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**ENGINEERED  
TRADING  
MINDSET  
FOR SUCCESS**

**WELCOME**

**PROGRAM STRUCTURE  
TRANSCRIPT**

**© Les Meehan**

**RightMindTrader.com Academy**

## **Engineered Trading Mindset Welcome and Program Structure**

### **Introduction**

Hello and welcome to your program.

First let me start by saying how much I appreciate you joining me on the program and taking the opportunity to develop yourself and your trading mind.

To begin with, I want to tell you about the number one problem that exists among traders and I know at first you may find hard to accept.

The number one problem, which the vast majority of traders don't really understand, is that it isn't market forces that limit your trading potential.

What really limits your trading profit potential is your own trading mindset.

Realising your trading potential is limited by how your trading mindset affects your trading thinking and behaviours.

Now, I'd like you to just imagine that you've set the goal of eliminating trading fear from your trading activities.

As you now think about that, if you could eliminate or at least dramatically reduce the fear from your trading how would that increase your potential for trading success?

I want you to be clear that the valuable content you are going to receive from this training program is designed to do exactly that; reduce or remove your dominant trading fears to allow you to maximise your trading potential!

I promise to teach you how to be aware of your trading fears at a deep level and how to discover what is NOT helping you achieve your trading potential.

Then I will also teach you how to make the changes necessary to resolve your most dominant trading fears to free you to succeed at becoming a more efficient, more effective, and more profitable trader.

Let's not beat about the bush here because I am going to be completely open and honest with you and you will need to be just as honest with yourself.

To become a highly successful trader it is very important that you make the effort to actually do what is necessary to eliminate your dominant fears.



You must also be prepared to adjust any other limiting aspects of your trading to maximize your trading potential and make your present dreams your future reality.

The most powerful step you can take right now to see your dreams blossom into your desired reality is to commit to doing the essential work needed to eliminate fear from your trading mind.

Before we go further into this in Module 1 of the program, which you can access very soon, I want you to have an overall understanding of the program so you gain the most from your learning and discovery experience.

So, let me share with you the 'Why' of this program and then explain the structure and the valuable content that you will receive as we go deeper into the dominant trading fears lurking in the dark recesses of your mind.

But first, I'm Les Meehan author, speaker, seminar leader, and founder of the RightMindTrader.com Academy and my mission and my passion is to help traders just like you to maximise their trading potential.

Now, all the experts I speak to agree that one of the crucial factors in trading success is your own trading psychology and the number one negative factor and 'profit killer' in that psychology is fear.

I know from my own trading experience that fear-based psychology has a big impact on everything that we do, and from the work I do as a trading coach I also know how much trading fear impacts on my clients' results too.

All too often it is simply your own fear-based psychology that is restricting your ability to achieve the trading success you desperately want.

What I want you to realise is that all of the programs that Right Mind Trader develop and share with traders like you are designed to educate, guide, and support you in the pursuit of maximising trading profit potential.

Let me take this opportunity to explore with you the structure and rich content of the program you are now on before we start your journey for real.

### **Structure and Content**

Following this welcome and introduction session your first step toward 'fearless trading' is module one the 'Foundation' module.

The *foundation* module contains two essential training sessions which teaches you the 'deep-mind secrets' about the origins of fear and how fear works.



Please do not skip this first module as it contains important fundamental knowledge you will need as preparation for the intensive modules that follow.

Once you have absorbed the foundation knowledge, your journey drives forward with an additional five big steps as your travel through a complete set of content-rich individual modules.

Each of these modules is dedicated to your beliefs system and one of each of the 4-Horsemen of fear and provides an in-depth analysis of the weapons used by that particular 'profit killer' rider, together with practical deep-mind solutions you can employ to vanquish this enemy of your trading success.

Each of modules contain four intensive training sessions having the following structure:

### **SESSION #1 - SYMPTOMS & SCENARIOS**

In session one of each new module you will learn exactly what you will experience, and in what areas of your trading, when you encounter the individual horseman who is the subject of that module.

It is here I teach you when to expect and how to identify the signs that this particular 'profit killer' is active in your trading mind.

### **SESSION #2 - UNDERLYING PSYCHOLOGY**

The second session of each module deals with the underlying psychology that created and drives each of these unique horsemen of fear.

In this training session I teach you about the source of your fear and the powerful emotional drivers you need to understand in order to really know your 'fear-foe'.

This knowledge will be essential when you learn later in each module how to deal with this 'profit killer'.

### **SESSION #3 - IMPACT ON TRADING**

The third training session for the module deals with the impact that this horsemen is having on your trading.

In this third training session of each module you will learn exactly how each harbinger of fear is negatively affecting your trading thinking and behaviours and how this is directly killing your profit potential.

### **SESSION #4 - DEEP-MIND TECHNIQUES**

In the fourth and final training session of each module I teach you deep-mind techniques for combating your '4-Horsemen of fear' and vanquishing them back to the dark corners of mental oblivion from whence they came.

Also in this fourth session of each module I teach you some in-depth knowledge about a relevant topic of interest to broaden your understanding and enrich your trading emotional experience.

The practical deep-mind techniques I teach in these sessions, although directly targeted at the unique fear of that module, are also applicable to the other fears.

So I want you to view the set of techniques I teach you in each module as part of a more complete collection of tools to use in combination and not perceive them as only useable on one individual fear.

OK, now you have a complete understanding of the structure of the program, let me now introduce you to each of your individual 'profit killers' whom I refer to quite fondly as the '4-Horsemen of Trading Apocalypse'.

### **The 4-Horsemen of Trading Apocalypse**

As you journey through this program you will become more deeply acquainted with your own 4-Horsemen of fear but let me make an initial introduction to each one of them for you right now.

First you will meet your '**Black Rider of Famine**' who represents your fear of missing out.

This fear is like a famine in which you are not getting enough of what you need. The fear of missing out will be dealt with in module 3.

Next you will meet your '**Red Rider of War**' who represents your fear of being wrong.

This fear can cost you a lot of lost profit because it creates an internal struggle between competing needs. The fear of being wrong is dealt with in module 4.

Thirdly you will meet your '**White Rider of Conquest**' representing your fear of a profit becoming a loss.

When you are trying and failing to conquer your profit limiting behaviours you can be sure your White Rider is actively undermining your efforts. This fear of a profit becoming a loss is dealt with in module 5.

Finally, you will meet your '**Pale Rider of Profit Death**' who represents your fear of losing.



The Pale Rider is probably the commonest harbinger of fear because at some point all traders will have suffered from the fear of losing. The fear of losing is dealt with in module 6.

These then are the 4-Horsemen of Trading Apocalypse riding around deep in your unconscious mind as the four dominant fears that are causing you to lose money in your trading and which need to be unsaddled to give you back the psychological reins of trading control.

I cannot stress enough right now, at the beginning of your journey through this program, how important it is to your trading success and the fulfilment of your dream of having a highly profitable trading future that you dedicate yourself to eliminating your own 4-Horsemen of Trading Fear.

You can be assured that this one single factor will be *'the difference that makes a difference'* to your trading future.

## Summary

To summarise, the program consists of this welcome video and six modules: an essential foundation module and then separate modules devoted to your beliefs and each of the four horsemen of fear.

Each of the six modules of the program consists of a series of training videos, that's **27 value-packed videos** including this welcome, and in these video sessions I promise to teach you everything I know about your belief system and your four horsemen of trading fear in order to increase your trading success potential.

In the training videos I will share with you easy to use but powerful, psychological techniques that will help you to control and eliminate fear from your trading to free you from irrational fear-based behaviours that are impacting your trading profit.

Now, I know the content I'm going to share with you in this program is powerful but I'd also like you to have as much additional value from me as possible so I've also prepared some great bonuses for you to complement your training.

## Bonuses

I know, I haven't mentioned the bonuses before because I wanted it to be a nice surprise for you.

## Module Workbooks



The first valuable bonus I want you to have as my gift, and to support you with your program, is a set of detailed and carefully designed PDF workbooks.

I usually value optional program workbooks at 27 dollars each, and there is one workbook for each of the modules of the program, but this is my way of saying thank you for taking this journey of trading fear discovery and abolition, and for showing your commitment to your trading success.

You will be able to download and use each workbook along with the training videos as they are released.

### **Reading Bites**

The second amazing bonus I want you to have are what I like to call 'reading-bites', a content-rich series of enhanced eBook transcripts of the whole video series.

I know, it's insane isn't it!

I could easily expect to charge more than the cost of this entire program for this single bonus but I want to give you as many ways as possible to learn and enjoy this program, especially as I know many of you will enjoy learning by reading.

### **Sound Bites**

But listen, I haven't finished yet because the third great bonus I have for you is what I call your 'sound-bites'.

I recognise that the time you can devote to your trading study may be limited, so I want you to have access to a complete set of audio recordings of the video sessions so that you can listen to them when and where suits you best.

Also, I want you to gain from this program in as many ways as possible and this extra bonus provides yet another way to benefit from your investment in your trading future.

### **Moving forward...**

This whole program package will give you with the knowledge and a complete set of powerful but easy to use techniques that will help you eliminate your trading fears and start the process of change you need to realise your trading potential and achieve your dreams.

As I said earlier, all experts agree that psychology is very important to success as a trader and I want to thank you and applaud you for taking the opportunity that



this program will give you to actually develop your trading psychology in order to enhance your trading activities.

Please let me have your full attention for a moment because this is important; I want to ask you to be very patient with yourself and give yourself time to enjoy the learning's that are to come during each part of this program.

Remember, this is for the longer-term future of your trading success and the fulfilment of your dreams so it is worth giving this program the attention it requires to maximise your benefit from it - and you deserve it.

Now, I want you to have immediate access to Module 1 of your program so that you can get on the journey to first understand and then deal with your four dominant trading fears to free yourself to become a more successful trader!

So, it's bye from me for now and I'll see you again in the first session of Module 1.

Thank you!

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## **Journeying Farther & Further - Journeying Together**

For most traders, trading as an activity can be a singularly solo, and perhaps even lonely, journey toward your future dream of financial freedom and ultimate happiness.

The programme you have just taken will have moved you along on your trading development journey of discovery that will have a positive impact on your trading – and possibly on your entire life and those around you.

Most journeys have a point of departure and a point of arrival – or do they?

Certainly, the journey you have been on in this programme has a clear departure point – that is to increase your development as a trader - and it has a clear objective to provide the tools to help you...

...but it doesn't have a clear destination because it is but one positive stepping stone forward!

### **Why?**

Because your trading psychology has many facets and needs and this programme is only one aspect – albeit a crucial aspect - of your whole trading psychology development to improve your daily trading experience.

Now African wisdom says:

**“To journey far, travel with others.”**

So, to travel farther and further with your trading I invite you now to continue our journey together towards a new objective and your own desired destination.

### **FREE 1-On-1 Coaching Session**

Begin the next part of your success discovery trading journey now by setting your next big objective, which I strongly believe should be, to have a COMPLETELY FREE 30 minute...

### **[Trading Behaviour Strategy Coaching Session](#)**

...directly with me.

This is the logical next step on your journey to realising your trading profit potential and creating the abundant life of your dreams.

Let me be your personal development guide on the next exciting exploration into your trading psychology.

To find out more about your next trading journey watch my complimentary **'TBA'** video that will explain how we will analyse your current trading behaviours to uncover any success blocks lurking in your unconscious mind.