

# Presentation Notes: Baker's Dozen Sell Rules

## Sell Signals Blueprint



### Additional Resources:

How to Make Money in Stocks, Chapter 11  
by William J O'Neil ,

The Successful Investor  
Chapter 4  
by William J O'Neil,

When to Sell  
by Justin Mamis

Think and Trade Like a Champion, Chapter 9  
by Mark Minervini

"The decisive act of selling may turn out, with hindsight, to be a mistake but the indecisive act of not selling can turn out to be a disaster." J. Mamis

### OFFENSIVE

**Profit Goal Sell Rule** - Sell most stocks that rise +20-25% in 4-8wks from the Pivot

**Multiple of Risk** – use your trading stats to take profits at a multiple of the risk taken on the trade

**Moving Averages** – Use various moving average violations to scale out of a position

#### New Price Highs on Low Volume

- GS'06, SNDK'03 PHM'83, HD '90, GRUB '18, TTD'20,

#### Sharp Pullback/Fast Recovery to New Highs

- Ex. NFLX '11, AAPL'06, CROX,'07, NOK'00, JLG'06, NTES'03, PHM '03, FVRR'21

#### Upper Channel Line Break

- Ex. LEV'71, AMZN'03 , PCLN'08, JLG'97, YHOO'99, SPLK'13, ANET'18, SQ'17, PTON'20, SE'21

#### Climax Tops

- Ex. HD'83, SCHW'99, AMGN '92, MNST'06, TASR'04, QCOM'99, JDSU '00, MG'68, TIE'06, SQ'17, TLR'18, JKS'20, TSLA'20, DOCU'20, GSX'20, NIO'20, SI '21

### DEFENSIVE

**7% Loss Sell Rule** – Sell if 7% below the price you paid; Golden Rule

**Roundtripping** - Sell a stock once +8% and then roundtrips in order to lock in minimum 1% gain to preserve your psychology

**Distribution Tops:** Stalling, Railroad Tracks, Island Gaps

- Ex. SCHN'03, BIDU'11, WMT'83, MOS'08, LTD'83, ALGN'18, ANET'18, SQ'21, TWLO'21, ATI'06, NOK'00

#### **Late Stage Failed Base (LSFB)**

- Ex. MOS'08, NVDA '18, TAL'18, NVCR'19, TEAM'20,

#### **Largest One –Day Point Loss**

- Ex. CERN'05, DBRN'06, ZUMZ'06, JBSS'04, CMC'06, TRHC'18, TTD'20

#### **Three Bar Breaks**

- Ex. AMZN'20, TWLO'20, ENPH'20, SEDG'20

#### **Three Lower Lows**

- Ex. WAGE'14, AFST'13, BW'16, LGND'18, TWLO'21, ROKU'21, CELH'21

#### **50d Break on Big Volume**

Ex. GOOGL'05, ISRG'06, ISRG'08, AAPL'06, TZOO'05, ZM'20