

Cash Cow Newsletter

September 12, 2012

In this week's newsletter we'll look at some new profit opportunities for the September 22nd expiration.

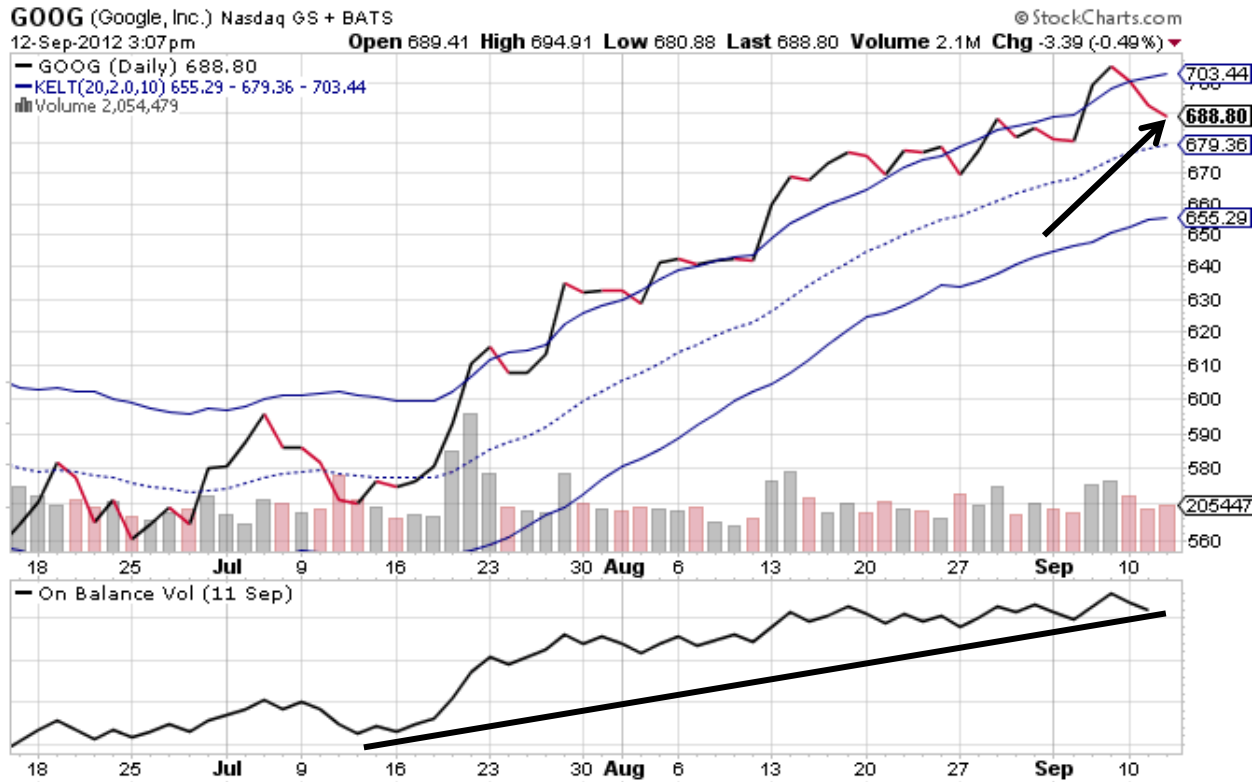
The first profit opportunity we'll look at is **AAPL** (Apple, Inc.):



AAPL is a great defensive stock that has solid financials. With high equity growth, consistent increase in retained earnings, and no debt, AAPL is the epitome of what a successful company should look like. These solid attributes are reflected in the price appreciation we've seen over the past year. While many stocks have struggled to produce profits during this time period, AAPL is up over 75% since September 2011.

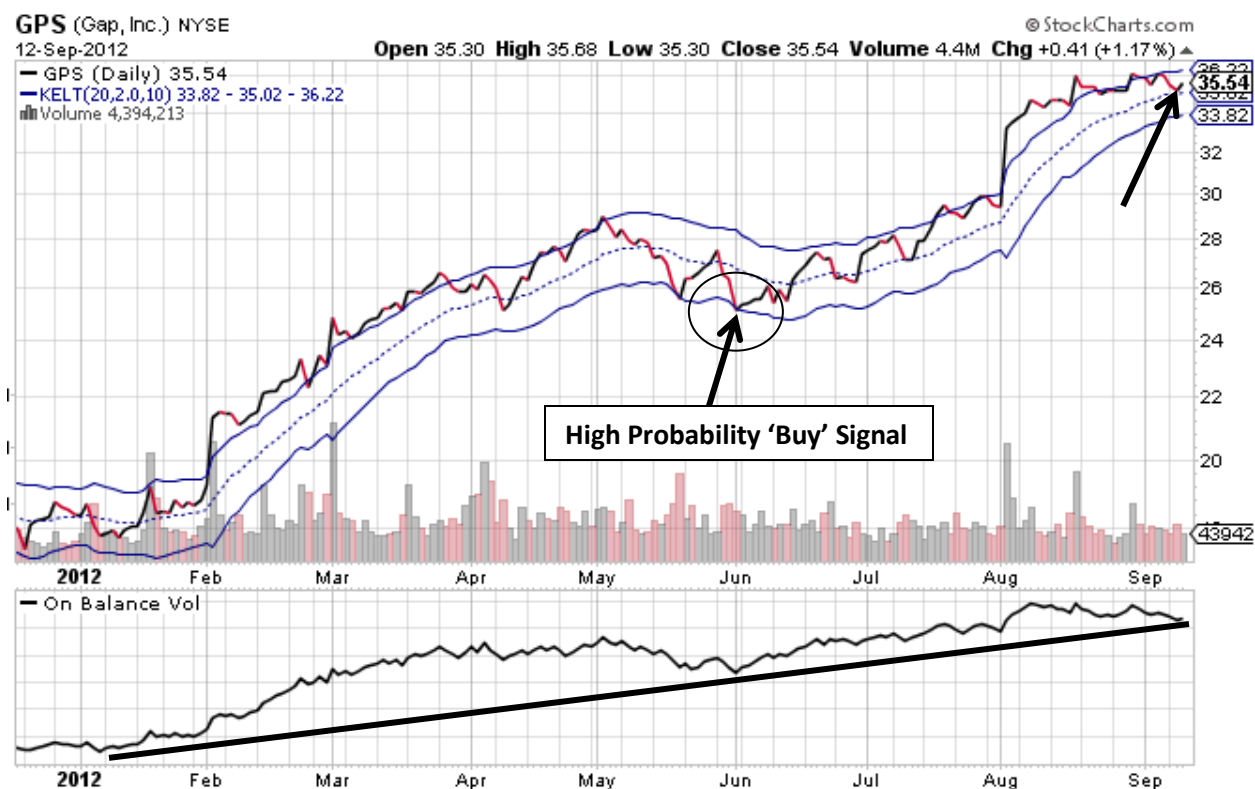
AAPL recently produced a High Probability Buy Signal in May of this year. I believe AAPL has room to continue its rally in future weeks. With the mid-Keltner Channel crossover that occurred today, we should consider entering by purchasing a weekly call option for the September 22nd expiration.

The next stock I want to look at is **GOOG** (Google, Inc.):



GOOG is another company with high equity growth and earnings growth. As you can see from the chart above, it has been on a nice rally in recent months. It has just receded near the middle Keltner Channel, providing a good entry point for a call option spread purchase for the September 22nd expiration.

The final stock we'll look at today is **GPS** (Gap, Inc.):



GPS is one of the largest Apparel Stores in the industry. It has good earnings growth and has flourished over the past year. It's currently in a strong uptrend and has an up-sloping OBV. GPS produced a High Probability 'Buy' signal in early June of this year and it still has room to grow in future weeks. To take advantage of this opportunity, we should consider purchasing a call option on GPS for the September 22nd expiration.

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