



The Complete Guide to Option Selling, Second Edition

By Michael Gross, James Cordier



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The Complete Guide to Option Selling, Second Edition By Michael Gross, James Cordier

The growing popularity of selling options is undeniable, yet it remains one of the least understood concepts in the trading world. This clear and engaging guide helps you enter the market with the confidence you need and generate profits with a consistency that may surprise you.

Now in its second edition, *The Complete Guide to Option Selling* is the only book that explores selling options exclusively. Since its original publication in 2004, much has changed in the world of options, and the authors have provided key updates to help you take advantage of these changes. You'll find all the information you'll need to start writing options profitably in equities, stock indexes, and commodities and maximize your returns, minimize your risk, and even manage "black swan" events.

With more than 38 years combined experience in options trading, the authors explain:

- Basic mechanics of how professionals sell time premium
- The misunderstood subject of margins on short options
- Myths about option writing—and why they still circulate
- Key factors to consider when building an optionselling portfolio
- How to control risk—the right way
- Effective, time-tested strategies for selling premium
- Common mistakes beginners make and how to avoid them

Option selling provides a high probability of success that is difficult, if not impossible, to achieve in any other investment. *The Complete Guide to Option Selling* illustrates how to take full advantage of this unique approach and make it a profitable, high-yield component of your overall portfolio.

Don't listen to the popular myth that option selling is only for professionals. The secret is out, and individual investors can now run with it. Read *The Complete Guide to Option Selling* and learn how you can level the playing field with the big guys. It's a lot easier than you may think.

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Editorial Review

From the Back Cover

Option-writing strategies for high returns in every type of market

Written in a style anyone can understand, *The Complete Guide to Option Selling* provides the strategies you need to consistently profit in a popular but poorly understood market.

This second edition contains all of the foundational information from the original edition and addresses recent changes in the market with brand-new material, including:

- New chapters on volatility and portfolio building
- Fresh insights into option spread trading in the “new” market environment
- How volatile markets create the ideal conditions for selling premium—and how to profit when everybody else is running for the doors
- New risk-management strategies for the 21st century, including how to manage the proverbial “Black Swan”

Focusing on why, what, where, and how of writing options, *The Complete Guide to Option Selling* is a peerless guide for seamlessly integrating options into your own investment program.

“Will change the way I look at the topic forever.”

—**Gail Osten, SFO magazine**

“*The Complete Guide to Option Selling* is an excellent read.”

—**Your Trading Edge magazine**

About the Author

James Cordier is president and head portfolio manager of Liberty Trading Group/ OptionSellers.com, where he manages assets for a global client base. Cordier’s firm helps individual investors maximize the use of option selling in their portfolios. He is regularly quoted by national financial media, including *The Wall Street Journal*, *CNN Money*, and *Barron’s Weekly*, and is a regular guest analyst on CNBC, Bloomberg Television, and Fox Business.

Michael Gross is director of research at Liberty Trading Group/OptionSellers.com. A registered broker, he writes articles that appear regularly in *Futures* magazine, Yahoo! Finance, and Forbes.com.

More information on their firm is available at www.OptionSellers.com.

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Lana Spalding:

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