

Stock trading for real

FILIPINO JOURNALIST RETURNS TO WRITING AFTER STRIKING GOLD IN STOCK TRADING IN AUSTRALIA

SHE always thought that there's money to be made in the stock market. Images of men shouting share prices on the phone while frenetically recording them on blackboards—a scene that got stuck in her mind since her university days after a visit to a stock-brokerage company—inspired her to set her eyes on the financial markets.

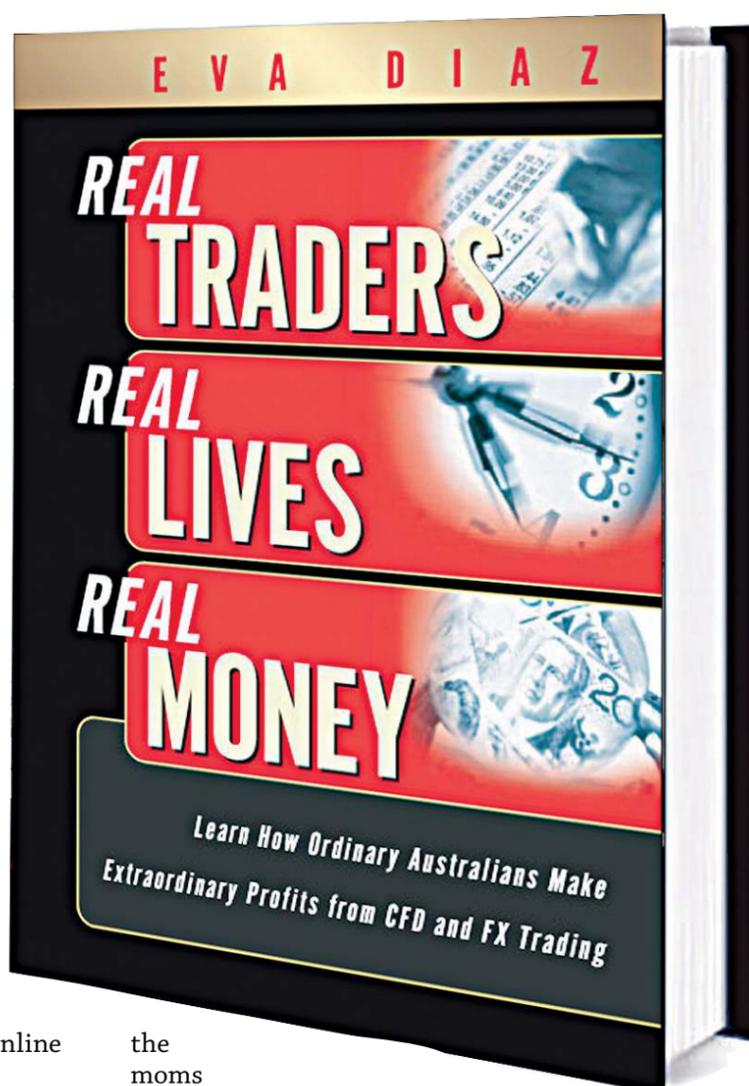
Without any formal financial or trading experience from Manila, Eva Diaz took up finance and investment courses at the former Securities Institute of Australia. The courses gave her a solid understanding of the financial markets and stoke her interest in trading even further.

Today, Diaz, a former journalist who relocated to Australia about 10 years ago, is actively involved in the financial industry. She now trades shares and foreign exchange while working in an online derivatives trading company in Sydney.

In her first book published by Wrightbooks, a part of Wiley & Sons Australia, Diaz explored and related the trading experiences of 11 Australians who have made a successful career in trading the financial markets. She chose to write about "ordinary moms and dads" because she believes they're some of the most underrated and hardly written-about participants in the markets.

"If you think about it, most of the trading books available now are about high-profile institutional traders backed by global financial institutions. These people don't worry about their trading capital because they are supported by the deep pockets of their employers," Diaz said.

"On the other hand, there are hundreds or even thousands of private individual traders—these are



the moms and dads or young professionals—who are putting their own money on the line to trade the markets."

The title of her book, *Real Traders, Real Lives, Real Money*, says it all. It is about the real-life challenges, struggles, benefits and successes that come with trading.

"Many of the traders I interviewed for the book will not be written about or featured in financial magazines or business channels because they're not high profile enough. But they have very encouraging and inspiring stories. Their individual journeys into trading are worth more than some of the trading seminars or courses you can find," Diaz said.

She believes that by writing about the successes of ordinary traders, other people who have misconceptions about the markets or who don't have the slightest idea how share trading works may want to

consider trading as an income stream.

Diaz interviewed traders from all over Australia who came from various professional backgrounds. One was a graphics-design contractor who got interested in shares after the tech-wreck in the year 2000. Another was a former midwife who used to do shiftwork for 26 years. She gave up being a midwife when she learned how to trade and she's now making more money from trading than what she used to earn as a midwife. There was a former electronics technician who started trading shares and now trades foreign exchange and other financial instruments not only in Australia but globally.

While all the traders featured in the book are Australians, Diaz believes that the book will be encouraging and inspirational to a wider audience. "One of my goals in writing the book was not just to chronicle the trading experiences of a select number of people. I want to write something that will challenge and inspire many people to do something positive for their financial wealth," Diaz said.

"An important realization that came to me during the writing of the book was that if done properly and with the right mindset, trading can be a profitable and fulfilling career.

"Many of the traders I interviewed didn't have fancy university degrees or loads of money when they started trading. What they have was the determination to succeed and an unflinching focus to learn how to trade and to keep on doing it day after day."

According to Diaz, while there are vast differences between the financial markets in Australia and

the Philippines, traders anywhere in the world could readily use most of the trading strategies and routines outlined in her book.

Real Traders, Real Lives, Real Money addresses some of the persistent questions in a trader's mind: How do you know what shares to buy or sell? When is the right time to enter a trade? How much do you allocate per trade? What do you do when a trade turns against you? How do you know when to take profit?

"Whether you're in Sydney or Manila, as a trader these are the questions that you have to deal with every day. I was fortunate enough to be able to share the trading strategies and discipline of some of Australia's most successful traders," Diaz said.

"While I don't expect to turn every Filipino into a share-market trader with this book, I would be very happy if I'll be able to encourage and inspire a handful of people to consider trading as a career or as an additional source of income. As many of the traders I interviewed have shown and proved, you don't need an MBA to make money in the markets. What you need is determination, persistence and the ability to adjust with the markets," she said.

With the accessibility of the Internet and availability of numerous online trading software, she said Filipinos could opt to trade in international markets (including those in Asia, Australia, US and Europe) if they think the Philippine market is too small to get the volume and liquidity.

"The Philippine sharemarket is a good place to start for those who are new to trading or those who want to get started in trading. There is a good combination of blue chips as well as speculative stocks that people can trade locally. For those who are ready to venture into the global financial markets there is a vast world of opportunity out there, and I hope that my book will inspire many people to take the opportunity," she said.

Diaz will be spending the next few months promoting the book in Australia and possibly in Manila later this year. ■