

# Cash Cow Newsletter

September 19, 2012

In this week's newsletter we'll briefly review last week's trades and also look at new profit opportunities for the September 28<sup>th</sup> expiration.

Here's last week's price chart of AAPL:



We recommended purchasing a call option on AAPL because of its solid fundamentals and favorable technical attributes.

AAPL has gone up 6.3% in price since Wednesday's recommendation:

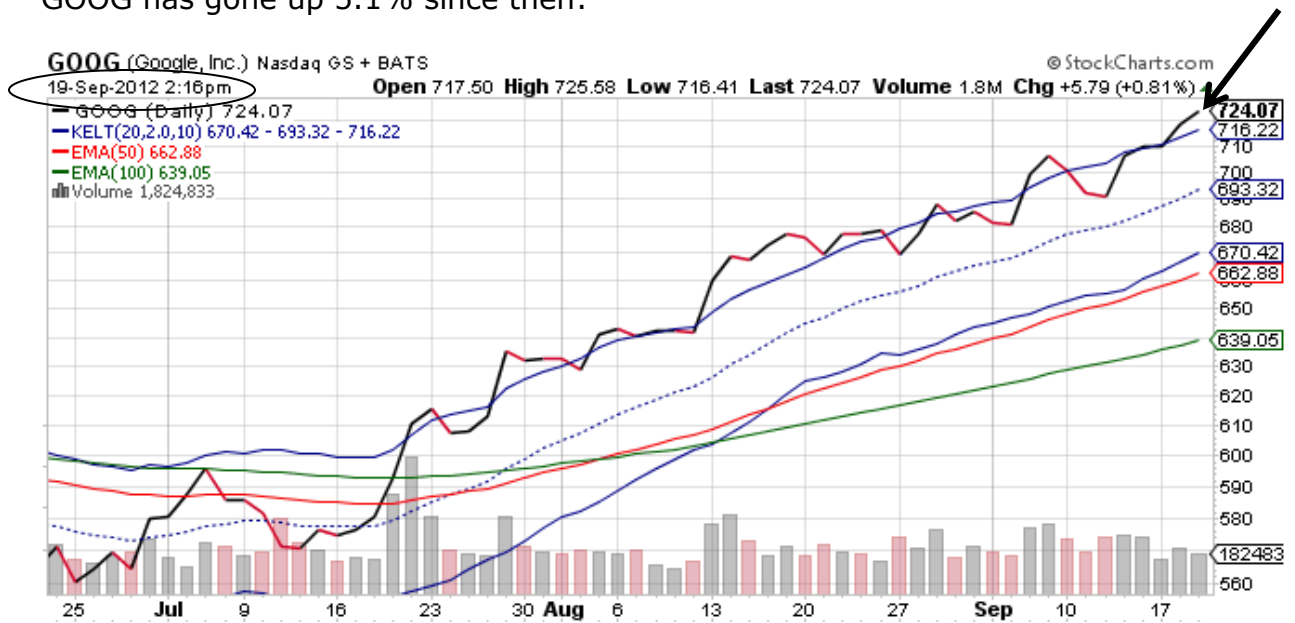


Because AAPL is trading above its upper Keltner Channel, we should consider taking partial profits on our position.

Here's last week's price chart of GOOG:



GOOG has gone up 5.1% since then:

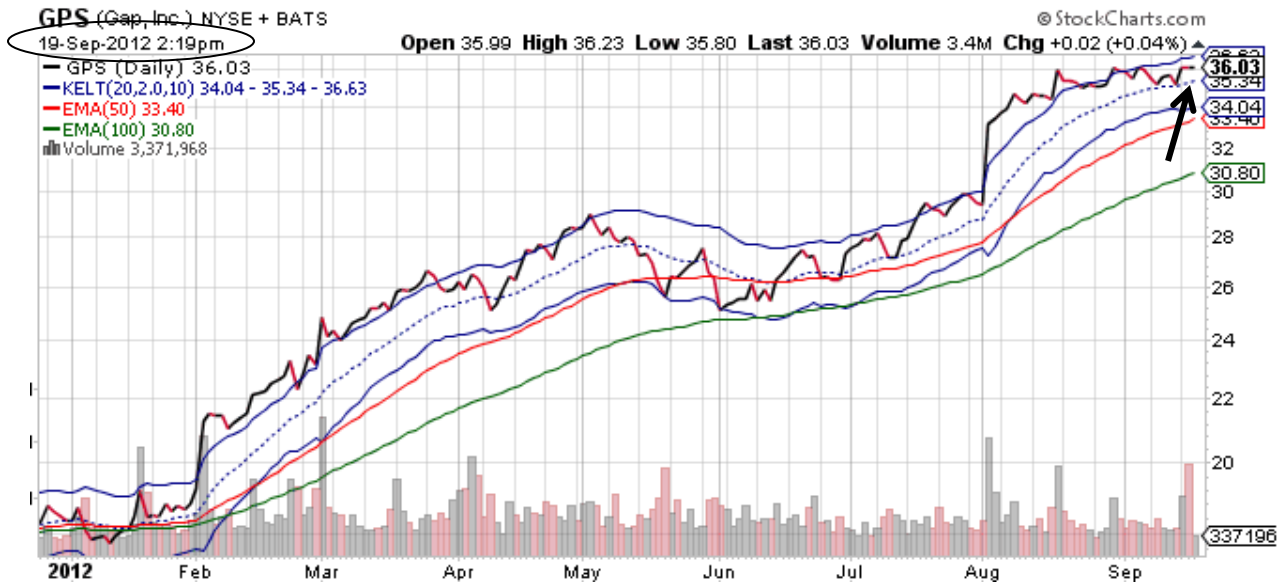


Like AAPL, GOOG is also trading above its upper Keltner Channel. We should consider taking partial profits on our position.

Here's last week's price chart of GPS:



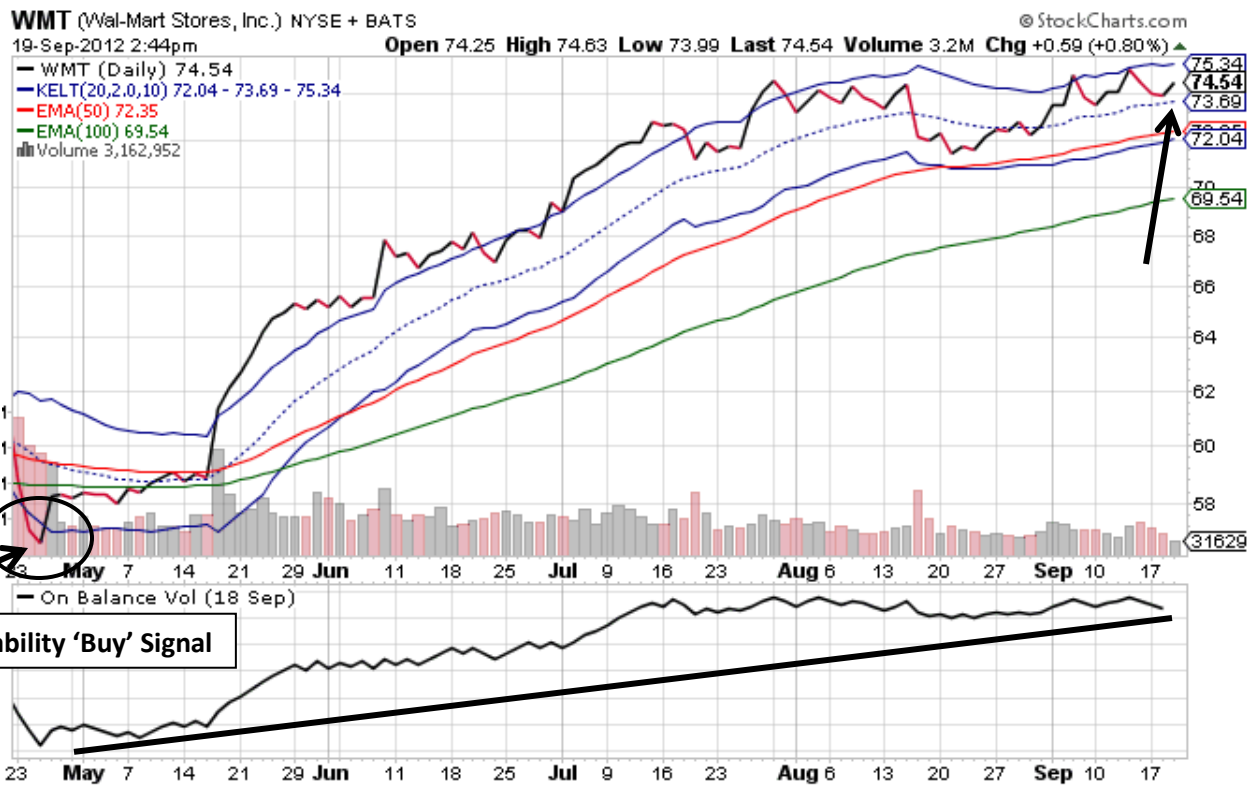
GPS has gone up about 1.3% since then and is currently trading near the middle Keltner Channel:



Because our positive outlook on GPS remains the same, and it is trading near its middle Keltner Channel, we should consider rolling this option over into next week's September 28<sup>th</sup> expiration.

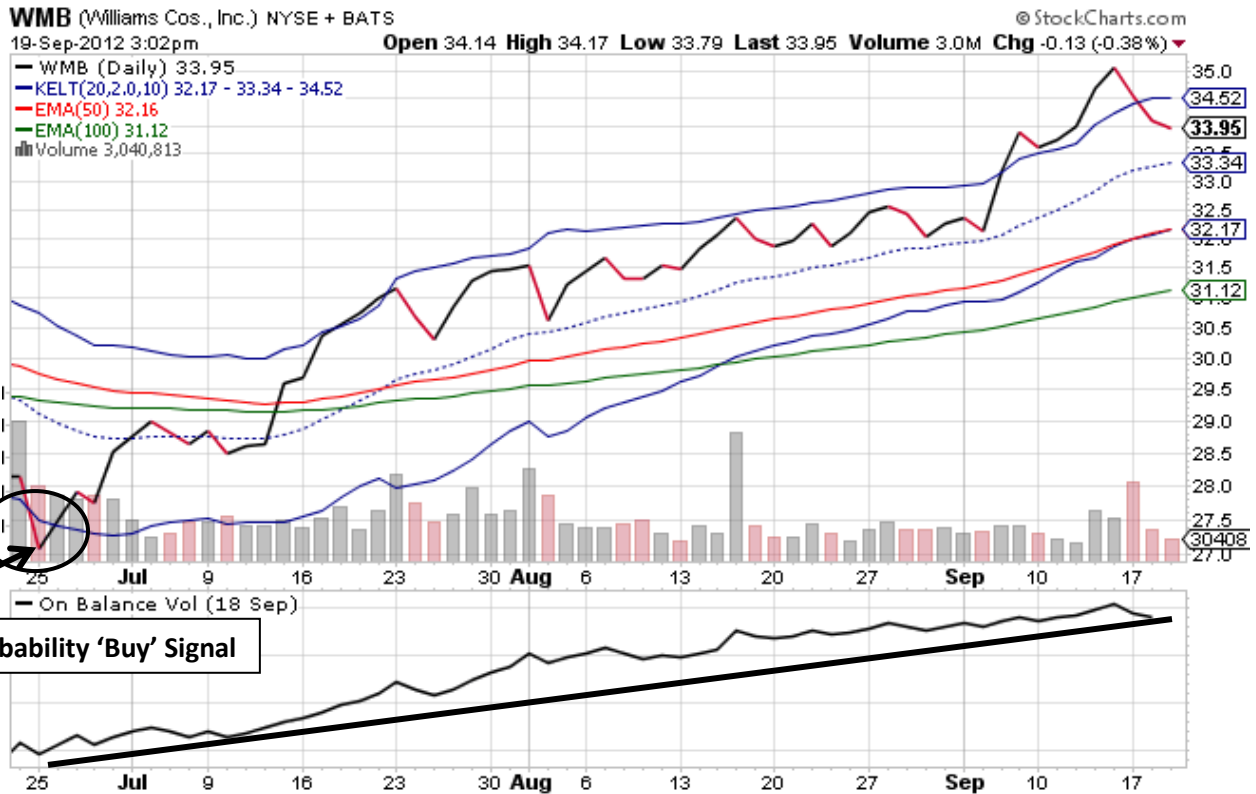
Now let's look at some new opportunities for the September 28<sup>th</sup> expiration.

The first stock we'll look at is **WMT** (Wal-Mart Stores):



We have looked at WMT before because of its Defensive qualities like consistent Equity Growth and a better than average dividend payout. WMT produced a High Probability 'Buy' signal in late April of this year and is currently trading near its middle Keltner Channel. We should consider taking advantage of the rally it's produced since then and purchase a call option for the September 28<sup>th</sup> expiration.

The final stock we'll look at is **WMB** (Williams Cos.):



WMB is a strong Defensive stock within the Oil & Gas Pipelines industry. It is currently trading near its 52 Week High. WMB pays a high dividend of 3.6%, is in a confirmed up-trend, and is trading near its middle Keltner Channel. We should consider taking advantage of this strong stock by purchasing a weekly call option that expires September 28<sup>th</sup>.

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