



# Brainy's Articles on BullCharts Introduction

Article No:  
**BC-00-300**  
page 1 of 4  
Revised  
4 Jan 2011  
This article  
is free\*

## Introduction

As just one facet of **Brainy's Share Market Toolbox**, Robert (aka *Brainy* — an old high school nick name) has developed an extensive collection of eBook Articles under three main subject headings:

- **Share Trading & Investing** — unbiased and independent information on the Hows, Whys, and Wherefores, to help you get started, and well on the way to successful trading / investing;
- **Technical Analysis** (share price charting) — the ins and outs of reading price charts; and
- **BullCharts** software — How-To tips and information documents on how to use the software, including the chart indicators, scans, Author Strategies and much more.

These Articles are in the PDF file format which can be easily viewed using the free *Adobe Reader*<sup>1</sup> software on any computer. They have been developed over more than a two year period. The original intention with the first couple of Articles was that they would build up into a very useful reference volume. By the end of 2010 there were some 98 Articles in the total collection, with 380 pages of printed materials covering many individual topics on the three main subjects listed above.

This activity will never be 100% complete, as there will always be small gaps in the subject material, or updates required. Even so, the Articles have reached the stage where we have moved into the maintenance mode. See more details in the section "*Monthly eNewsletter*" below.

## Are these eBook Articles for you?

Brainy's eBook (PDF) Articles are aimed at both new and experienced traders and investors.

If you are a longer term **investor**, then the Articles contain useful information to help you understand more about the share market to help you look for better capital returns. And indispensable information to help you protect your hard-earned capital by minimising any losses, and maximising profits.

If you are either a new or experienced **trader** then the material in the articles is ideally suited to you. The Share Trading articles include lots of useful information about a variety of things including the market itself, and trading plans and strategies. The Technical Analysis articles contain lots of material about reading and interpreting price charts, and the BullCharts articles help enormously in using the popular BullCharts charting software.

## How can you find specific info in all those Articles?

There are a number of ways that you can find specific information in these Articles:

- **Table of Contents** — Each of the three subjects has it's own table of contents:-
  - [Share Trading and Investing Articles](#);
  - [Technical Analysis Articles](#);
  - [BullCharts Articles](#).
- **Master List of Articles** [www.robertbrain.com/articles](http://www.robertbrain.com/articles) — This lists the Articles under each of the three subject headings, and is arranged like a master Table of Contents.
- **Detailed Topic Index** (for Share Trading and for Technical Analysis) — is a true index of all topics, with links to the relevant Articles.
- **BullCharts KnowledgeBase** [www.robertbrain.com/bullcharts/kb.html](http://www.robertbrain.com/bullcharts/kb.html) — is a master index listing of all topics covered in the BullCharts Articles, as well as the topics in the free [BullCharts Tip Sheets](#) (discussed separately).

1 *Adobe Reader* is a software product from *Adobe Systems Incorporated* — [www.adobe.com](http://www.adobe.com)



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## But what are these Articles?

Each Article is generally up to 4 pages long (and sometimes more), and has a special Article Reference number in the top right-hand corner of each page to help with filing in a logical sequence.

This particular Share Introduction Article that you are now reading has the **Article Number XX-0300**, where the XX represents:

- ST for Share Trading,
- TA for Technical Analysis, or
- BC for BullCharts.

The Table of Contents is an Article on its own, and lists the published Articles along with their relevant Article Numbers. All of the articles on the *Share Trading* subject are listed in one Table of Contents document. And likewise for the other two subjects.

Each Article is stored in the Toolbox web site as an individual disk file which you can either view on-line, or you can download and store locally on your computer.

You can print the Articles and file them in a binder using the Article Number to file them in sequence.

You don't want to print them? That's okay, because the file-name for each Article that is stored on computer disk matches the Article Number code so that you can easily manage them in soft-copy on your computer's hard drive. Simply save them into a special folder on your computer. You can see the real file-name displayed in the footer of each page (see the footer at the bottom of this page).

You can also build up your own reference resource by including your own materials and notes within the same subject structure. If you print the Articles and file them in a loose-leaf binder, it is very easy to print other pages and include them within the same Table of Contents structure. Or write your own notes and slip them into the binder as well.

## How can you access these Articles?

To have access to all of the eBook Articles without restriction, all you need to do is to subscribe as a **Share Market Toolbox** member.

The eBook Articles are just one of the items in [Brainy's Share Market Toolbox](#). Robert writes and updates the Articles and runs the Share Market Toolbox using the nom-de-plume of *Brainy* to avoid any confusion with other people in this field (it is an old high school nick name).

Most of the eBook Articles are only available to **Share Market Toolbox** Members, requiring a user name and password to view them. Non-members have access to view just the first page of each Article, and a few of the basic Articles are completely free.

For more information about the Articles and to see some free preview samples, see the Articles Information page [www.robertbrain.com/enewsletters](http://www.robertbrain.com/enewsletters).

For details about the Toolbox, and Toolbox membership, see the following:

- [Toolbox Free stuff](#) is listed and available here.
- Members Area Gateway [www.robertbrain.com/members](http://www.robertbrain.com/members) for a list of all Toolbox items.
- [Why join](#) as a Toolbox Member?
- [Toolbox Frequently Asked Questions](#), for specific details and current pricing information.

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## Monthly eNewsletter email

Each month a short email is sent to Toolbox Members with useful information about the eBook Articles. In the first 15 months of publication the eNewsletter contained information about any new and updated Articles, and internet links to download them.

Now that the Articles are in the ongoing maintenance mode, the monthly eNewsletter contains brief comments on specific topics of interest, and refers to a number of the Articles. For example, one of the very important topics for share traders and investors is the notion of a **stop loss**. There are so many people who could benefit greatly from understanding this idea. There is information on this in a number of the eBook Articles, so it is one of many worthy topics to focus on in one monthly eNewsletter. The eNewsletter briefly introduces the topic, and then highlights the relevant eBook Articles that are worth studying.

It's almost like a correspondence course of study which you can follow in stages at your leisure.

Each month the eNewsletter email includes a brief overview of the month's topics, and the links for you to download each of the month's Articles. They are not included in the email so the email size is as small as possible for your convenience, and you can download them when it suits you.

## Available for just a small price

Unfortunately, it is not possible to provide all the information in the Articles for free. It takes many years of experience, and quite a lot of time to perform extra research and put it all together, plus specialised knowledge of the topic, as well as the ability to package it up into a useful and easily readable format.

To have access to the Articles, and to receive the monthly eNewsletter email, you need to subscribe as a regular **Share Market Toolbox Member**.

By encouraging others to subscribe, the production costs are shared among more people and the subscription prices can be kept to a very reasonable amount.

For more details and subscription options, visit the Toolbox:



\* **Brainy's Share Market Toolbox**  
An invaluable arsenal of weapons  
to help you tackle the share market.  
[www.robertbrain.com/members](http://www.robertbrain.com/members)

But, don't forget, the Toolbox contains a lot more than just the eBook Articles.

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## Not convinced?

Do you really want to be a **successful investor / trader**?  
It can be a very long journey.

When markets are not favourable, you need to start preparing for the next bull market asap!  
If you wait too long, you will miss great opportunities.

Get the most out of your **charting software** — learn what it can do now!

Without proper preparation,  
you might be embarking on a journey of *money disposal*,  
and potentially lose thousands!

For every buyer of shares, there needs to be a seller (and vice versa).  
But if there are no buyers, then the sellers cannot make a sale.

If you buy shares, and the share price falls, and you are forced into selling,  
then you essentially **give your money away** to someone else.  
Why give your money away? It needs to be put to good use.

With **proper preparation and training**,  
you will be able to minimise any losses,  
and maximise the gains.

See Brainy's [Traders Creed](#) mini-poster for a few great tips  
(you can find it in the Toolbox under the Free Stuff heading).

## Next Steps

It's easy to start building your reference library of Brainy's Articles:

- Print out these pages, and file them in a binder for easy future reference using the Article Number in the top right hand corner.
- If you have not subscribed, visit the **Share Market Toolbox** web site and take out a Toolbox Membership subscription to have open access to the current Articles, and to receive information about future Articles as it is published — [www.robertbrain.com](http://www.robertbrain.com).
- Each month, another short eNewsletter email will arrive in your email Inbox with the links to download or view the latest set of Articles or updates.
- You can download the Articles and save them on your local computer, and/or print them for filing, or continue to access the latest updated versions in the Toolbox web site.

## Fantastic value

Brainy's eBook (PDF) Articles are great value for money:

- Each month's information is just enough to digest without overload.
- Better than buying another text book that you might (or might not) find time to read.
- File for easy future reference.
- Want a special topic covered? It might be possible — just email/call and ask.