OUR TRADING STRATEGY

How our strategy works, in plain English

We get paid **income upfront** for agreeing to buy good companies at prices we already like. If we end up owning the shares, we keep collecting income while we hold them, then sell when they reach our target, and start again. Trades are short (about **two to six weeks**), and our **maximum risk is set before we ever enter**.

We don't try to predict where the market is going.

We get paid to be patient and disciplined: collecting income and buying quality companies at a discount, over and over.

THE CATALYSTS WE LOOK FOR

Corporate filings & events

Earnings releases and other company announcements that can move a stock and richen its option premiums.

SEC & regulatory filings

Disclosures and regulatory developments that create a defined, near-term event we can trade around.

Rich option premiums

Setups where the market is paying enough premium to signal that our income-first, defined-risk approach will work.

THE FIVE-STEP CYCLE

1. **Get paid income first**
   We sell option contracts to collect cash today. In plain terms, we're paid now for agreeing to buy solid companies if their price falls to a level we already consider a bargain.

2. **Buy quality companies at a discount**
   If the stock falls to our target price, we happily buy it, because we're getting it at the discount we wanted in the first place.

3. **Keep earning income while we hold**
   Once we own the shares, we sell "covered calls" to collect more income, so we can still come out ahead even if the stock just moves sideways.

4. **Exit efficiently, then repeat**
   If the stock rises to our target, the shares are automatically sold at a profit. We take the gain and move on to the next opportunity.

5. **Protect capital when it's choppy**
   When markets get uncertain, we add option "collars" that cap our downside while leaving room for gains. Preserving capital comes first.

OUR OBJECTIVE

Repeatable, short-duration trades rather than home runs. We aim for steady gains from disciplined trades of roughly **two to six weeks**, with **defined risk on every position**. We favor discipline, income, and capital preservation over trying to time the market's next big move.