



## **Include Phil Storer's New Investment Book on Your Holiday Shopping List**

*'Chalk Talks for Traders' offers tips based on Storer's 40 years of trading experience*

DALLAS (November 16, 2010)...Brighten the holiday season for the investors in your life--your spouse, another family member or your boss--with a new book by stock and commodities trader [Phil Storer](#). In **[Chalk Talks for Traders –Easy Xs and Os from a Proven Market Pro](#)**, Storer explains basic principles for new investors and includes pages full of chart analysis for seasoned pros.

[Storer](#) says “I've been trading for 40 years and believe you can benefit from what I learned--much of it through the process of trial and error. In my book, I've tried to explain how to become an investor enjoying success over the long term, rather than a speculator seeing only mixed results.”

Early in his career, [Storer](#) looked for useful trading information but ended up gaining most of it in the school of hard knocks. “As more and more investment books were released, it seemed to me that most of them were big on theory and light on common sense,” he says. “Sometimes, the authors were more qualified to teach theory in a classroom than succeed in a trading environment.”

Several authors, however, did have good trading ideas that needed to be tried, he says. “Back then, my idea of a good book worth the money was one that would provide me with a single, workable idea or concept.”

After many years of coaching other traders, [Storer](#) is still surprised by the vacuum of practical investment information on the shelves. “Many successful traders believe that there are only so many winning opportunities to go around, and they fear if they reveal secrets, their edge and chances will be lost. That view is flawed, however.”

Storer's experience has been that as he teaches others how to trade successfully, benefits always accrue to him. “It could be a deeper understanding of a proven concept, or an increase in confidence or even some new insight that might lead to another strategy,” he says. “I always learn something by coaching and sharing ideas.”

He says “looking back, I realize how hard it was to become a consistent winner and remember wishing that someone who knew how would tell me.” Readers who digest and apply his book's simple strategies will find their time well spent, he says, and adds, “it isn't necessary to own and operate a Super Computer to make an excellent return consistently.”

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

To make an investor on your holiday list happy, order **[Chalk Talks for Traders – Easy Xs and Os from a Proven Market Pro](#)** go to: [www.chalktalksfortraders.com](http://www.chalktalksfortraders.com).

**MEDIA ADVISORY:**

For an interview copy of **[Chalk Talks for Traders – Easy Xs and Os from a Proven Market Pro](#)**, or to arrange an interview with Storer, please contact: Jo Trizila, TrizCom, at (972) 247-1369/ (214) 232-0078 or [jo@trizcom.com](mailto:jo@trizcom.com).

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