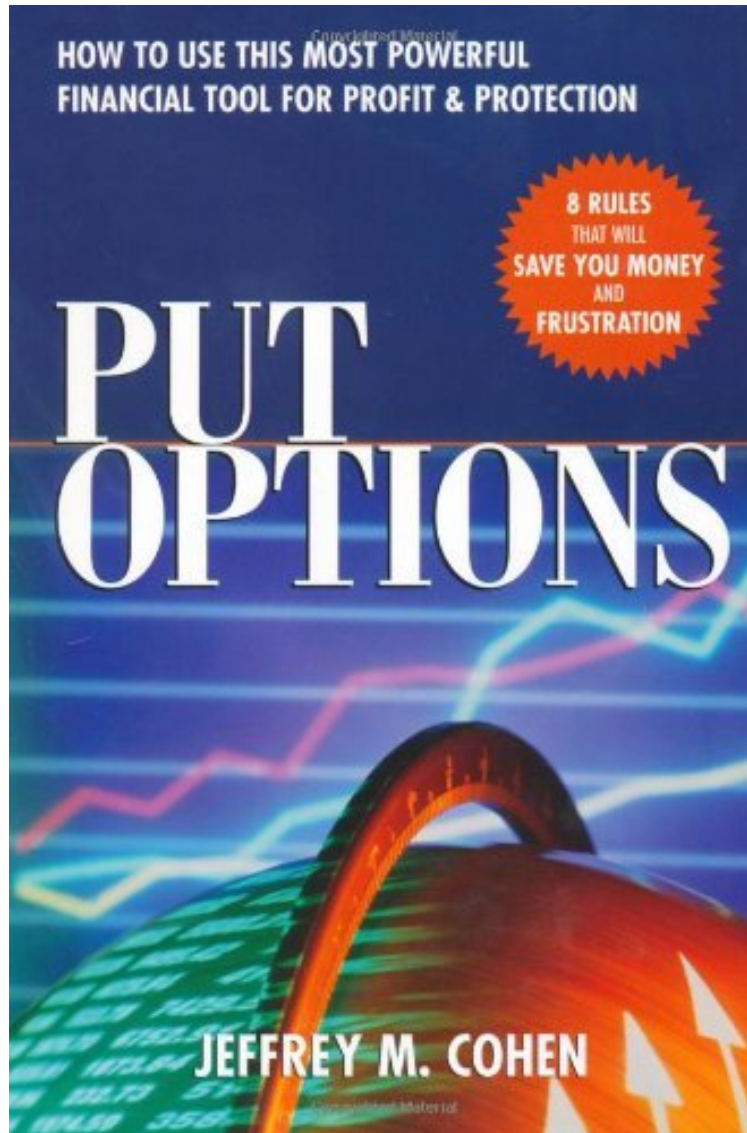


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# Put Options: How to Use This Powerful Financial Tool for Profit Protection

*Jeffrey M. Cohen*

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**Jeffrey M. Cohen : Put Options: How to Use This Powerful Financial Tool for Profit Protection** before purchasing it in order to gage whether or not it would be worth my time, and all praised Put Options: How to Use This Powerful Financial Tool for Profit Protection:

1 of 1 people found the following review helpful. Four StarsBy CustomerAnother fantastic book on put options well written for anyone who dares to venture into put options.2 of 3 people found the following review helpful. Exerpts from my comprehensive review on Cohen's Put-selling strategy.By KrystofHere are some excerpts from my recent

article at Benzinga dotcom about the pros and cons of Mr. Cohen's Put-selling methods. ""This is a 2013 synoptic review of a groundbreaking 2003 book, Put Options, by Jeffrey Cohen, featuring cash-secured Put-selling as a possible replacement for stock-buying. Although an uphill argument in 2003, the idea that Put-selling can be at least as conservative as traditional investing now seems mainstream if not hip. See the video at the TD Ameritrade affiliate TastyTrade: Liz Jen Explain Puts."" Suggested books on Put-selling. \* Put Options by Jeffrey Cohen, 2003. Mr. Cohen's book is rather wordy, mentions obsolete software and neglects ETFs. I also do not support Mr. Cohen's suggestion of 200% leverage for the average investor, or of depending on Put-buys to "insure" that leverage. As we learned in 2008, derivative underwriters may collapse if not for federal bailouts. Also, Put-sells do not qualify for long-term capital gains. Also, currently there are much simpler alternatives for the average investor. These include VEQTOR-based hedging ETFs PHDG/VQT, and high-gain ETFs GURU and PKW. If you simply balance your equity allocation between these two categories, you can expect above-SP gains and very mild downturns. A few long-short mutual funds also do rather well with reduced downturns, such as MFADX and DGQIX. (However beware of most long-short funds which do rather poorly.) Therefore, if you are interested in Put-selling, you are expecting short-term capital gains and probably a bit more intrepid than the strategy suggested by Mr. Cohen. You might want to focus on short-term Put-sells--which are more volatile but ultimately achieve better gain without adding cash-debt leverage--and also which can be "rolled forward" in the event of a downturn. However, these possibilities are briefly mentioned by Mr. Cohen. Overall, for those interested in put-selling, Mr. Cohen's explanation remains among the most simple and yet well-rounded, if you simply take the effort to reduce the gist of each chapter to a few notes. (I have posted such notes at my complete review at Benzinga dotcom.) \* Put Option Writing Demystified, by Paul D. Kadavy, 2004, 2009. A somewhat pedantic little book but which helps to clarify the pros and cons of ETFs, rolling-forward, rolling-up, rolling-down and other strategy variations. \* How to Sell OTM Put Options, by Buchanan and Palmer, 2012. This book is similar to Mr. Cohen's in conservative attitude but rather different in approach. Includes a free CD with a "Buy-Back Worksheet" which might help with exit strategy. \* Eventually, I suggest buying all the Put-selling books you can--after reading the negative reviews at . Even 4-star Options books often have one or two negative reviews with valid precautions. To find my complete review, Google for: "Review Of Put-Selling Instead Of Stock-Buying" 4 of 6 people found the following review helpful. PUT OPTIONS - A Powerful And Effective Book By Mark F. LaMoure Mark F. LaMoure, Boise, ID Captivating. Author Jeffery M. Cohen's: "PUT OPTIONS" is a top notch, 5 Gold Star book clearly explaining Put Options for investing. I discovered Put Options to be a super effective investing tool for success. The book shows you how to use Put's for big profit, smart strategy and protection. Put's are the opposite of Call Options. Put Options are used only when playing a stock's FALLING price line. This is opposite of Call Options, which are only used on a RISING price line. The author gives clear instructions for Put Option investing in his well written book. You'll find PUT OPTIONS to be a top shelf book, offering golden insight and ideas on Put investing. That being said, Mr. Cohen's book contains 17 chapters, each one deeply analyzing the subject of Put Options. I appreciated it when he described their powerful benefits. Jeffery gives you 8 rules that save you money and help you make smart decisions. Mr. Cohen gives you insider's secrets "They" don't want to know with ideas that are 24K Gold. Easy to understand, the well written book gives you excellent answers and important strategies to use. Cohen's book is comprehensive, has 304 pages and 4 Appendix. The book is a classic on Put investing. Its literally outstanding. I give the book a superior rating. Conclusion: PUT OPTIONS will ignite a renewed fire in your purpose to invest. I liked that Jeffery Cohen delivers a new outlook using Puts, clearly teaching you how to use powerful Put Options for higher profit. The book merits your attention. Put Option investing is a superior, powerful strategy. Recommendation: Buy the book, because its the #1 finest one I've ever seen in 12 years on Put investing. The book is for serious option traders who want to make smart money by using powerful Put strategies.

How to profit from put options, the straightforward, versatile tool that any investor can use Put Options provides complete information for understanding and using puts, the easy to-use investment designed to help investors lower risk and increase overall returns. Misunderstood by most investors as being far too complex, aggressive, and risky to bother with, puts are actually one of the safest and most versatile risk-hedging instruments available, and suitable for virtually any investor. Put Options explains why and how. Author Jeffrey Cohen outlines a foolproof, back-tested strategy for incorporating put options into any investment portfolio--or even creating a stock-free portfolio. Put Options features: 9 put rules for saving both money and frustration Put strategies for profiting in up, down, or sideways markets Tips for using puts to increase trading leverage and success

From the Back Cover A Revolutionary Program for Dramatically Improving Your Stock Market Performance While Insuring Against Market Freefalls To increase their overall stock market returns, investors have been told for decades that they must first increase their risks. Problem is, millions of investors who bought into that line of thinking were caught blindsided by recent market downturns--without ever knowing there was a better way. Put Options outlines a better way, one that isn't built on pie-in-the-sky, get-rich-quick premises and promises. It introduces a powerful way to trade and invest that allows you to participate in stock market profits without incurring undue risk. The secret is in

using put options, versatile instruments that allow you to increase per-dollar returns while hedging against sudden and devastating market downturns. Let Put Options show you how to: Profit even when you've guessed wrong Weather down markets with your equity virtually intact Invest only in the world's most well-known, successful companies The potential rewards of owning stock are substantial; so too, as recent markets have proven, are the risks. Let Put Options show you a new way to invest, one that significantly limits your downside risk when compared to stock ownership as it helps you pocket consistent profits in today's challenging financial marketplace. "I think one of the best gifts any investor could bestow upon his or her financial planner or stockbroker is a copy of this book."--Donald Moine, Ph.D., Financial Planning Columnist, From the Preface If you are like most investors, you would leap at the opportunity to earn consistent double-digit stock market returns with greatly reduced risk. Put Options introduces you to an innovative, proven program designed to do just that--produce consistent and regular stock market returns while minimizing the risk of losing those returns during a down market. The secret, in a nutshell, is in implementing a low-maintenance, easy-to-follow program of selling puts on quality stocks while hedging those investments by buying puts on the overall market. Far easier to implement and track than it sounds, this strategy is frequently used by institutional investors, whose reputations and careers depend on garnering decent returns without assuming unnecessary risk. Yet, until now, it was considered too complex and high-level for individual investors and traders. Put Options explains this proven technique in terms that virtually any investor can understand and implement. The rare investment book that supports its claims by providing the actual results of actual trades using actual household-name stocks, Put Options provides a step-by-step template on how you can use author Jeffrey Cohen's SafetyNet program to consistently: Profit through the use of puts, one of today's most versatile investment tools Lower your all-important break-even points in up, down, and sideways markets Protect yourself--and even take home a profit--when stock prices go down Financial advisors and stockbrokers will do everything in their power to steer you away from option writing as "too risky." Yet they have no problem recommending high-flying stocks they know little or nothing about, then leaving you to fend for yourself when negative news sends those stocks crashing to the ground... ... And you can't afford that kind of advice. Put Options will change the way you invest by literally changing the way you view investment. It shows you how to invest in today's best blue-chip stocks in such a way as to profit when they do well while protecting yourself when they do poorly. Packed with facts, figures, and actual examples of SafetyNet in action, it unquestionably supports the bottom-line premise that writing options can, if done correctly, be far safer than owning shares of stock--and then shows you exactly how to do it. About the Author Jeffrey M. Cohen is founder of SafetyNetTrading.com as well as a hedge fund manager, continuing education instructor, and tax and financial planning expert. A popular speaker, Cohen has appeared on CNBC, CBS MarketWatch, and Lifetime.