About Liquid Assets Trading

Whether you're an experienced investor or just starting out, investing doesn't have to be overwhelming. At Liquid Assets Trading, we're committed to helping investors take control of their financial future through affordable investing classes, workshops, and coaching at all levels. We specialize in helping people who don't know where to start, people who have dabbled in investing and want to get serious, and people who have solid investing experience and would like to learn new strategies to generate income and protect their investments. We know first hand it's no fun to struggle with investing and your financial future. That's why we're trying to meet you where you are. We offer local in-person classes, online classes, and coaching to break through any barriers you may encounter.

Our Guiding Principles

1. We value integrity above all else. We want simply for you to learn how to invest and build wealth for yourself and your family.
2. We don't believe in providing investing advice. We believe in providing the knowledge, tools and strategies to empower ***you*** to make ***your own*** investment decisions. Ultimately, we want you to take control of your finances and create the financial future ***you*** deserve.
3. Our company is privately held and we never place profit above sensibility.

LIQUID ASSETS TRADING, LLC

Training & Empowering Investors

174 South Road, Enfield, CT 06082

brian@liquidassetstrading.com (860) 618-9003

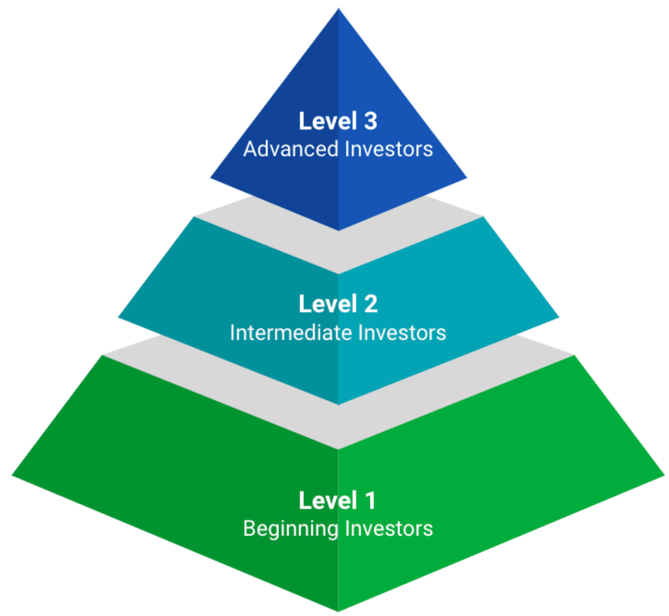
www.liquidassetstrading.com

LIQUID ASSETS TRADING, LLC

Training & Empowering Investors

Level Up!

Investor Training Catalog



Which Level Are You?

We Provide

- ✓ **Classes**
  Designed to help everyone learn the skill of investing
- ✓ **Workshops**
  To learn investing through hands-on practical application
- ✓ **Mastermind Investing & Trading Groups**
  To learn about new companies and strategies
- ✓ **Tools**
  To build confidence and consistency in your investing
- ✓ **Resources**
  To simplify the investing process
- ✓ **Coaching**
  Support tailored to your specific needs

How Our Approach Benefits You

1. Small class sizes to encourage participation and ensure everyone gets the support they deserve.
2. Local classes in person with a live instructor gives you the opportunity to ask questions and get clarification before leaving the classroom.
3. Practical application allows students to learn investing concepts and then apply the concepts through hands-on activities.
4. Investing & Trading groups to continue learning and growing as an investor. Experiencing new companies and industries will expose you to the vast array of business models, allowing you to discover hidden gems you might never have found on your own.
5. Access to the practical knowledge of an instructor with over 20 years of investing and trading experience.
6. Live coaching and support to sit down next to the instructor and get help placing a paper trade or developing an investing strategy.

"The best investment you can make is an investment in yourself"

–Warren Buffett

About the Instructor

Brian learned how to invest out of necessity. Early in his career he managed to pay-off all his college debt and began saving for retirement. Once he built up savings, he worked with an advisor to invest his money into mutual funds. The funds did well for a while, but a scandal hit the funds and he lost nearly all his investment. That experience taught Brian that no one cares about your financial future as much as you do.

Years earlier, while pursuing his undergraduate degree, Brian took a finance class. The class taught Brian plenty about finance, but it didn't teach actionable skills like how to invest in stocks and bonds, mutual funds, how to execute a trade, what to invest in, or how to use a trading platform. Brian is a practical person and he wanted practical knowledge.

Not knowing where to start, he went on a financial quest to learn all he could about investing. Through this multi-year financial journey, he has learned many styles of investing including index investing, Warren Buffett's style of investing, technical analysis and eventually trading complex option strategies. It has been quite a personal journey of self-discovery.

In 2018 Brian developed a class for the local adult education program in a neighboring town. The class gave Brian an opportunity to showcase his knowledge and before long he was teaching investing classes in other towns. Now he's going out on his own to share his passion for investing and his strategies for investing and building wealth.

Disclaimer

Liquid Assets Trading, LLC is not a registered broker-dealer or investment advisor. The following information is for educational purposes only. Any mention of a particular stock is not a recommendation to buy or sell that security. If you're interested in a stock, consult your investment advisor or do your own due diligence prior to the purchase or sale.

L1

Level 1 - Beginning Investor Programs

New to investing? You're not alone. Many people attending our classes have little to no investing experience outside of their company retirement plan (401k or 403b) or financial advisor.

Whether you want to learn how to invest on your own or simply understand what your financial advisor is talking about, this is a great place to begin your investing journey.

Get Started Investing!

We can't help you with your love life, but we can help you decide if The Hershey Company, the maker of the world-famous KISSES®, is worth investing in.

Successful Investors "DATE" Stocks Before Tying the Knot

Our free class will teach you what a stock is, how the stock market works, and how to invest.

Together, we'll take Hershey on a date to:

- ✓ Get to know Hershey better
- ✓ Understand its financial position
- ✓ Learn about its dividend history
- ✓ Discover if Hershey stock is "on sale" or "over-priced"

By the last date you'll be able to decide whether or not you'd like to enter into a long-term relationship with Hershey and invest.

Sessions: 1 (~90 minutes)

Dates: Visit our web site for upcoming dates

Prerequisites: None. Just a sincere desire to learn!

Cost: FREE

Email: brian@liquidassetstrading.com

Confident Investor Program

Building Confidence in Investment Decisions

Powered by the GEMINEYE™ STOCK ANALYZER TOOL

Program Description

Begin your investing journey through the power of knowledge. Instead of telling you what to invest in, this class teaches you how to make your own informed decisions. By focusing on the practical aspects of investing, supported by real-world examples, hands-on exercises, and personalized coaching, this program will eliminate your apprehension, uncertainty, or fear of investing. This program includes our proprietary Gemineye™ Stock Analyzer Tool, a spreadsheet that guides you through Warren Buffett's criteria for finding great businesses. We will analyze one of Warren Buffett's favorite companies, Coca Cola. Each step of the way you will score each company on key criteria using a scoring system. By the end, you will be able to make a confident investment decision: invest, don't invest, or wait for a better opportunity. And you won't be alone – Brian will be with you every step of the way.

Program Overview

Week 1: Meet Warren Buffett

- ✓ Warren's Five Criteria for Finding Great Businesses

Week 2: Financials

- ✓ Identify the key numbers and understand what they mean

Week 3: Competition

- ✓ Learn about the five types of competitive advantages and companies that possess them

Week 4: Evaluating Management

- ✓ Learn how to evaluate the company's management

Week 5: Is the Stock on Sale?

- ✓ How to determine a fair price to pay for a stock

Week 6: Practical Application

- ✓ Evaluate a new company with the Gemineye tool to make sure you got the hang of it.

Included With the Program:

- ✓ Gemineye Stock Analyzer Tool
- ✓ (2) One-On-One Coaching Sessions
- ✓ (3) Mastermind Investing Group Sessions
- ✓ Binder with class notes and bonus materials

Sessions: 6 (~2 hours each)

Dates: Visit our web site

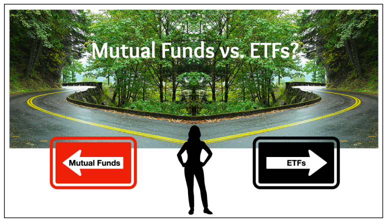
Prerequisites: "Get Started" class

Cost: $295

Level 1 - Beginning Investors

Level 1 - Beginning Investors

Mutual Funds vs. ETFs



Description

This class is for students wishing to have a better understanding of what they are investing in through their company retirement plan (401k, 403b, etc). We have also heard from students that they like their financial advisor, but have no idea what they are talking about. We will explore the world of mutual funds and ETFs. What they are? What they are investing in? What are the fees? Which is better ETFs or Mutual Funds? Finally we'll share Warren Buffett's investing advice. It's a easy way to begin investing on your own with only a small time commitment. It's how we got started investing.

You will learn:

- ✓ How to know which stocks are inside your mutual fund
- ✓ How to use thematic ETFs to diversify
- ✓ Warren Buffett's investing advice and how to implement it

Sessions: 1 (~2 hours)

Dates: see our website for dates

Prerequisites: "Get Started" class

Cost: $95

How to Use Morningstar

Description

Morningstar is a powerful research tool that levels the playing field for individual retail investors. They provide analysis, ratings and research on stocks, ETFs, and mutual funds. It is a great place to begin researching a company you're interested in. If you have mutual funds and ETFs in your retirement accounts or with a financial advisor, they can help you understand what you're investing in and identify any red flags. Morningstar flagged a mutual fund we were invested in, allowing us to safely exit. While Morningstar is a paid service they offer a lot of valuable information for free. Join us as we explore both the free and paid side of Morningstar to gain valuable insights and information to make you a better investor.

You will learn:

- ✓ How to research mutual funds to identify any red flags
- ✓ How to research ETFs and obtain their ratings
- ✓ How to research stocks to learn about businesses, competitors, and obtain a company's fair value.

Sessions: 1 (~2 hours)

Dates: see our website for dates

Prerequisites: "Get Started" class

Cost: $95

How to Buy a Stock With Think or Swim

Description

This is one of our more popular classes because once students learn what stocks they want to buy, the next logical step is to learn ***how*** to buy them. Schwab's Think or Swim Paper Money simulates a live trading environment, allowing investors to practice buying and selling stocks without risking any of their personal funds. You will have $100,000 of paper money to practice and build a portfolio to see how you do.

You will learn:

- ✓ How to select a broker
- ✓ The different order types and when to use them
- ✓ How to set-up and use the Think or Swim platform
- ✓ How to enter, exit, and adjust trades

Sessions: 1 (~2 hours)

Dates: see our website for dates

Prerequisites: "Get Started" class

Cost: $95

How to Build a Dividend Snowball!

Description

Dividend investing is a powerful strategy for creating passive income and growing your wealth over time. By consistently reinvesting your dividend income into additional dividend paying companies, you will create what's known as a "dividend snowball" that compounds and grows your portfolio over time. Even if you begin with a small portfolio, you'll be amazed at the power of compounding. Get rolling today!

You will learn:

- ✓ How dividends work
- ✓ How to find high quality companies with a long track records of paying dividends
- ✓ How to evaluate the quality and safety of the dividend
- ✓ How to build a diversified dividend portfolio

Sessions: 1 (~2 hours)

Dates: see our website for dates

Prerequisites: "Get Started" class

Cost: $95

L1

Level 1 - Beginning Investors

Level 2 - Intermediate Investor Programs

I Dabble but Need to Know More. The ability to read a price chart is an invaluable skill that allows investors to identify trends, key price levels and price patterns to make higher probability entries and exits.

Investors at the Intermediate Level have a basic understanding of stocks and are comfortable buying and selling stocks.

Jump Start Your Charts!

Introduction to Price Charts

Venture into the fascinating world of price charts. If you're more of a visual person, then you're going to love learning about price charts. Price charts provide a visual representation of the actions being taken by the market participants and allows investors to make predictions about what could happen next. You will learn:

- ✓ What Technical Analysis is and why it works.
- ✓ The 3 types of price charts and how to read them.
- ✓ How to use TradingView's free charting software.
- ✓ Use TradingView's tools to draw trend lines and support and resistance levels.

Sessions: 1 (~2 Hours)

Dates: see our website for dates

Pre-requisites: "Get Started" class or basic knowledge of stocks

Cost: FREE

Charting a Course Program

Learn How to Navigate the Markets

Program Description

Just as sailors use charts and buoys to navigate the waterways and to avoid hazardous situations, we can use charts to navigate the stock market to identity safe price levels and clues about what is likely to happen next. Sailing with the wind in your sails is much more efficient than sailing where there is low wind or no wind. The same is true of the market; we want to buy stocks when the wind is at our back or about to shift. Price charts can tells us the current direction of the market as well as provide clues about when the there may be a change in direction. Join us as we navigate the stock market.

Week 1: Candle Power!

- ✓ How to read Japanese Candlesticks charts
- ✓ Candle bodies, wicks, and closes provide valuable clues

Week 2: The Trend is Your Friend

- ✓ How to identify trends
- ✓ Identifying the key levels of support and resistance

Week 3: I Spy Single Candles

- ✓ Candle patterns provide clues about what may happen next
- ✓ Learn the key patterns and what they mean

Week 4: I Spy Multi-Candles

- ✓ Learn multiple candle stick patterns and what they mean

Week 5: Indicators

- ✓ Learn about key indicators such as RSI, ATR, and Volume

Week 6: The Power of Fibonacci

Fibonacci ratios appear everywhere in nature, the human body, art & music. They are also present in the stock market. Learn how to use the Fibonacci tools to identify key levels.

- ✓ Learn a Fibonacci trading strategy and how to backtest it using TradingView's Replay

Included With the Program:

- ✓ (2) Coaching Sessions
- ✓ (1) Month in Traderville (p. 14)
- ✓ Binder with class notes and bonus materials
- ✓ A backtesting spreadsheet to record your data and win rate

Sessions: 6 (~2 hours each)

Dates: see our website for dates

Prerequisites: Jump Start class

Cost: $350

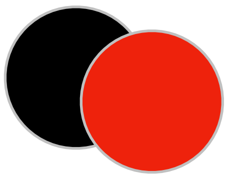
Level 3 - Advanced Investor Programs

Investors who understand stocks & charting. We would encourage you to explore the exciting world of stock options. Options are a great way to manage risk, protect stocks and generate income.

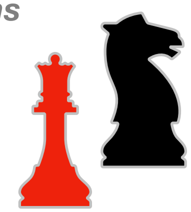
Investors at this level will have a solid understanding of stocks and be comfortable entering and exiting stock positions. Knowledge of charts is helpful, but not required.

Getting to Know Your Options

Introduction to Stock Options



Stocks & Options



Are you ready to take your investing to the next level? Stock options are a fantastic tool to add to your investing toolbox. Options have been growing in popularity over the last several years. The reason is investors are beginning to see the power and flexibility options can add to their portfolios. Stock investing is the equivalent of playing checkers; there's limited strategy and the game pieces can only move in one direction. Options investing is like playing chess, there's a lot more strategy and it's a multi-directional game allowing investors to make money in up, down and sideways market conditions. Options can be used on their own or combined with stocks to generate income and provide a level of protection for stocks, which is the focus of our Options series. In this introductory class you will learn:

- ✓ What stock options are and how they work
- ✓ The different types of stock options
- ✓ How to read and understand an option chain
- ✓ Buying versus selling options

Sessions: 1 (~2 Hours)

Dates: see our website for dates

Pre-requisites: Solid understanding of stocks. Charting is helpful.

Cost: FREE

The Power of Options

Strategies to Protect Stocks & Generate Income

Calls Stocks Puts

Program Description

Now it's time to add some power tools to your investor toolbox. Stocks do just fine on their own, but when we combine them with options we can do so much more. A carpenter with a hammer (stocks) is a good start, but they can achieve so much more with an electric saw and drill (options). Option strategies are like tools; although they all perform different tasks, some tools are better than others at certain jobs. Having a variety of tools in your toolbox allows you to select the tool best suited for the job. In this program we'll share some of our favorite options strategies, how they work and how to test them before adding them to your toolbox and heading off to a job site.

"The Power of Options" Overview

Week 1: Buying Calls & Puts

- ✓ Simple strategies to take advantage of market direction
- ✓ Learn how to protect a stock

Week 2: How to Backtest

- ✓ How to use backtesting software to build confidence
- ✓ Determine if a strategy is profitable and worth using

Week 3: The Naked Put Strategy

- ✓ A strategy used by Warren Buffett to enter a stock

Week 4: Covered Call Strategy

- ✓ Adding options to stocks you own for income and protection

Week 5: The Collar Strategy

- ✓ Wrap your stock in options for income and protection

Week 6: The Wheel Strategy

- ✓ One of our favorite income generation strategies
- ✓ Combines the power of the Naked Put with the Covered Call to generate income

Included With the Program:

- ✓ (2) Coaching Sessions
- ✓ (1) Month in Traderville (p. 14)
- ✓ Binder with class notes and bonus materials
- ✓ A backtesting spreadsheet to record your data and win rate

Sessions: 6 (~2 hours each)

Dates: see our website for dates

Prerequisites: Know Your Options

Cost: $395

Level 3 - Advanced Investors

Going Vertical with Options

Defined Risk Income Strategies

Program Description

In this series, we'll add some new tools to your investor toolbox. Since these strategies don't require stocks they have very low capital requirements, making them a great tool for smaller accounts. Vertical Options strategies allow investors to profit in a variety of markets including up, down and sideways markets. The best part is these are defined risk strategies meaning we know the maximum profit as well as the maximum loss before we enter the trade. Finally we'll share our favorite high probability strategies we use to generate income as well as how to test them for yourself.

"Going Vertical with Options" Overview

Week 1: Call Credit Spreads

- ✓ Learn how to use Calls to create high probability strategies
- ✓ Make money if the market falls or goes sideways

Week 2: Put Credit Spreads

- ✓ Learn the rules and guidelines to a high probability option strategy
- ✓ Learn how to backtest the strategy in Think or Swim

Week 3: Put Debit Spreads

- ✓ A simple strategy to take advantage of a falling market

Week 4: Call Debit Spreads

- ✓ Learn the rules and guidelines to a high probability option strategy
- ✓ Learn how to backtest the strategy in Think or Swim

Week 5: Iron Condor

- ✓ Combining Call and Put Credit Spreads to take advantage of a sideways market

Week 6: Straddle

- ✓ Not sure which way the market will go, but your expecting a big move, Straddle the market

Included With the Program:

- ✓ (2) Coaching Sessions
- ✓ (1) Month in Traderville (p. 14)
- ✓ Binder with class notes and bonus materials
- ✓ A backtesting spreadsheet to record your data and win rate

Sessions: 6 (~2 hours each)

Dates: see our website for dates

Prerequisites: Power of Options

Cost: $395

Email: brian@liquidassetstrading.com

The Beauty of Butterfly Options

Great Risk-to-Reward

Program Description

Butterflies are beautiful, elegant, lightweight and have the ability to morph from a caterpillar into a butterfly. Those same characteristics can be found in the Butterfly option strategy. The butterfly options strategy is very lightweight. It can be traded with a small amount of capital, giving it a great risk-to-reward profile meaning they cost very little to put on, but have the potential to earn very large profits. The downside of the butterfly strategy is it is a low probability strategy. The beauty of the butterfly strategy is we can use the vertical strategies, learned earlier, to morph and adapt it to changing market conditions, giving it a higher probability of winning. We love butterflies, we think you will too!

"The Beauty of Butterfly Options" Overview

Week 1: Intro to Butterflies

- ✓ Introducing the the Butterfly Option Strategy, a low-risk with high potential reward

Week 2: Iron Butterflies

- ✓ An Iron Butterfly can be used to capitalize on a market in consolidation

Week 3: Directional Butterflies

- ✓ Take advantage of targeted moves to the up & down side

Week 4: Broken Wing Butterflies

- ✓ We can skew the butterfly to the upside or downside depending on where we see the most risk

Week 5: Adjusting Butterflies

- ✓ Adjusting butterfly trades can give us a higher probability of winning a trade

Week 6: The Butterfly Strategy

- ✓ Learn the rules of a dynamic butterfly strategy that adjusts as the market moves
- ✓ Learn the various adjustments you can make
- ✓ We'll backtest the strategy and show you how it performs

Included With the Program:

- ✓ (2) Coaching Sessions
- ✓ (1) Month in Traderville (p. 14)
- ✓ Binder with class notes and bonus materials
- ✓ A backtesting spreadsheet to record your data and win rate

Sessions: 6 (~2 hours each)

Dates: see our website for dates

Prerequisites: Going Vertical

Cost: $395

Level 3 - Advanced Investors

Mastermind Investing Group

Build your investing confidence and hone your investing skills with our mastermind investing group. You don't need to be an expert investor, just have a curious mind and a desire to become a better investor. The mastermind investing group was created to provide a place to continue learning and growing as an investor after classroom learning has completed. At each meeting we'll present three new companies so you get exposure to new businesses and industries, allowing you to grow your circle of competence. Mastermind members benefit from the collective knowledge and experiences of everyone in the group, allowing you to see an investment idea from multiple angles. Everyone becomes a better investor when they can see both the positive and negative aspects of an investing idea.

✓ Build Your Investing Universe

We present three new companies at each meeting, increasing your exposure to different companies and industries

✓ Accelerate Your Learning Curve

Putting what you learned in the classroom into action will help grow as an investor over the long run

Cost: $15 per month (meets twice a month)

Traderville™

Traderville is where traders of all experience levels come together to learn the craft of trading. We will discuss the markets, review charts, identify trade set-ups, develop and share trading strategies. There will be "Mini Lessons" to review the strategies and concepts taught in Level 2 and 3 as well as introduce new strategies to expand your trading toolbox. We will select a group of option trading strategies and track their performance in a simulator from entry to exit. Feel free to trade along with us and practice the strategies. We're sure you're going to love learning and growing in Traderville.

✓ Develop Your Trading Skills

Through market reviews, mini lessons, and trade reviews

✓ Learn New Trading Strategies

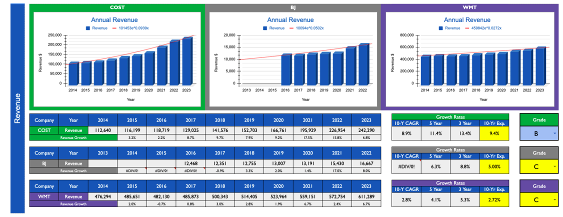
See them traded, track their performance, and follow along

Cost: $25 per month (meets twice a month)

Gemineye Stock Analyzer Tool

Powered by the

GEMINEYE™ STOCK ANALYZER TOOL



Description

We searched for a tool to analyze stocks using our methodology, but couldn't find one, so we created the Gemineye™ Stock Analyzer Tool. Gemineye guides investors through the investment research process, carefully considering the many variables that go into making an informed investment decision. Gemineye is designed to analyze up to three companies side-by-side so you can easily compare companies in the same industry to see which one performs best. Gemineye's charts, graphs and scoring system allow investors to visualize the financial performance and key metrics of each company over a 10 year period. As an investor you'll learn to identify companies with strong competitive advantages, solid management teams, and trading at fair prices. Gemineye's summary sheet allows investors to decide if there is an investment opportunity: Invest. Wait. Don't invest. We firmly believe the Gemineye tool has made us more confident investors and will do the same for you.

✓ Confidence & Piece of Mind

By thoroughly researching a company and its competition, you will have the conviction to hold the position through market downturns and not panic.

✓ Consistency

When you use the same research process across all investment ideas, you know each idea was thoroughly vetted

Cost: $95 (includes Gemineye Tool & Demo)