

BE RIGHT, AT THE RIGHT TIME.



STEVE RUFFLEY.COM

TRADING MENTORING SERVICE

All the information provided from Steve Ruffley and iView Charts is purely educational only. The mentoring process is that of trading methods, goal setting and motivations, it's not to be used as investment advice. Steve Ruffley does not accept any responsibility for trading results or losses that may result from the trading decisions you take.

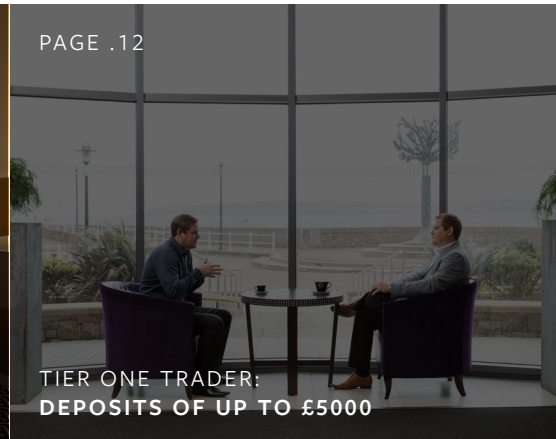
Spread betting and CFD trading are leveraged products and as such carry a high level of risk to your capital which can result in losses greater than your initial deposit. These products may not be suitable for all investors. CFDs are not suitable for pension building and income. Ensure you fully understand all risks involved and seek independent advice if necessary.

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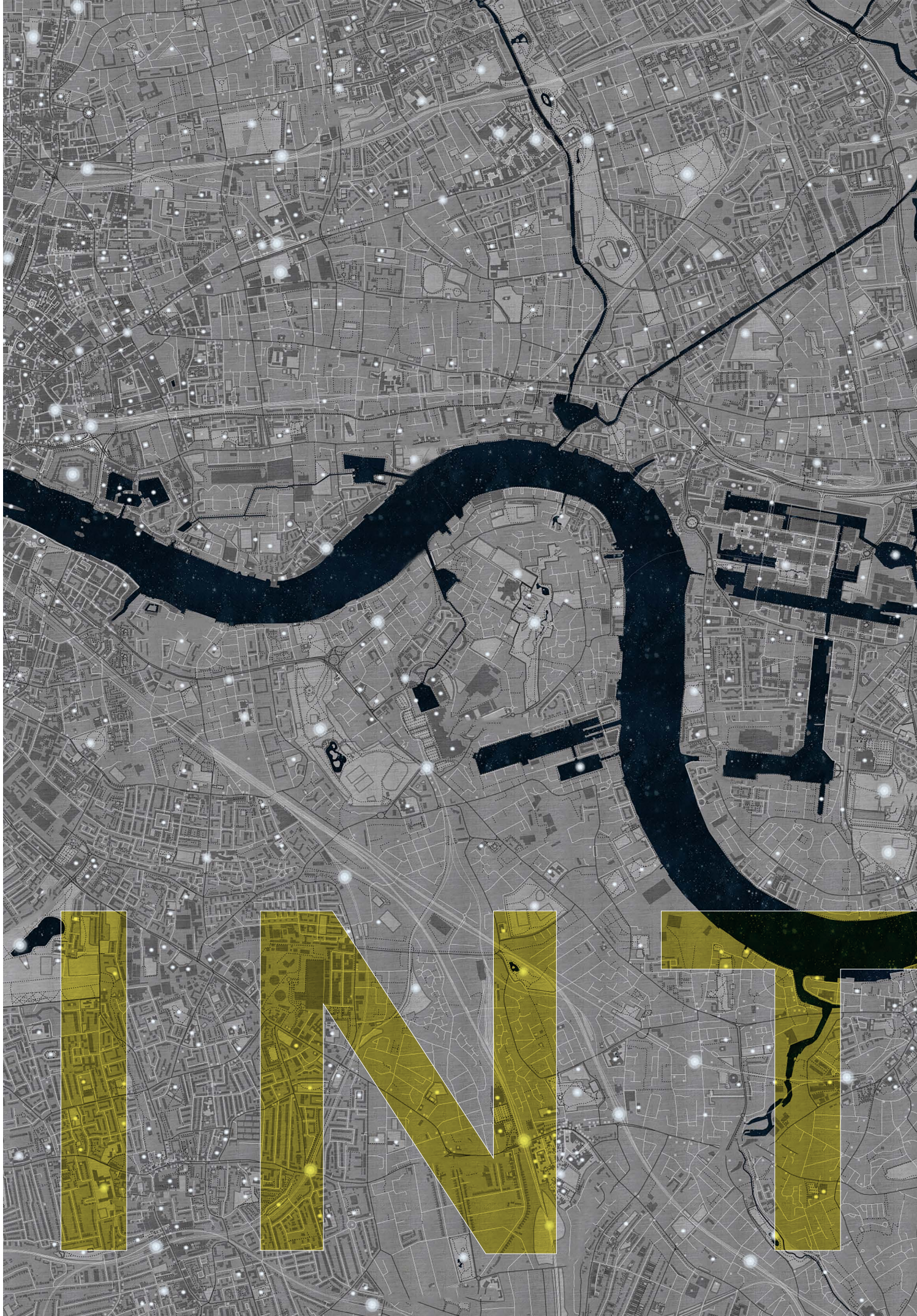
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LONDON STOCK EXCHANGE

CONNECTING TRADERS GLOBALLY

RO



00.

INTRODUCTION: WORDS FROM INTERTRADER'S CHIEF MARKET STRATEGIST

QUESTION:

WHY DOES MICHAEL PHELPS, THE GREATEST OLYMPIAN IN HISTORY, HAVE A COACH?

ANSWER:

BECAUSE IT MAKES HIM BETTER.

Do you have experience in trading markets but haven't quite reached your full potential? Do you speculate to accumulate, do you find yourself wasting money on courses and seminars that promise to deliver the returns you desire but fail to deliver the results?

What if you could access an experienced trader who has 15 years in the markets and understands how to make money. What if you knew this service was free?

I'm Steve Ruffley and I have been mentoring traders for over 10 years. I have come across every type of trader and have learnt that when it comes to trading your own money you will ultimately fit into one of three categories.

Up to £5k – Limited return

£5k to £25k – Increased return

25k + - The sky's the limit

To better service my clients I have split my mentoring program into three tiers. Whether you have £5k or £500k you will benefit. *Here's how.*

Ultimately the purpose of trading is to make money. It's easy to read books, watch webinars like the 1000's I have presented, but they can only ever be generalised. They are never specifically designed for one individual.

With my years of trading, risk management, educating and '*been there – done that*' experience I can help you become the trader you want to be.

00. WHAT YOU CAN EXPECT: ACHIEVE THE RESULTS YOU'RE AIMING FOR

The mentoring program revolves around you, with exclusive access to the tools that I have personally used to help make my own money I will help you on your way to achieving the results you aim for. You will have access to the following:

iViewCharts:

iView charts. An advanced charting package that runs on MT4. You will use the same system to interpret the markets as I do to run my funds.

1-2-1 Sessions:

A 1-1 session with me. For tier 2 and tier 3 traders, you will benefit from my years of trading experience over a series of personal 1-1 call(s).

Skype Support:

Access to Skype support. This is instant access to me via Skype chat. We can exchange charts and trade ideas. It's the best use of the internet, instant and interactive.

Webinar Access:

Access to all my webinars. After 1000's of webinars and over 250 live trades there is a wealth of information together with insightful trading information for you to watch.

VIP Direct Access:

Exclusive direct access to me to chat about your trading and mentoring needs.

VIP Skype Premium:

The ability to access my Premium Skype service.

VIP Trading Rebates:

With my contacts I can offer you bespoke spreads and swap rates (for high volume traders) and give you a complete concierge broker experience

VIP Strategy Automation:

Strategy automation services to save time and slippage.

Yes, it is free. All my services and software are free to use. For you to access them you have to open a new account and trade through the broker that I recommend. This way if you make money, I make money. We both have a vested interest in your success. I don't use brokers who trade against their own customers. I only trade with companies I have worked with and who allow me to give you the best spreads, execution and liquidity which are essential to being a consistently successful trader.



A man in a light grey sweater and dark trousers is sitting up in a hotel bed, using a silver laptop. He has his hand to his chin in a thoughtful pose. The room features a large window with blue curtains on the left, showing a view of the ocean. The headboard wall is decorated with a pattern of white line-art faces on a dark background. A bedside lamp with a warm glow is visible behind the man. The bed has white linens and a patterned brown blanket. The floor is covered with a dark carpet featuring a repeating geometric pattern.

GET A CLEAR
VIEW OF
YOUR GOALS





PARIS EURONEXT

CONNECTING TRADERS GLOBALLY

01.

TIER ONE TRADER: DEPOSIT UP TO £5,000

This tier is all about the trader who is starting out on their trading journey. This is a good place to start if you are limited to what you can afford to lose. However, it is important to be realistic as to how much you can make from a £5k deposit. Here's why.

It comes down to mind set and perceived risk. If you deposit £5k and are prepared to lose £1k you're setting yourself up with a realistic trading goal. Below is an example of this scenario.

£1,000 Deposit:

2% of £1000 = £20. The problem with this is you have to pay the spread. As most spread betting platforms start at £1 point, if you trade gold for instance the spread is around £5. Out of your £20, you make £15.

In the current volatility a 15 pip stop can be hit in a matter of seconds. You literally have no margin for error.

£1k accounts come with margin requirements which means you can only trade a maximum of £3 a point. If you wanted to trade an averaged position (the best way to trade volatility) you are at 50% of your stop (£5 spread cost) simply by placing one more trade.

£5,000 Deposit:

If you set a 1-2% risk parameter as a stop on each trade based on your capital. 2% of £5000 = £100. This gives you up to 10 consecutive losing trades before you are stopped out of your total £1000 limit.

What is the likely hood you will lose 10 trades for a max stop loss 10 times in a row?

You simply, mathematically and statistically, have more chance of winning in the short term with more capital. The reason 90% of traders fail is because they enter the markets under capitalised.

The good news if you deposit £5k you still have the ability to make money and enjoy trading. With my help at this tier 1 level I can help you with.

Free access to my iView charts

A 1-1 mentoring session

Access to my live webinars

Introduction to a broker that will give you the best spreads and value for money

If this sounds like you, get in touch to see how I can help you become the type of trader you envisage.

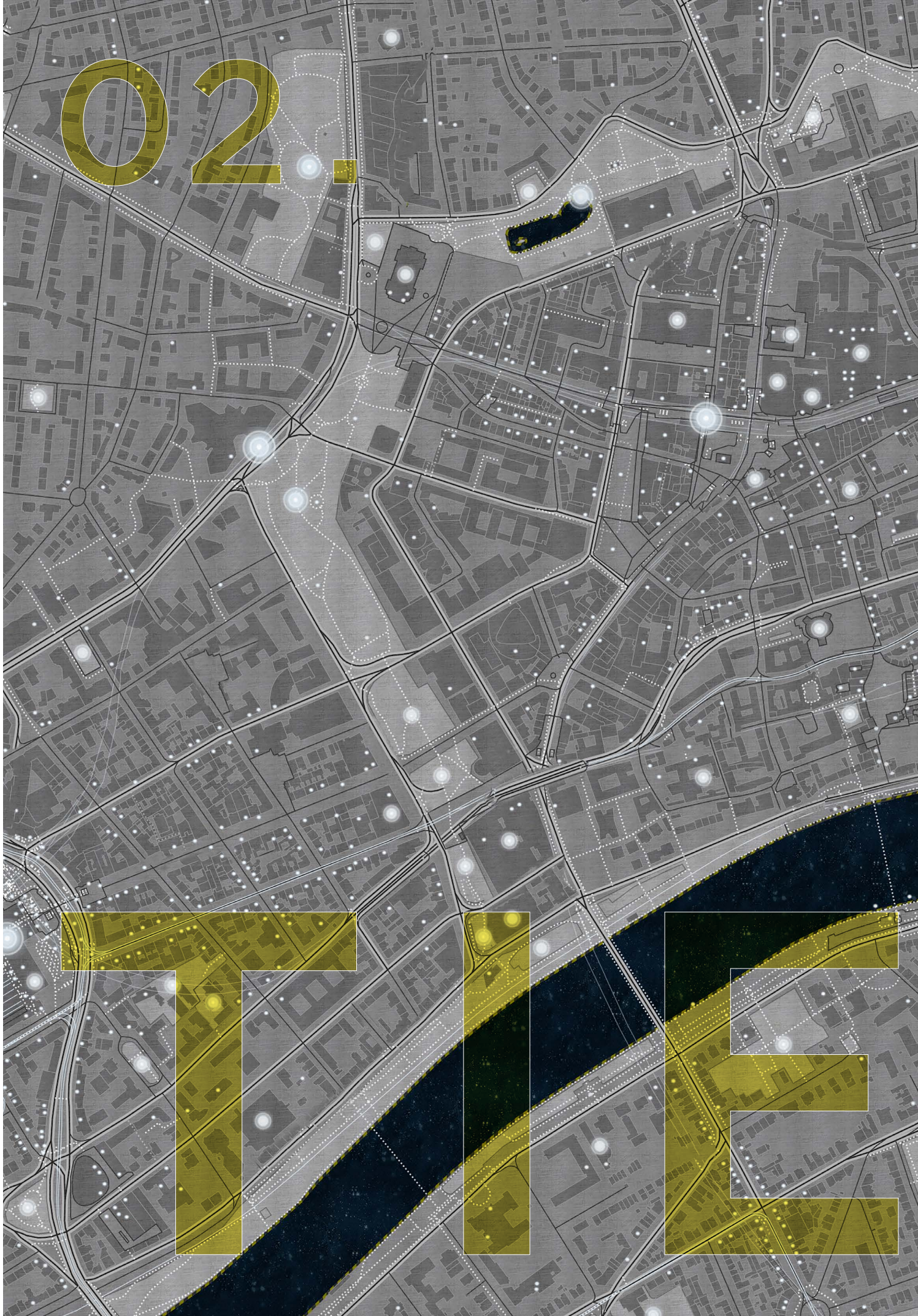
At this tier and level of deposit you will need to invest in your understanding of how the markets work. My iView charts are one of the best way to monitor how markets move and correlate. Consistency is key trading and once you master the charts you are on your way to mastering trading.



ASK YOURSELF THE RIGHT QUESTIONS



02





FRANKFURT

DEUTSCHE BOERSE

CONNECTING TRADERS GLOBALLY

KNOWLEDGE IS POWER



02. TIER TWO TRADER: DEPOSIT UP TO £25,000

This tier is for traders who have up to £25k to deposit. You may have already been through a few accounts and you understand the markets and many of your faults. In most cases you usually call the markets correctly and have made reasonable money in the past from trades. However, you have experienced larger losses that have led to inconsistency and the inability to grow accounts.

Why has this happened? You have made money but at times don't adhere to the correct risk rules. You can find yourself chasing the gains while at the same time letting losses get away from you. Remember, you are never bigger than the markets. Know and respect the type of people you trade against.

I can help you create a more robust risk strategy. Usually it's not making money that is the issue, it's the losses. This is typical of most traders. By having defined long, medium and short term targets I can help you achieve the correct balance of what you need to do to be successful and consistent in the long term.

I will assess your trades and look at how long you have been typically holding them for. I will focus on helping you make money through the movement of a trade rather than focusing on being correct on 'market direction'.

You can expect:

At this level you will be able to buy yourself more time in the markets. Not every signal has to result in a trade. It is the attention to detail and the support I can provide that will make you a more complete trader.

The ability to earn up cash back on every trade

Free access to my iView charts

An hour long 1-1 mentoring session

Access to all my live webinars

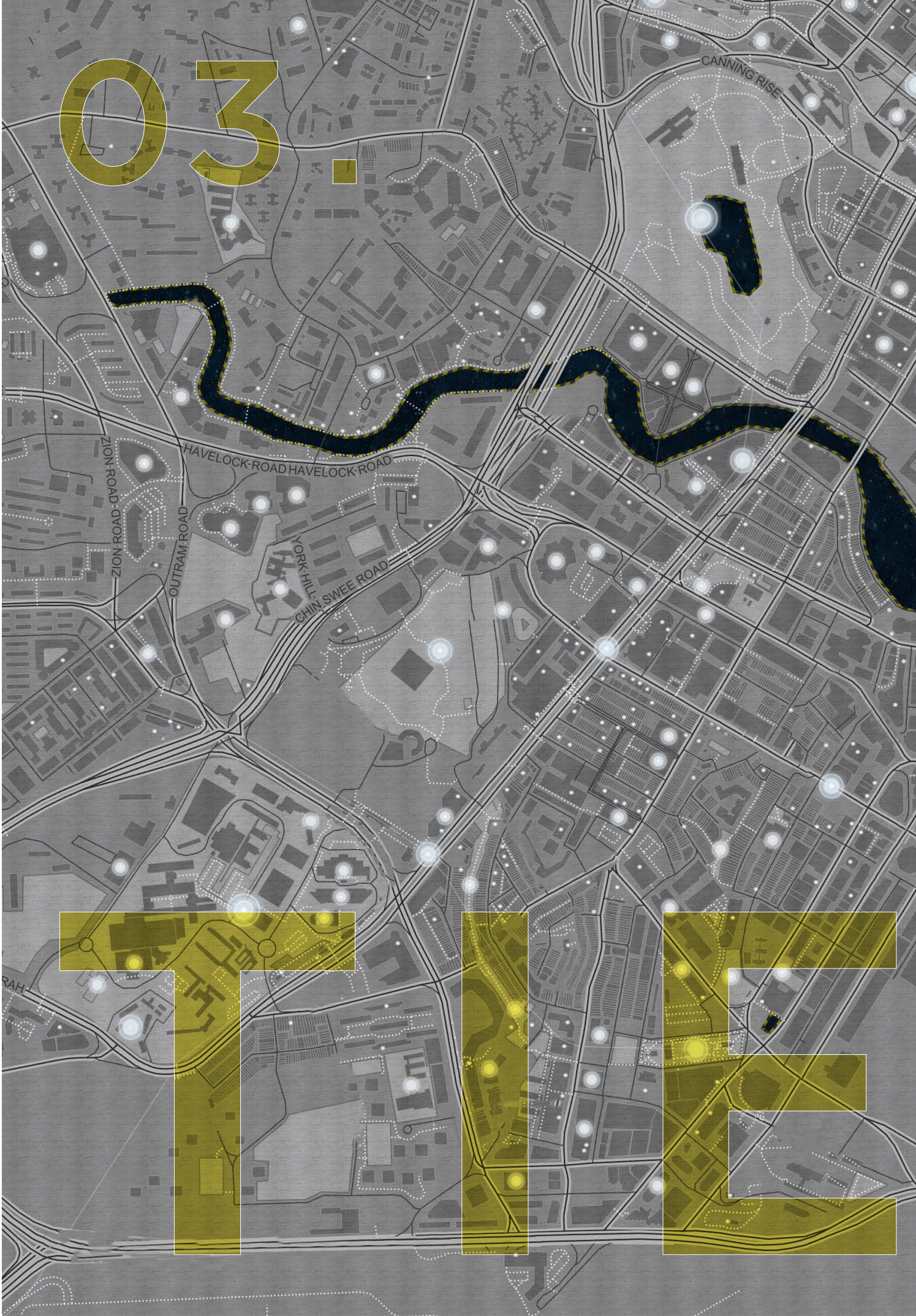
Introduction to a broker who will give you the best spreads and value for money

Access to a private Skype chat room and my support

If this sounds like you, get in touch to see how I can help you become the type of trader you envisage.

Small adjustments to the way you approach the markets and your trades will make huge differences to your trading results. With my help these are no longer leaps of faith, they are just a simple step away.

03.





SINGAPORE EXCHANGE

CONNECTING TRADERS GLOBALLY

RS



03. TIER THREE TRADER: DEPOSIT £25,000 PLUS

Tier 3 is for the experienced trader. You have made successful returns and are now looking for alternative options to help increase your revenue. I believe there is 1% of information that nobody is willing to share with you until now. From managing top city prop traders, fund managers and other HNI traders, all have benefited from knowing that 1% of information that has made the difference to their trading experience.





MIRROR THE
APPROACH
OF A PRO

03. TIER THREE TRADER: DEPOSIT £25,000 PLUS

Successful people want to interact with other successful people. My approach is to fill the gaps that will help you achieve your ultimate trading goals. Having the ability to fund large accounts is one thing. The ability to utilise this to its maximum potential is another.

The key to the success I have had with this tier of trader is that I don't change my approach. There is a fine balance to being a large market player and understanding your position within the market.

"Trading is not about being right. It's about being right at the right time."

You don't have to be correct on market direction or know what is driving the markets. What you have to be, is right when the market is moving in a way you understand. Each person is different which means each trader is different. My unique skills and experience allow me to understand what the missing 1% is from your trading approach and help you implement this into your trading.

"Do you want to be right, or do you want to make money?"

When you fall into the trap of over analysing markets obvious trades are missed. You can get caught up in trying to find the perfect combination of technical analysis and factoring in fundamental shifts. You wait so long to trade, all the enthusiasm and momentum gets lost. The reality is, there is no perfect trading strategy or set up.

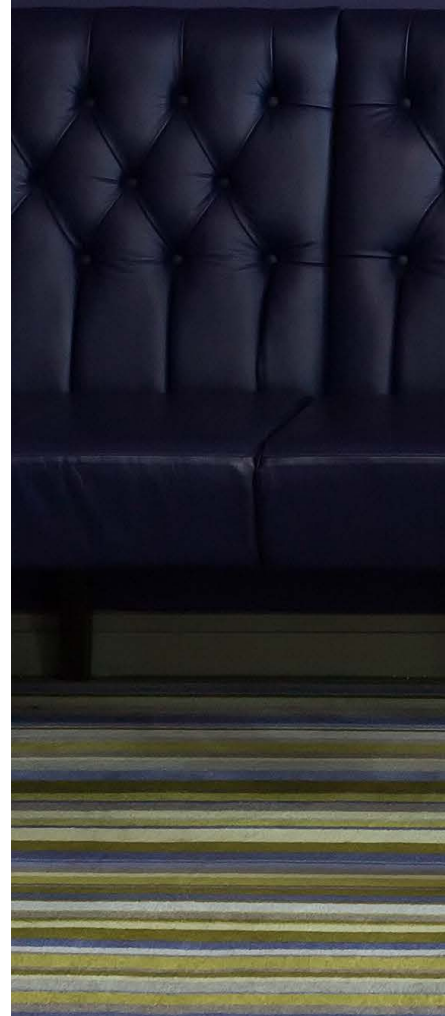
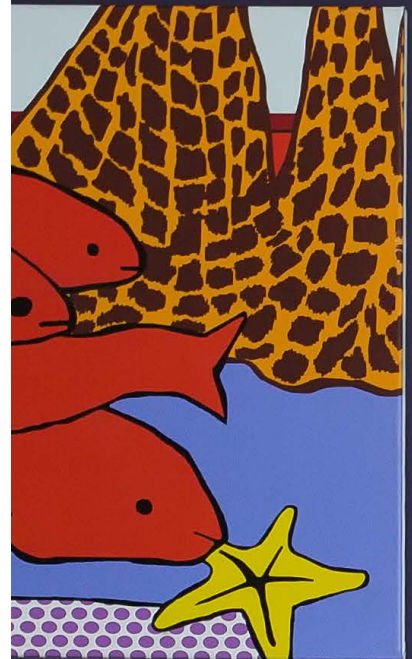
At best you are only ever looking for an 80% edge. Once you understand this you will move forward and begin to make the returns you have been striving for.

You can expect:

At this level of deposit you will usually not need the money you make from trading to fund your life style. This puts you in a powerful position to remain impartial to the markets and pick and choose your trades.

- _____ The ability to earn cash back on every trade
- _____ Free access to my iView charts
- _____ An hour long 1-1 mentoring session
- _____ Access to all my live webinars
- _____ Introduction to a broker that will give you the best spreads and value for money
- _____ Premium access to a private Skype chat room and my support

If this sounds like you, get in touch to see how I can help you become the type of trader you envisage. This is the type of trader I have had the most success with. It is the last 1% that only a professional trader with years of experience will be able to pass on to you.



A man with short brown hair, wearing a grey blazer over a light blue shirt and dark trousers, sits on a large, dark blue tufted leather sofa. He is looking directly at the camera with a serious expression, his hands clasped in his lap. To his right, a silver laptop sits on the sofa. In the foreground, on a striped rug, are two champagne flutes and a glass bucket filled with ice and a bottle of champagne. The background features a large, colorful abstract painting with a red lobster, a yellow sun, and a blue sky with a lighthouse. The text "SUCCESS IS IN THE DETAIL" is overlaid in a large, purple, serif font on the right side of the painting.

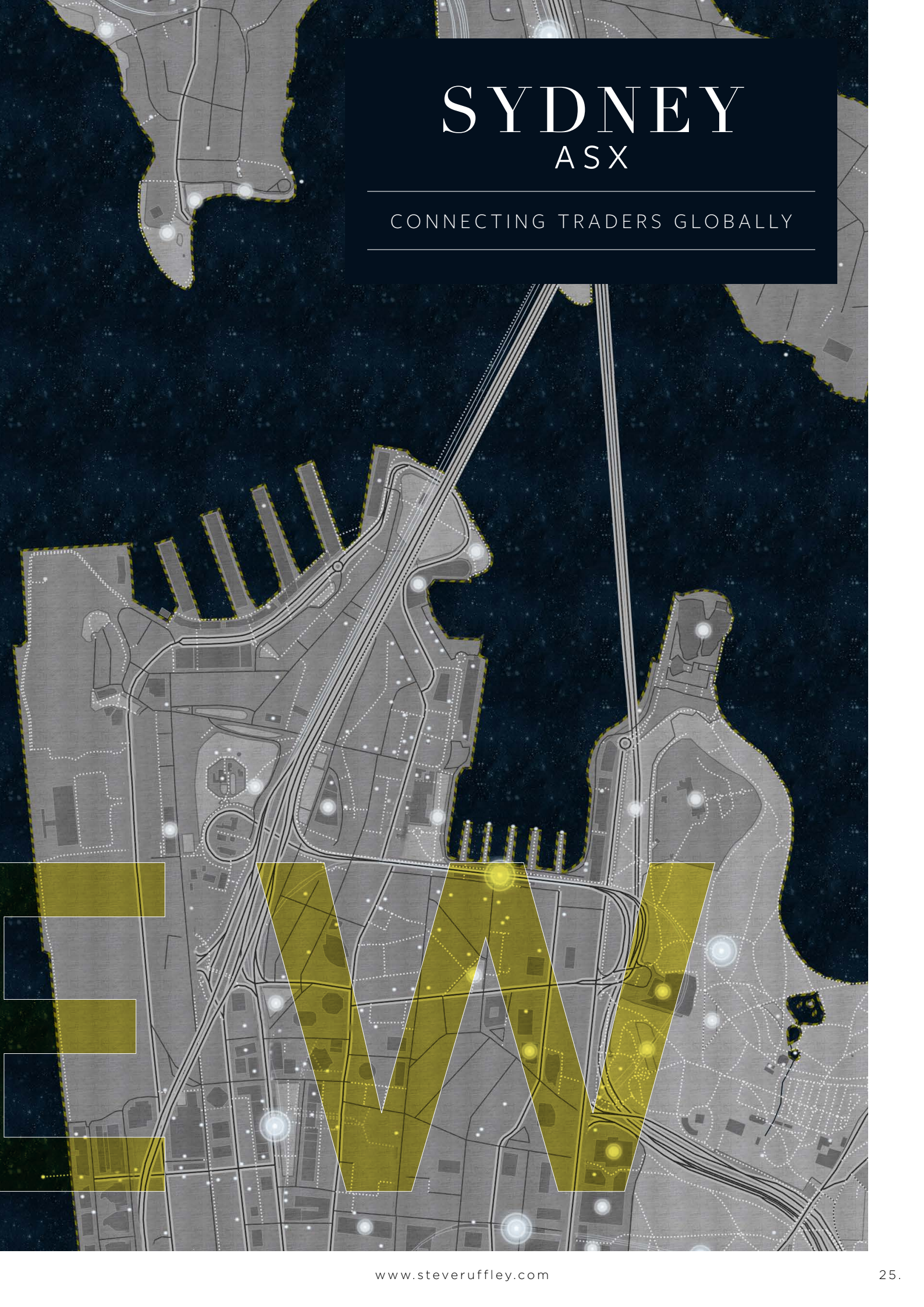
SUCCESS IS IN THE DETAIL



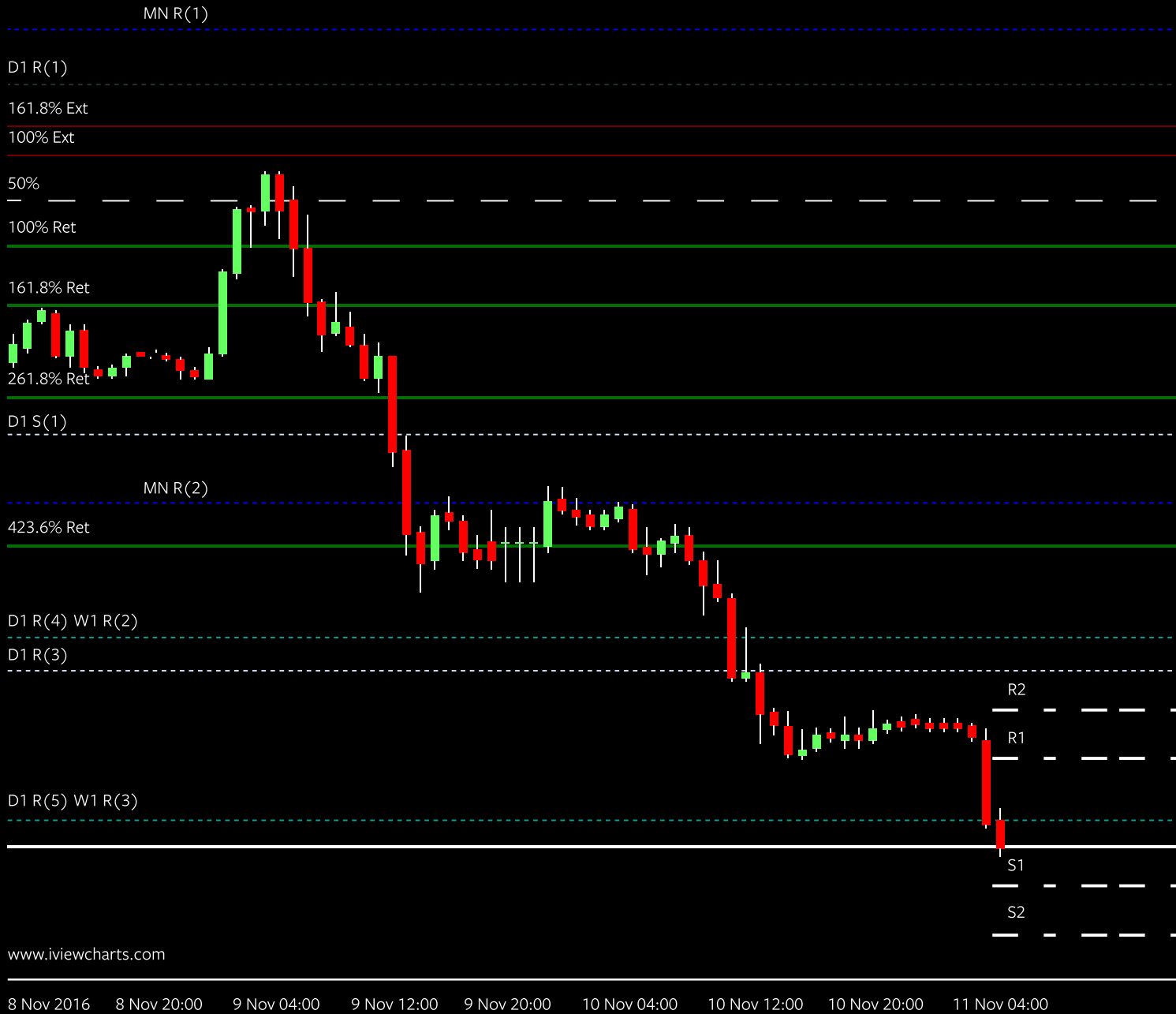
SYDNEY

ASX

CONNECTING TRADERS GLOBALLY



EURGBP



Market indicates a sell RED line
Follow the Fibonacci retracements to buy back at the GREEN lines

i1. iVIEW CHARTS: REPETITION CREATES CONSISTENCY

In my early years as a trader, like most new traders I was searching for the ultimate trading set up. My pit fall was looking for a system that only I knew, something that would set me apart from other traders.

After some sound advice from some of the top city traders I worked with at the time I came up with the principles behind iView charts.

“Remember, charts work because people want them to work. You have to remember the self-fulfilling nature of technical analysis, if you are the only person looking at a unique set up then you simply have less odds of it working. Go with the masses, unless they are wrong, then go against them.”

From this point I set my charts up to mirror what the average trader would use. Bollinger bands, moving averages and oscillators like RSI. I discovered that I could set a frame work of what was ‘expected’ and use this to see how retail traders would be manipulated by professional traders and instructions. This first idea helped me from getting stopped out.

The second part was to refine my own signals and technical analysis strengths like Fibonacci retracements and expansions. This helped me clearly define my entry points and profit targets and stops.

Once I had combined these two elements I had the makings of a complete system. I contacted some clever tech guys in California, after \$1000's and 12 months of programming, iView charts was born.

iView Evolution:

iView charts takes a single market, interprets what a typical trader would look at and then adds my knowledge and experience to produce a more accurate frame work.

Is iView for you?

It's proven that repetition in anything creates consistency. Setting up your charts and technical analysis from scratch, on every market every time takes an enormous amount of time.

iView charts instantly puts a framework on any time frame and product which makes your set up time virtually zero. This means more time for trading and more time for making money. The element of consistency comes from looking at the iView charts set up day in day out. From colour coding you will see good buy and sell signal opportunities.

Here is an example of the EUR/GBP on the H1 chart



i2.

iVIEW CHARTS:
CLEARLY DEFINED TARGETS AND STOPS

This is only 1 of the many elements that iView charts offers. There are 6 other bespoke indicators you can add to your charts for confirmation, that will help you to get that all important consistency when looking at the markets.

Bias:

This works in the same way as an oscillator, very much like RSI. You have colour coded confirming signals as to whether the markets are a buy or sell, or if they are building up to a breakout.

Bollinger Breakouts:

This is my favourite indicator. This draws Fibonacci retracements and expansions to give you a frame work, on any time frame, of good levels to enter and exit trades.

Grey Area Zone:

This is another oscillator that works in the opposite of iView Bias. It indicates where there is no statistical edge where typical traders will be looking for markets to be over sold or over bought. When the indicator shows grey there is the option for no action or a potential institutional push.

iView:

This indicator draws on all the higher time frame points of attraction. Support and resistance. These are monthly (M1,2,3,4,5) weekly (W1,2,3,4,5) and daily (D1,2,3,4,5). This also adds support and resistance to the open candle. This is based on pivots and is for shorter term areas of interest.

News Reader:

This puts live data events directly into your charts. They are customisable and colour coded to show their potential impact on the markets.

Trade View:

The trade view is a way of combining all the information into one easy to view window. This is a powerful way to look for signals that consistently work for you to trade the markets that this set up is indicating.

EURGBP

MN R

D1 R(1)

161.8% Ext

100% Ext

50%

100% Ret

161.8% Ret

261.8% Ret

D1 S(1)

MN R

423.6% Ret

D1 R(4) W1 R(2)

D1 R(3)

D1 R(5) W1 R(3)

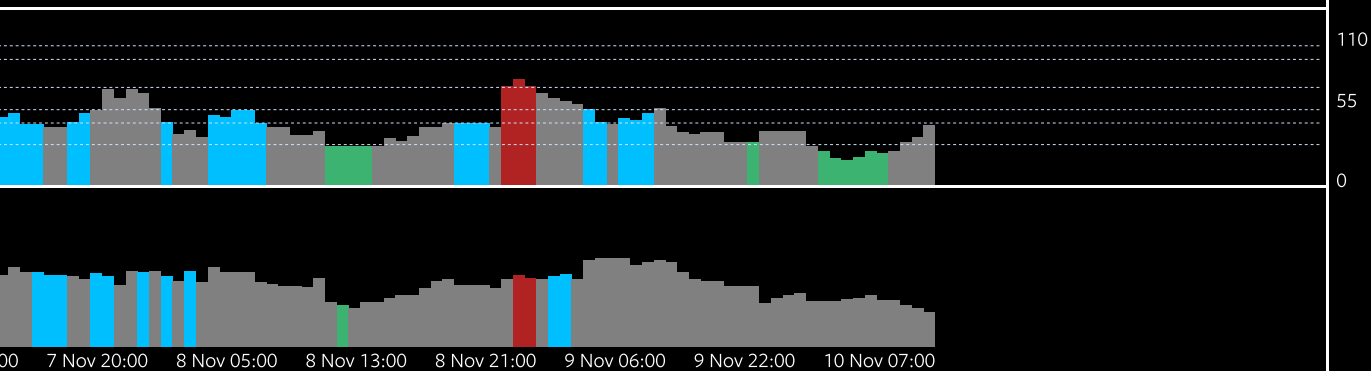
2 hours 24 mins until US

Impact: High

3 hours 24 mins until US

Impact: High

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i3. iVIEW CHARTS: TEMPLATES

When writing iView charts and other pieces of charting software over the years I realised that it was not enough to just give people indicators. The most common question I have been asked is:

“What do you look at when you are trading? What indicators? What times frames?”

This is why as part of iView charts I have included a number of pre made templates. These templates show you an overview of inverse and directly correlated markets. It then breaks the main markets I trade into the most important time frames with the correct (for me) distribution of pre-set iView indicators.

This is illustrated on the opposite page.

Individual Products:

iView charts takes a single market, interprets what a typical trader would look at and then adds my knowledge and experience to produce a more accurate frame work. Once you open an individual product template you can look from the D1 to the M5 chart to get the exact entry point that suits your trading style. You can get confirmation from the indicators so your focus can be on getting in and also getting out at the right time for maximum profit.

05

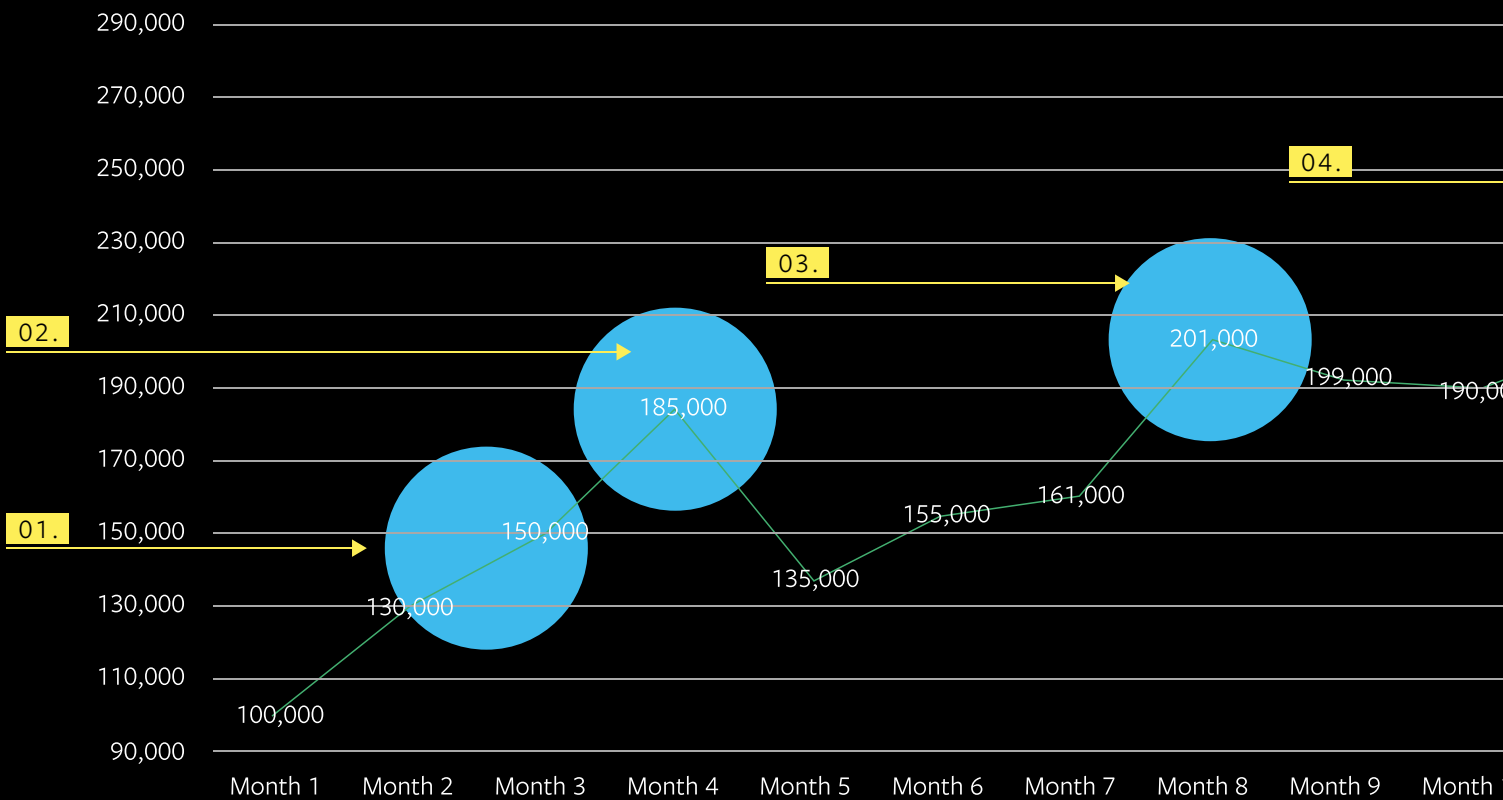
CASE STUDY



SHANGHAI STOCK EXCHANGE

CONNECTING TRADERS GLOBALLY

- 01. Initial 38 consecutive day winning streak
- 02. Over confidence mentoring required
- 03. After mentoring to get loses back - more reaffirming mentoring needed
- 04. Consultation and profit banking, future strategy conversation



05. £100,000 CASE STUDY: TRADER, LONDON

The problem with trading education is that it has to be for everyone. The other problem with trying to learn aspects of technical analysis such as Elliot wave is that its subjective and not everyone interprets it in the same way.

When you have a mentor who has a full knowledge of trading you have access to the answers you need. This is what saves most people I work with valuable time and frustrations.

Below is a case study, scenario I helped one trader get out of;

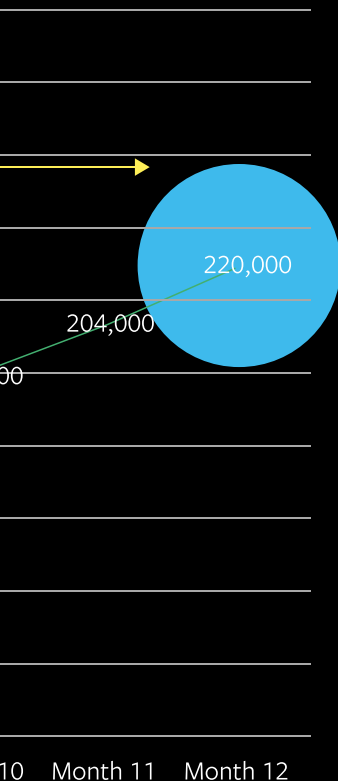
The life cycle of a trader is fairly typical. Most of my clients can trade, they are usually on the up slope of profitability. The problem is trading, confidence and money make a dangerous combination. When trading 'size', your ability as a trader to make large sums of money can very quickly affect your state of mind.

Many large account traders will have 'that' moment where they think 'I have enough money not to lose trades, I can just add more to trades and ride it out.' There will certainly be trades where this is the case. However, this is the worst type of trade you can do. Getting away with it, so to speak, is a game that only leads to one outcome, a serious loss.

The chart opposite shows the P&L of a trader who was used to making large gains and trading large positions. Unfortunately, in month 4 you can see a huge loss occurred due to over confidence and trading positions that were too large. This cost this trader a large sum of money. In fact, it was one single trade that cost him this loss.

It was at this point that we started to work together to try and recoup some of the losses to help put this trader back on track. We cut back on trade size and factored in a reasonable amount of time to recoup the losses. A plan was formed to limit the risk of further losses and add profits once more. We worked together for three months to help gain confidence back to maintain a more reasonable trading and risk reward strategy. This trader ended up becoming very profitable.

This is just one scenario and is not the case for everyone. After success and the inevitable large losses traders do quit. Some traders can never mentally get over a loss, or build back up to the size that caused the loss. Mentoring could be the difference between quitting or becoming the kind of trader you see yourself being and achieving the results you desire.





06. CONTACT: CONTACT ME WHICH EVER WAY SUITS YOU.

The best way to start any professional engagement is with a conversation. Contact me in whichever way suits you. A phone call, Skype chat, E-mail or a meeting. I will work to your needs and agenda.

info@steveruffley.com SKYPE: steveruffley



WHEREVER
YOU ARE,
SO AM I.

07

INTROD USP



NEW YORK STOCK EXCHANGE

CONNECTING TRADERS GLOBALLY

PRODUCING LITIGAN



07. INTELLIGENT, CONNECTED, TRADING A WORLD LEADING SOCIAL TRADING PLATFORM.

I am part of a pioneering new technological development allowing tutor and pupil full live trade interactivity. This gives my clients real time access and me full control and guidance during all stages of tuition. Welcome to the world of Pelican.”

Connect:

You will be able to connect with my Pelican profile when you download the Pelican app, you will also get to see what I have been up to that day.

Interact Live:

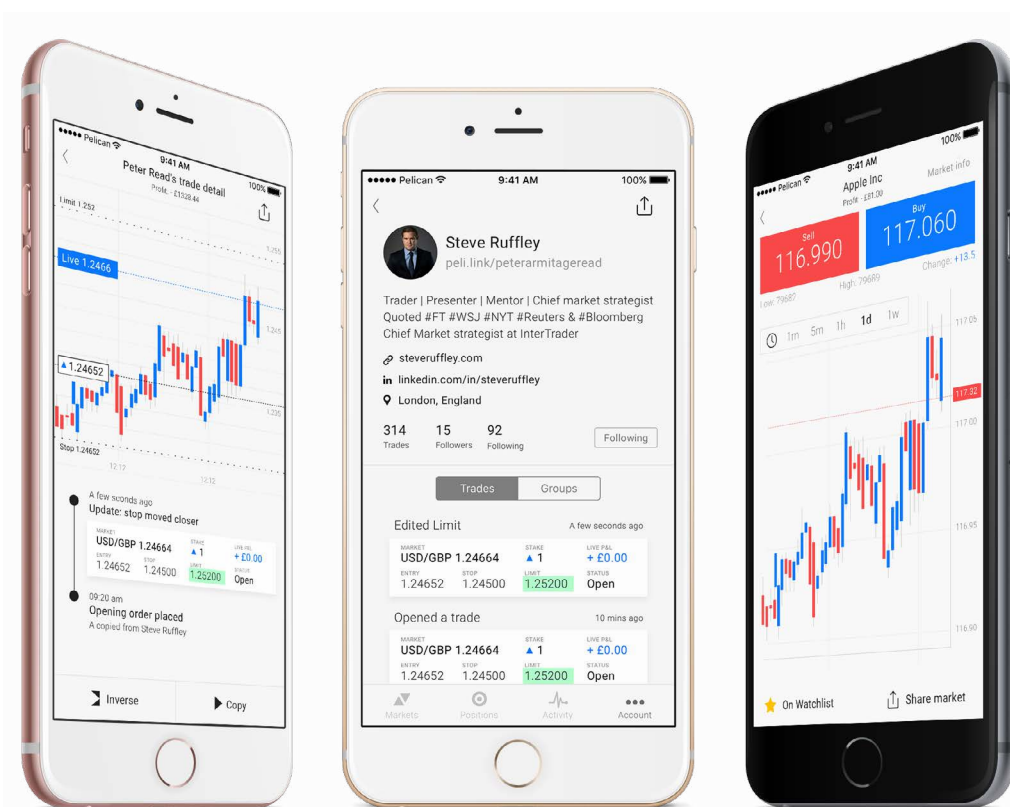
Interact live with me one on one, you can be mentored directly through a chat wall which allows users to share live trades, copy and discuss strategies, Stops and Limits.

Live Trade Interaction:

Pelican provides full granularity to live trade interaction, this means you can view anyone trades over a chart, as well as the trade history, highlighting the transparency of what people are doing in the markets.

Best in Class Mobile:

Pelican offers best in class mobile execution, this means that Pelican is the fastest executing platform to trade on from any mobile device, and it's compatible for both Apple and Android phones.



STEVE RUFFLEY & PELICAN: THE TRADING NETWORK. #WhyTradeAlone

I am part of a pioneering new technological development allowing tutor and pupil full live trade interactivity. This gives my clients real time access and me full control and guidance during all stages of tuition. Welcome to the world of Pelican.”

Real Time:

This works in the same way as an oscillator, very much like RSI. You have colour coded confirming signals as to whether the markets are a buy or sell, or if they are building up to a breakout.

Mentor:

This is my favourite indicator. This draws Fibonacci retracements and expansions to give you a frame work, on any time frame, of good levels to enter and exit trades.

Like Minded:

This is my favourite indicator. This draws Fibonacci retracements and expansions to give you a frame work, on any time frame, of good levels to enter and exit trades.

Trade:

This is my favourite indicator. This draws Fibonacci retracements and expansions to give you a frame work, on any time frame, of good levels to enter and exit trades.

All in One App:

This is my favourite indicator. This draws Fibonacci retracements and expansions to give you a frame work, on any time frame, of good levels to enter and exit trades.



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