



Trading on Target: How To Cultivate a Winner's State of Mind

By Adrienne Toghraie

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Trading on Target: How To Cultivate a Winner's State of Mind By Adrienne Toghraie

A leading trainer of traders explains the process and pitfalls to trading success

While advances in trading tools and technology have increased the potential for capturing profits, the fact is that if you're mentally unprepared to enter today's markets, you'll probably end up making many costly mistakes. Nobody understands this better than Adrienne Toghraie, an expert Trader's Success Coach and master practitioner of Neuro-Linguistic Programming (NLP) for the financial and business communities. Now, with *Trading on Target*, she shares her extensive experiences—as well as the stories of real-world traders—to help you overcome the self-imposed limitations keeping you from reaching trading success.

Engaging and informative, this accessible guide takes a detailed look at what you need to become a psychologically, and emotionally, mature trader. Page by page, Toghraie pulls it all together and reveals the attitudes, perceptions, and insights that will allow you to excel at this difficult endeavor. Along the way, she also provides practical solutions to dealing with the oldest hang-ups commonly found among those who aspire to succeed in trading, and offers advice on how to gain and maintain self-discipline in today's dynamic markets.

- Shows how to overcome the various obstacles to becoming a top trader
- Explores how you can let go of emotional states that can affect your trading
- Offers insights on taking the right action and making better trading decisions
- Reveals how to expand yourself in order to reach the next level of trading success

Wherever you are in your ability as a trader, there is always room to grow. Adrienne Toghraie has seen this firsthand during her twenty-one years in the business of working on trader discipline. With this book, she'll help you develop a winning trading mindset and put you in a better position to break through the barriers that have been holding you back.

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Editorial Review

From the Inside Flap

While advances in trading tools and technology have increased the potential for capturing profits, the fact is that if you're mentally unprepared to enter today's markets, you'll probably end up making many costly mistakes. Nobody understands this better than author Adrienne Toghraie, an expert Trader's Success Coach and master practitioner of Neuro-Linguistic Programming (NLP) for the financial and business communities.

Now, with *Trading on Target*, she shares her extensive experiences—as well as the stories of real-world traders—to help you overcome the self-imposed limitations keeping you from reaching the next level of trading success.

Engaging and informative, this accessible guide takes a detailed look at what you need to become a psychologically, and emotionally, mature trader. Page by page, Toghraie pulls it all together and reveals the attitudes, perceptions, and insights that will allow you to excel at this difficult endeavor. Along the way, she also provides practical solutions to dealing with the oldest hang-ups commonly found among those who aspire to succeed in trading, and offers advice on how to gain and maintain self-discipline in today's dynamic markets.

Divided into five comprehensive parts, *Trading on Target* will show you how to:

- Overcome obstacles to becoming a top trader
- Let go of emotional states that can affect your trading
- Take the right action and make better trading decisions
- Expand yourself in order to reach the next level of trading success
- And much more

Wherever you are in your ability as a trader, there is always room to grow. Adrienne Toghraie has seen this firsthand during her twenty-one years in the business of working on trader discipline. With this book, she'll help you develop a winning trading mindset and put you in a better position to break through the barriers that have been holding you back.

From the Back Cover

Praise for TRADING ON TARGET

"*Trading on Target* could be just as appropriately entitled 'Living on Target' as it encompasses the complete myriad of things traders experience each day, in and outside the markets. I found myself particularly drawn to the section on understanding 'danger days,' but the rest of the book is equally educating and interesting. This book is a must-read in my opinion, and I would highly recommend it for anyone involved in trading or any type of investing."

—Larry Pesavento, author, *Trade What You See*

"Adrienne's new book should go to the top of every trader's list of books to read. This is her best work yet and will soon be known as a must-read for anyone trading the markets."

—Greg Capra, CEO, Pristine.com

"No matter what kind of trader you are, you will find your hang-ups and habits discussed in *Trading on Target*. Take a good long look at the shortfalls Adrienne points out; in all likelihood, you will get a new perspective on the obstacles that hold you back and new ideas for becoming a more successful trader."

—**Sunny J. Harris, author, TradeStation Made Easy!**

"I've known Adrienne and her work for nearly a decade now. She has helped many of my professionals over the years. I'm glad she has put her talents into book form. A good read."

—**Don Bright, Director, Bright Trading, LLC**

"Adrienne has done it again. In this book, she has condensed in easily understood language many of the issues that arrest traders in their efforts to reach the next level of success."

—**Roger Reimer, trader, and Associate Editor, the *Forex Journal* and the *Trader's Journal***

"*Trading on Target* explains why the following formula works: the right plan + discipline = trading profits. Most interestingly, *Trading on Target* includes stories of how real traders overcame emotional and attitude roadblocks and took action to return to profitable trading."

—**Donald Vialoux, past president, Canadian Society of Technical Analysts, and writer for www.timingthemarket.ca**

"*Trading on Target* will help traders overcome the inner psychology problems preventing them from successfully trading the markets. This book is highly recommended for both new and experienced traders who want to make a success of trading."

—**Larry Jacobs, Editor, *Traders World* magazine**

"I, along with many of my student traders, have seen our trading improve remarkably from Adrienne's in-depth knowledge of trading psychology."

—**Ken W. Chow, Developer, SuperStructureTrading**

"A lot of Japanese traders are grateful to Adrienne. *Trading on Target* teaches traders how to make money and live an ideal and happy life."

—**Takaaki Sera, Managing Editor, Pan Rolling (Japan)**

About the Author

Adrienne Toghraie is an internationally recognized authority in the field of human development and a master practitioner of Neuro-Linguistic Programming (NLP) for the financial community. She is the founder and President of Trading on Target, a company dedicated to helping traders achieve a high level of success through self-help courses and individual counseling. Toghraie has provided training for many major financial institutions and organizations, including the Chicago Board of Trade, the Chicago Mercantile Exchange, the New York Mercantile Exchange, the American Association of Individual Investors, the Market Technicians Association, Pristine.com, optionsXpress, and Equis International. Her website is www.tradingontarget.com.

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From reader reviews:

Sheilah Harvey:

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Connie Medina:

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