



## Readers Put Trading Tips From Phil Storer's New Book to Quick Use

Advice in 'Chalk Talks For Traders' Resonates with Market Watchers

DALLAS (July 30, 2010)... Readers of Phil Storer's new book, [\*\*Chalk Talks for Traders - Easy Xs and Os from a Proven Market Pro\*\*](#), say they like what they've discovered in its pages and have started to put the techniques presented to profitable use. In his guide, [Storer](#), a stock and commodity trader for over 40 years, shares what he knows with others in the market place.

[Alex Telka](#), from Malmo, Sweden, said Storer's technical tips are instructive and he liked their advanced level. "As I began reading, it became obvious to me that it was written by someone who knows how the markets work by experience. The wording feels honest, thought-through and accurate. It has depth that a lot of writers, other so called experts, don't have."

Telka said that when he was part-way through the book, he stopped trading to learn more. **Chalk Talks**, he said, made him "think twice about me as a trader, my trading strategies, or lack of them."

[Joel-Geri Dee](#), from Berlin, Germany, wrote Storer, saying "after just three exciting chapters, I have compiled two pages of notes for review. I can't believe that some of the technicals I've been using are similar, though not the same. It took me years to clarify mine, using the 'learn by losing' technique."

[Johnny Moe](#), said many ideas in the book resonated with him. "At first, I thought it was a bit too simple. But then I realized that successful people in all businesses ultimately make it simple," he said. Moe "used the book's profit-target system to make a nice profit," and said "it felt good."

In a voluntary review for vendor Amazon.com, [Phillip Kowalski](#), a trader in Buchanan, Michigan, in April wrote "**Chalk Talks for Traders**, without question, is one of the best trading books I have ever read. It contains numerous, detailed strategies, along with specific chart examples of each trading approach." He said the strategies can be used for any time frame, from one-minute charts to daily, weekly and monthly charts. And they can be used for any instrument--from stocks to futures, commodities and options. "It is truly a trading book, and the reader can immediately put these strategies to use," he said.

Kowalski continued, saying the book is printed on high-gloss paper, making the color charts jump off the page. "To me, the charts are imperative to really understanding the concept of each trading method. Each chart is necessary and helps provide the detail that may not be fully understood in the written word."

Kowalski also said, "I have never read a trading book that is so packed full of useful and proven ways to make money. This book does not sit on my shelf with the dozens of others I've purchased over the years. It sits on my desk, within easy reach as I day-trade futures and commodities." Kowalski refers to **Chalk Talks** throughout the week. As market conditions unfold, he quickly scans a relevant chapter so that he can enter and exit the trade correctly. "Numerous chapters conclude with a trading checklist for that strategy, so I can be assured that all my bases are covered," he said.

[Storer's book](#) is not intended for beginning traders, Kowalski said. "It is assumed that the reader knows and understands moving averages, Bollinger Bands, stochastics, stop orders versus limit orders, and other technical indicators." The book is all inclusive and has no hidden agenda, he observed. Some trading books, Kowalski noted, are a teaser for the author's subscription-service website or newsletter.

"Everything you need is right in the book," Kowalski said. "**Chalk Talks for Traders** is a must for any serious trader. After implementing some of Phil Storer's strategies, you'll wonder how you ever traded without it."

Storer says great traders are often viewed as having a special edge in the markets. He feels his book can give readers that edge. But, he said "there are no guarantees in trading. My intention is to give you a useful advantage in your market activities."

**Chalk Talks for Traders**, published by Brown Books in Dallas and released in April, contains 115 pages of trading concepts, technical advice, charts and other graphics. By July, new copies were nearly sold out on Amazon.com and the vendor had ordered more.

[Phil Storer](#) is Director of Trading for the stocks and commodity division of Dillon Gage Inc., a full-service brokerage firm based in Dallas.

**[Chalk Talks for Traders -- Easy Xs and Os from a Proven Market Pro](http://www.chalktalksfortraders.com)** is [available now at http://www.chalktalksfortraders.com](http://www.chalktalksfortraders.com).

## **MEDIA ADVISORY:**

For a review copy of **[Chalk Talks for Traders -- Easy Xs and Os from a Proven Market Pro](http://www.chalktalksfortraders.com)**, or to arrange an interview with Storer, please contact: Jo Trizila, TrizCom, at (972) 247-1369 or (214) 232-0078. To order **[Chalk Talks for Traders -- Easy Xs and Os from a Proven Market Pro](http://www.chalktalksfortraders.com)** go to: <http://www.chalktalksfortraders.com>

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