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Using Market Profile As A Basis for A Trading Plan

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Live Presentation Starts at 3:30 PM Chicago Time

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The Market Profile Based Trade Plan

1. It provides a statistically valid concept
2. It provides a depth and breadth of information other methodologies cannot
3. It provides more consistently accurate support and resistance information than any other methodology
4. It helps determine, in an objective manner, the potential risk/reward of taking a trade at any given level during the trading day
5. It is logical and is based on natural market development

The Market Profile Based Trade Plan

1. It makes for more objective, relaxed trading
2. It enables the identification of trades with the greatest potential
3. It helps cure the overtrading tendency so many traders have
4. It is robust across time frames and markets
5. It is based on market generated information and simplifies the decision making process at the execution level.

The Ultimate Reason to Use Market Profile

It Works

What is Different about a Market Profile Chart?

It is multi-dimensional:

Time

Price

Volume

Critical Concept:

Time + Price = Volume (VALUE)

Value: Two Phases

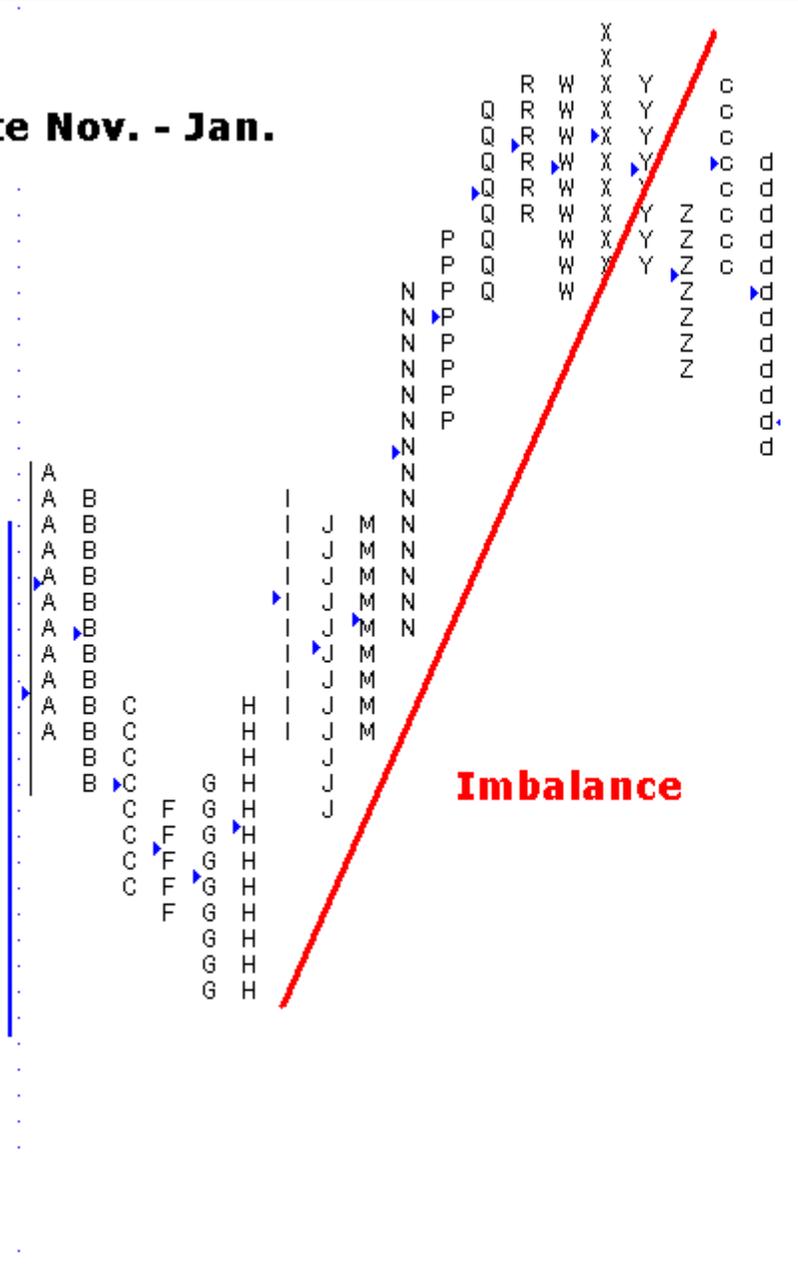
- 1) Balance = Horizontal Development (consolidation)
- 2) Imbalance + Vertical Development (trend)

111665 .
 111550 .
 111435 .
 111320 .
 111205 .
 111090 .
 110975 .
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 106260 . J
 106145 . J
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Dow Cash Daily Composite Nov. - Jan.

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 YdefABFNPTWXcDEFRTcfcg
 YdefABFNPTWXcDEFRTVcfcg
 XYfABEFGMNPQTWXcDEFRTVcfcg
 XYfABEFGMNPVTWXcCDESTVcfcg
 XYfAEFGHMNTVWXcCDESTVcfcg
 WXfAEFGHMNTVWXcCDESTVcfcg
 WXfAEGHMNTVWXcdeCSVbc
 WXfAEGHLMNVWcdeCSVbc
 WXfAGHILMVWcdeCVbc
 SWXGHI LMVcdeCVb
 SWGHI LMcdefCVb
 SWGHI LMfCVb
 SWHI LMfCVab
 PSHI LMfCVZab
 PSHI LfCVYZab
 PRSfCVYZab
 NPQRSfCVYZab
 KNPQRSCVYZa
 KNPQRVCVYZa
 KNPQRVYa
 KPQRVY
 KQ
 K
 K

Balance



Imbalance

Nov 05 A | Feb 06 | Mar 06 | Apr →

10983 BCDEFGH
 10976 BCDEFGH
 10969 BCDEFH
 10962 BCDEHI
 10955 BCDEHI
 10948 CI
 10941 I
 10934 IJK
 10927 IJK
 10920 IJKN
 10913 JKMN
 10906 JKLMN
 10899 KLMN
 10892 LMN
 10885 LMN
 10878 LN
 10871 N
 10864
 10857
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 ABCAMN
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 BDABEFABCM
 BDABDEFJKABCKM
 DABDEFGHIJKMzABCKLM
 DGHIMNABCDEFGHIJKMzABCDKLM
 DGHIMNABCDEFGHIJKLMNyzCDGKLM
 DEFGHIJLMNzACDEFHLMNyDEFGHKLM
 DEFGHIJLMNzACDEFHLMNyDEFGHKLM
 DEFGHIJKLMNzACDFLMNyDEFGHKLM
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 EFJKLMyzCDEHIJKL
 EJKMyzCDEHIJK
 EKMyHIJK
 EHIJ
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 I

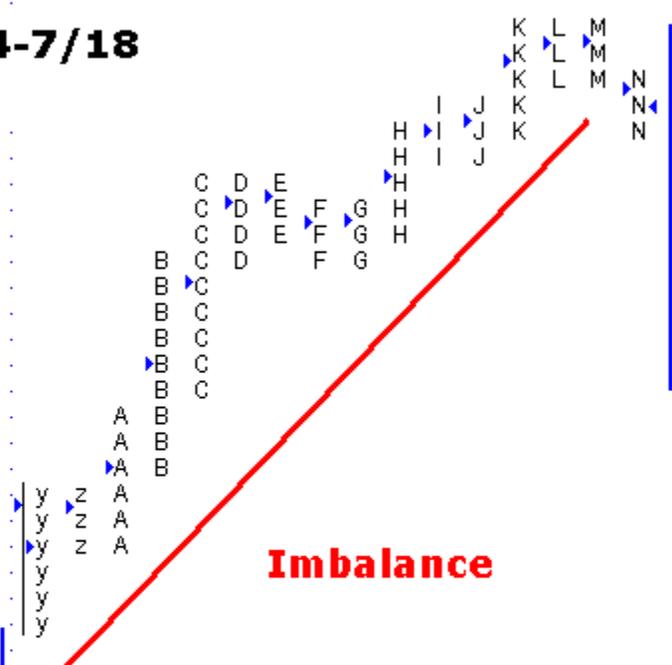
**Composite: 7/14-7/18
 (3 trade days)**

Balance

7/11 7/12 7/13 7/14 y 7/19 7/20 7/21

11187
11176
11165
11154
11143
11132
11121
11110
11099
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11066
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10879
10868
10857
10846
10835
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10703
10692
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10659
10648

**Composite Profile: 7/14-7/18
(3 trade days)**



Imbalance

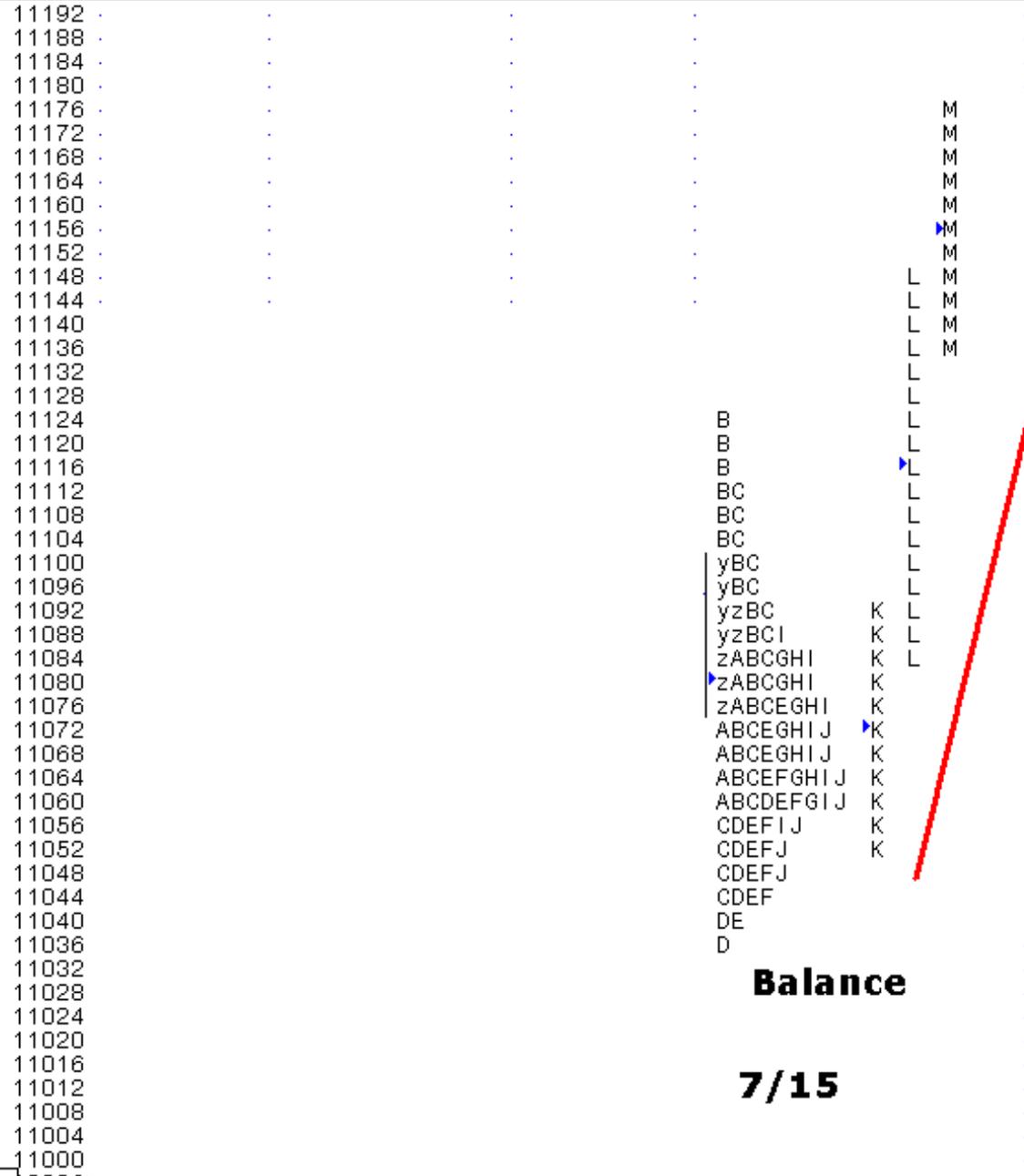
7/14 y 7/19 7/20 7/21

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yzBC
yzBCI
zABCGHI
zABCGHI
zABCEGHI
ABCEGHIJ
ABCEGHIJ
ABCEFGHIJ
ABCDEFGHIJ
CDEFIJ
CDEFJ
CDEFJ
CDEF
DE
D

7/25
8:20 AM - 2:20 PM, EST
Balance

7/20 7/21 7/24 7/25 7/26



Imbalance
2:20 - 3:50

Balance
7/15

Market Development

Constant process of cycling in phases from Imbalance to Balance.

This creates consistent inflection points that help define market condition and helps to identify and quantify trade opportunity.

Market Profile Charts Market Development

Market Structure gives clues to the present state of market development

Market Structure provides areas of potential resistance and support

Market structure enables one to objectively evaluate the risk/reward equation of taking a trade

Understanding Market Development Provides Certain Useful Statistical Tendencies of Value to a Trader

Markets spend more time consolidating
(Horizontal Development) than trending
(Vertical Development)

The tendency of the market is
overwhelmingly statistically in favor of
rotation

Inflection Points = Key Reference Areas

- KRAs are based on Value (or lack thereof) in the market.
- Remember: Price + Time = Volume (VALUE)

Composite Profiles

Help to define Value outside the day
timeframe

This can help us make better trade decisions
while trading the present day timeframe.

Each day is merely a piece of larger market
development

Key Reference Areas

KRAs in the present day timeframe can be “lined-up” with KRAs of developing market structure to help define trades – location and risk/reward.

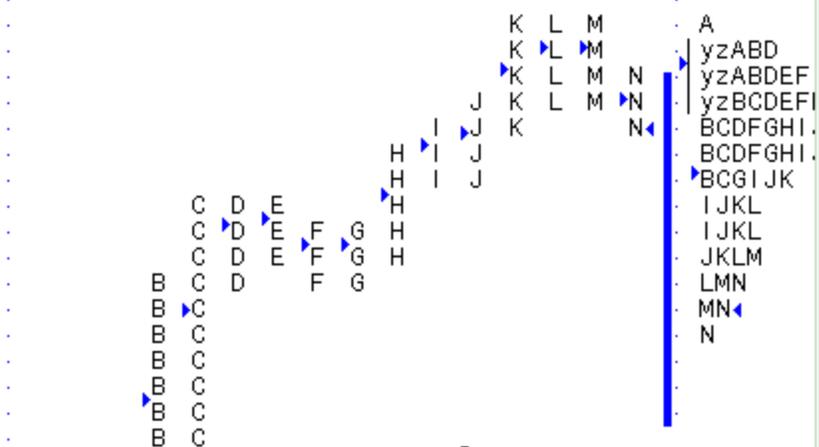
11210
 11200 yA
 11190 yzA
 11180 zAB
 11170 ABC
 11160 BCF
 11150 CDEF
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 11130 DEF
 11120 FGH
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 11100 GH
 11090 HI
 11080 I JKMN
 11070 I JKLMN
 11060 JKLMN
 11050 LMN
 11040 L
 11030
 11020 yzA
 11010 yzAF
 11000 yzACEFG
 10990 ABCDEFGH
 10980 BCDEFGH
 10970 BCDEFH
 10960 BCDEHI
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 10920 IJKN
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VAH to POC = 30 points

VAH to Composite Extreme = 86 points

yzA
 yzAF
 yzACEFG
 ABCDEFGH
 BCDEFGH
 BCDEFH
 BCDEHI
 BCDEHI
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 IJK
 IJKN
 JKMN
 KLMN
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 ABCAABMN
 ABCABABMN
 BCDABEFABMN
 BDABDEFJKABCKM
 DGI NABCDEF GHI JKMNzABCDKLM
 DGHIMNABCDEF GHI JKLMNyzCDGKLM
 DEF GHI JLMNzABCDEF GHIJKLMNyzDEF GKL
 DEF GHI JKLMNzACDFLMNyDEF GHIJKLM
 EFGHJKLMNyzACDMDEF GHIJKLM
 EFJKLMNyzCDEHI JK
 EKMyCHI JK
 HI J
 HI J



Composite Extreme

109.09

VAH = 108.23

POC = 107.93

Benefits of Trading Market Structure

- Helps remove randomness from trade decisions
- Provides an objective means to quantify risk AND reward
- Allows for more structured, less stressful trading

Benefits of Trading Market Structure

- Provides important context for “entry gimmicks” at the execution level
- Makes understanding short-term market internals even more valuable and practical to use – volume, TICK, breadth, intra-market divergences

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- Mentoring

Q&A / Contact Information

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