stock option positions. After selling a call option, many investors simply permit the result to run its own course through expiration Friday. This will cost you money! By administering well-thought-out exit strategies, based on sound fundamental and technical principles along with your common sense, your profits will be maximized and your losses will be diminished. Alan Ellman, author of the best-selling *Cashing In on Covered Calls*, speaks to the average blue collar investors of the world. In a practical and straightforward manner, he offers sound, honest, and easy-to-understand management techniques that will take the mystery out of covered call writing. Inside you will discover and learn about: What exit strategies can do for you The key parameters to consider Exit strategy alternatives Executing exit strategy trades Real-life examples Profiting with the Ellman calculator And much more

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About the Author

Dr. Alan Ellman, author of best-selling *Cashing In on Covered Calls*, wears many hats during the course of a typical day. He is a licensed general dentist in the State of New York and the owner of a vitamin store called *The Natural Vitamin and Herb Source of Long Island*. In addition to these titles, Alan is also a licensed certified personal fitness trainer and a licensed real estate salesperson. Alan is also an avid real estate investor, owning properties in Texas, Florida, Pennsylvania and New York. He has often been invited to speak in front of large groups of investors about his successful investment properties. Of all the facets of his life, Alan has become most passionate about the stock market and call options in particular. He loves the challenge of beating the market and sharing his ideas and system with others. This has manifested itself in the form of seminars and one-on-one coaching classes. In particular, he wants to spread the word about selling call options to the blue collar investor. Alan is determined to assist the average investor in getting the returns normally reserved for the Wall Street insiders.

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5 of 5 people found the following review helpful.

Excellent book on Covered Call Writing. Highly recommended!!!

By Foodie10

I find Alan Ellman's "Exit Strategies for Covered Call Writing" to be very well written and easy to understand. I read this book and the Encyclopedia book and found both to be excellent. I also attended Alan's seminar on Covered Call Writing that was through the AAIL - Los Angeles chapter. That was how I was first introduced to covered call writing. In the book, Alan Ellman goes into the details and spells out step by step in an organized, systematic approach how to write covered calls. I had stayed away from trading options for a long time due to the perceived complexity. It also seemed so time consuming to select a good underlying stock with the right risk/reward relationship so I took a trial subscription to his BCI newsletter to save some time. I work full time. This book is a must read for those who are interested in an income stream but are concerned about the protection of our principal and are risk averse. The book describes the exit strategies in such easy to understand layman's language that will build confidence that you are in control and you can mitigate risk. I have started writing covered calls using the Blue Collar methodology. A caveat is in order: I read the exit strategies book twice and did a walk through and spent a bit of time doing the what if scenarios. But I must say the book is excellent in terms of writing style and organization. I highly recommend this book and the encyclopedia book. I also recommend the BCI newsletter if you want to save time and pick good underlying stocks, which is key. You can do the entire process yourself but it is time consuming.

2 of 2 people found the following review helpful.

An excellent book especially for novices

By Patrick

Options are a complicated financial vehicle.

They can literally be used for foolish gambling with horrible odds, or for quite conservative strategies.

Writing covered calls with a plan for exit falls under conservative strategies, IMO, and Alan's book helps the beginner focus on the important aspects of this strategy.

He not only cuts out the "noise" but has a methodical plan for closing out your open positions. Not only does he have work sheets, but also he will send you a free calculator you can use. Also the book lists many resources, since trading options requires numerous inputs and levels of understanding of stocks and how they behave.

IMO, he makes a potentially extremely difficult subject much more accessible to the new options trader, and he emphasizes the necessity to understand the concepts and the math.

Work and dedication will be required to become fluent in this activity, and Alan's book, methods, calculator and resource guides are easily worth much more than the price of the book.

Alan also seems quite accessible in that he responded shortly after I requested his free calculator sending me the calculator and the instructions. For those who use Excel, the calculator could be an example for doing your own formulas in your individual spreadsheet, and the formulas on his are accessible for viewing. Note: the Excel calculator is for intermediate to advanced Excel users, should you want to emulate some of its functions.

All in all... a great package!

1 of 1 people found the following review helpful.

If you trade options for a while, you KNOW you need this!

By Amazon Customer

Selling options is great, but what do you do when expiration is approaching and things are going badly? This book shows you how to get out of trouble, then explains what to do next. Don't trade options without reading Ellman's stuff! I started with this and it was great, but his first book, "Cashing in on Covered Calls" is a better place to start, then this.

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