

Trading Profits Mastery

Shifting the function of your amygdala from low order activity to high order activity

1

Profitability



To become more profitable, you need to be able to ***learn, unlearn*** and ***relearn***.

A good trading plan that's well executed is absolutely necessary for ***profitability***, yet most traders don't stick to their trading plan.

2

Profitability



For most traders... the act of trading is a highly emotional exercise...

...especially when the market moves against you. When you're scrambling to make sense of market conditions, the last thing you need is a battle with your own mental and emotional ***states***.

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Trading state



The “**state**” you’re in when trading has a huge impact on your results.

Your “**state**” is a particular condition of mind or feeling. It’s the psychological and emotional condition you’re in with respect to the circumstances or outcomes you’re looking for.

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Trading state



No matter how **good** your trading system is, at some point...

...trades will move against you. The secret to profitability is your “**state**” and whether you “**react**” or “**respond**”.

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Trading state



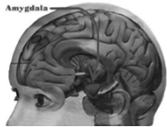
“**Responsiveness**” enables you to make money.

“**Reactivity**” causes you to lose money. So the question arises... “Where do **reactive states** come from?”

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Amygdala

Your amygdala has a lot to do with producing your **states**. It's so powerful at alerting you to **potential danger** that it employs **precognitive response mechanisms** which cause you to...



...**react** to stimuli long before you're aware of anything that's remotely **threatening** or **pleasurable**.

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Amygdala

Your amygdala consists of a **bundled network of neurons** deep within the emotional centre of your brain. It makes decisions on the significance of sensory inputs...



...and then sends **impulses** to your brainstem so it can jump to immediate action.

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Amygdala

Together with the hypothalamus, it activates the **sympathetic** nervous system and heightens the intensity of high alert reactions. The sympathetic nervous system...

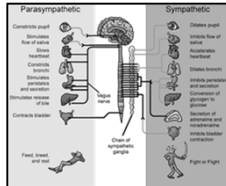


...is responsible for regulating and carrying out **unconscious** behaviours.

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Amygdala

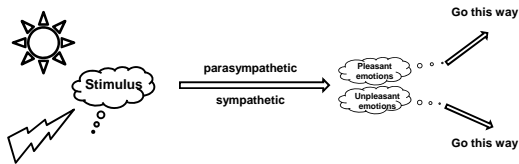
It's responsible for breathing and the maintenance or increase of heart rate when necessary. It also increases the release of sugar from your liver into your blood stream = "**high alert**" or "**fight and flight**".



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Amygdala

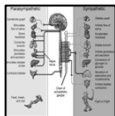
Conversely, your **parasympathetic** nervous system conserves energy, slows the heart rate... and is responsible for regulating your body's "**rest-and-digest**" or "**feed and breed**" responses.



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Amygdala

Each system is programmed according to the **connections** that have been established through **learning** and **conditioning**. Each stimuli you receive is essentially interpreted as either threat or pleasure.



When it comes to money, how have you been conditioned... **threat** or **pleasure** or both?

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Instinctual drives



Remember that social engineers such as Edward Bernays used Freud's observations on **instinctual drives**...

...to leverage their **commercial** interests by controlling, on a mass scale, the **money habits** of consumers.

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Manipulate



Because the **amygdala** is the hub for forming, retrieving, and processing emotions, all they had to do is **train your amygdala** to respond to ...

...**spending** in a **pleasurable** way. From childhood you're conditioned to see spending (loss making) as pleasurable, yet as adults we're conditioned to fear loss through trading.

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Manipulate



Every message you get about shopping is connected to a **positive reward**... it's the reward for your hard work.

When you sense a **positive reward**, your amygdala accesses your frontal lobes in order to engage pleasure sensations and attraction.

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BONUS



Manipulate

But remember, your **reward** is always only ever temporary.

To feel more pleasure... to feel a sense of achievement... to feel that your **trading** of time and labour for money is worthwhile... you have to keep **spending**.

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RISK **REWARD**



Manipulate

The reverse of this process applies to **negative** perceptions.

Every **mainstream** message you get about investing, trading, and wealth creation positions these activities as being **risky** and **dangerous** and thus problematic.

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Spending

Spending is conditioned to excite the **parasympathetic** nervous system which points to pleasure.

And **trading** is conditioned to excite the **sympathetic** nervous system which points to **danger** and reactive behaviour.

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Manipulate



Author and educator Neil Slade describes your amygdala as a **magnetic compass**.

You're **attracted** to those things for which you feel **positive** emotions and you're repelled by those things for which you feel **negative** emotions.

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Manipulate

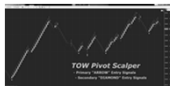


In shopping, your amygdala is trained to form **associations** to positive stimuli.

In trading, your amygdala is trained to form **associations** to negative stimuli.

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Manipulate



It's trained to produce high alert **defensive protective** responses...

...which then become a series of **reinforcing experiences** that make **defensive** responses stronger each time you complete a cycle of trading... conditioned learning.

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Off switch



Mainstream messages directed at investing or improvement are designed to trigger...

...the **reflexive reactive** parts of your brain. When they're active... **imagination**, the **intellect** and the social parts of your brain switch off.

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Off switch



This causes you to respond to chart information with **high alert**... fear and stress hormones.

When these **neuro-hormones** are active, you make **reflexive** decisions that have you over trading, revenge trading, or entering late and exiting early or not managing stop losses.

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On switch



Conversely, you respond to good marketing with **pleasure** and comfort hormones.

When these **neuro-hormones** are active, you make precognitive **reflexive** decisions to buy, shop, travel and experience.

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Drama



The current social engineering and conditioning of your amygdala is "**reactive drama**".

It's been conditioned to automatically respond to whatever it perceives as **threat**.

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Drama



Drama instantly triggers **survival** orientated **ego centric** reactions which...

...produce **reflexive** rather than **reflective** behaviours. Reactive behaviours make you more vulnerable to pain, unhappiness, low grade suffering and poor money results.

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Mass media



Every aspect of mass media is designed to keep your amygdala focusing on **drama** and hindbrain reactivity.

It does this through the promotion of fear, conspiracy, war, negativity, tragedy, shock, horror, accidents, pain, disappointment, contraction, neighbourhood danger and kneejerk reaction.

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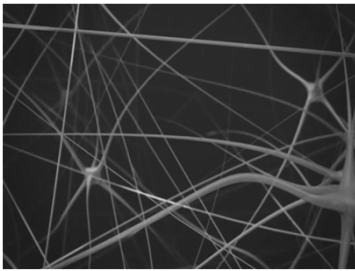
Mass media



Drama shuts down the higher order functions of your brain and keeps you **captive** within a...

...competitive **egocentric** consciousness because you're more exploitable in that state. Your results are held **captive** to desire, craving and disappointment.

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Trading profitability is all about learning to use your mind to **reshape** your brain's neuropathways.

Mind

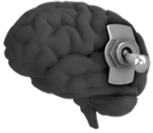


Your **amygdala** is capable of pointing more energy and activity...

...into your **higher functioning frontal lobes** where pleasure, motor function, problem solving, inventiveness, memory, reason...

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Frontal lobe



...language, thinking, reflection, curiosity, imagination, judgement, creativity and impulse control take place.

When you learn to point your amygdala **forward** rather than letting it automatically trigger you into **reactivity**, you're tapping into the most advanced areas of your brain.

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Amygdala

Instead of continually being at the mercy of your **sympathetic** nervous system's fight and flight responses, you can learn to **quieten** its knee jerk reactions.



It's all about learning to use your mind to reshape your brain's **neuropathways**.

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Off switch



Neil Slade teaches that you can learn to "**train your amygdala**" to access the...

...higher parts of your brain and respond with pleasurable, moving forward emotions when it comes to **trading** instead of negative, moving backwards, reactive emotions.

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Off switch



With deliberate focused practice, you can train your amygdalae to respond with...

...emotions that automatically attract you towards things that are good for you... **profits for example**... faster than you can consciously perceive what you need to do.

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Reactive

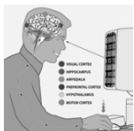


It's here that trading becomes more purposeful, **pleasurable** and **profitable**.

However, if you continue to allow trading to be conducted through the activity of your **hindbrain**, you'll continue to be a less profitable "**reactive**" trader.

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The framing effect

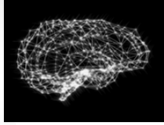


The way you **interpret** chart information often creates setup and exit **biases**.

So it's critical to understand your trading "**state**" and how you **frame** trading information.

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State



State... is your internal experience of mind, physiology, emotions and psychology.

It's the **presence of mind...** and **model of mind...** you bring into the moment of trade execution and management.

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Amygdala



By learning how to encourage your amygdala to **point forward** to higher brain functions, you change your **state**.

You become the driver of your results rather than a hapless passenger of a brain that gets **triggered** into the **negativity** that's promoted all around you... television, politics, news and mass media.

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Amygdala

It begins with learning how to create the most effective "**state**" to enter before trading... and how you **frame** your trading day and how you **frame** each trade you take.



When you're in a conditioned **state**, **negative signals** cause reflexive actions... poor setups and execution.

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Amygdala

When this happens, you become impatient, your muscles tense and **neurohormonal changes** connect you to your reactive hindbrain which does the **opposite** of what you want.



It inhibits your ability to perceive **positive** data... It's a recipe for **loss making**.

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Amygdala

Awareness... Take back control! With effective mind management... you can **frame** your trade through a your **reflective** rational intelligence...

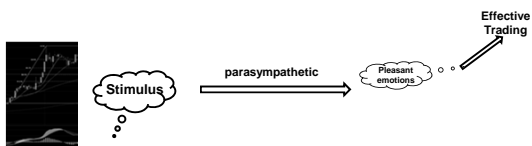


...which calmly **observes** entry, management and exit tasks.

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Amygdala

By **retraining** your amygdala to recognise the **potential good** in trading... you begin to approach trading from the higher cognitive functions of your brain.



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Amygdala

The secret is to realise that anything that puts your brain into a **state of pleasure** is automatically accessing the higher parts of your brain.



Pleasure is experienced in your frontal cortex... it doesn't experience **pain**.

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Amygdala

Pain is generally experienced through the **thalamus**... two small lobes above your more primitive brain...



...the **survival** parts of your brain.

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Amygdala

It's important to understand that your amygdala is capable of pointing to either pleasure or pain. And when it points to pleasure, you're in your **higher brain function**.



One of the best ways to train your amygdala to point to pleasure is **mindfulness**.

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Mindfulness

Mindfulness has to do with awareness, attention, focus, presence, and vigilance. The opposite is mindlessness, distraction, **inattention**, and **reactiveness**.



Mindfulness is both a practice and a **state of mind** that takes place in higher brain functions = **pleasure**.

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Mindfulness

Mindfulness is the psychological process of bringing your attention to the internal and external experiences occurring in the moment before you're trading... and while you're trading.



Mindfulness training has demonstrated structural brain change in as little as 4 days.

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Imagination

Imagination is another way to train your amygdala to point forward to your higher brain functions. It's possible to get better at trading...



...by simply **imagining** that you're carrying out the perfect trading set ups and execution strategies.

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Imagination

Neil Slade maintains that you can use **imagination** to tickle your amygdala.

Imagine pointing a feather at your left amygdala and tickling it... then pointing it to the right amygdala and tickling it so that they switch **forward** to the pleasure found in your **frontal lobes**.

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Music

Music... is another powerful way of training your amygdalae to point forward to your frontal lobes. The ability to appreciate music, your favourite music, takes place in your higher brain function = **pleasure**.



The University of Southern California found that playing classical music...

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Music

...in the background during lectures, or while studying, creates a heightened emotional state that makes you absorb information better. Mozart's music is thought to **stimulate higher brain activity**...



...because it has similar **rhythmic** cycles to higher brain function.

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Smell

Smells have a major role in **controlling** mood, memory, behaviour and emotion. Smell is closely linked to memory and is highly emotive. It's extremely important when it comes to **attraction**...



...and is able to trigger
higher brain function.
Favourite smells = pleasure

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Smell

Your favourite smells **automatically** point your amygdala forward to your frontal lobes. A recent study by Rockefeller University in New York City found that...



...we remember 35% of what we
smell, compared to only 5% of what
we see and 2% of what we hear.

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Smell

Your trading environment should contain smells that make you **happy**. Because your olfactory system is located in the same part of your brain that triggers emotions, memory, and creativity...



...the use of scent to enhance your
trading state... your mood...
should be considered.

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4 powerful strategies

You now have 4 powerful strategies to use in ways that encourage more profitable trading. All you need to do is ***become skilful*** at them.



***Mindfulness... imagination...
music... and scent...***

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Trading Profits Mastery

<http://moneymasterymentor.com/tpm>

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