

# The Flourishing Trader



**How to Grow Your Equity, Thrive, and Banish  
the 'Impostor Syndrome' Once and For All...**



**A Special Report by  
best-selling author  
Louise Bedford**



Louise Bedford here. I want to tell you a little more about what you can expect from this Special Report and how to derive the most benefit from it.

Before you sink your teeth into these specific techniques that are capable of totally altering the way you view trading, I want you to take a deep breath and realise what you have in your hands. This Special Report might just turn the key that unlocks your full trading potential.

If you treat this Report with the respect it deserves, and you commit to implementing these concepts, this could well be the start of a new relationship.

A relationship with the markets where you are in control and where you call the shots.

*Ready to kick the fear and step into your own trading sunlight?*

*Want to enjoy the harvest and celebrate your trading results?*

*Happy to bury your self-limiting beliefs down the bottom of the garden?*

**Then this is the Special Report for you.**

You'll recognise yourself, as clearly as your reflection in a still garden pond.

If you're ready to fly, but something is holding you back – it's time to cut those ties right here, right now.

And by the time you've finished this Special Report, you will be ready to grow your equity, thrive and banish 'The Impostor Syndrome' once and for all. (Keep in mind, you'll want to read this report a few times to make sure you derive the most benefit).

Make no mistake. This Report will change the way you view investing, the markets, and the way you view your own mindset.

You must be prepared for this and realise that these changes may initially rattle you.

- Are you ready for this?
- Are you ready to start your journey so that you can trade like a professional?

Why yes... I believe you are...

Alrighty then, enough throat clearing – let's kick off.

### **What is blocking you from stepping into the trading sunlight?**



I believe that you, like so many traders, are your own worst enemy. You step backwards, when you should be stepping forwards. You doubt your own abilities, and your own ambitions.

It's OK to want more. You are supposed to want more. You are allowed to follow your desires and become the trader you were meant to be.

And... I'm about to give you some super-charged growth in record time.

But part of the problem is that most people are under the severe influence of the Impostor Syndrome...

### **What is the Impostor Syndrome?**

Whenever you hear the whisper of self-doubt, or you attribute your own success to chance, or luck... that's the Impostor Syndrome.

Whenever you ask yourself "Who am I to want what I want?" or you're worried that it's just a matter of time until 'they' find out you're a fraud – that's the Impostor Syndrome.

Whenever you are invited to step up and allow your talents to be displayed for all to see, but you pull back because you're 'not ready' – that's the Impostor Syndrome.

The term was first phrased by the gracious and talented Pauline Rose Clance, and her academic partner Suzanne Imes, way back in the 1970s.

Once you can make the lies you tell yourself explicit, you can step into the trading sunlight and grow.

But so often we stop ourselves from experiencing greatness.



### **If your life was a garden...**

If your life was a garden, and you were the master gardener, you would know exactly what you would need to plant, to do and to be, to allow that garden to flourish. You would need the right levels of sunlight, water,

fertiliser, and careful weeding, so you could harvest a bounty. I want to show you all of this and more.

But firstly, surely you want to know who I am to write this Special Report?

### **About your Mentor 'gardener'**

Even though I'm here to guide you so that your own trading garden can flourish – let me just remind you that it's *your* garden.

Alas, I know what it's like to have a garden over-run with weeds, and to not know where to turn to so you can produce a garden that is flourishing.

In the past, I have been an expert in telling myself to bury my strengths. I used to experience the Impostor Syndrome as an under-current that murmured to me almost continually.



My sister is smart. Really smart. Any time I received an A-grade at school, I'd say to myself:

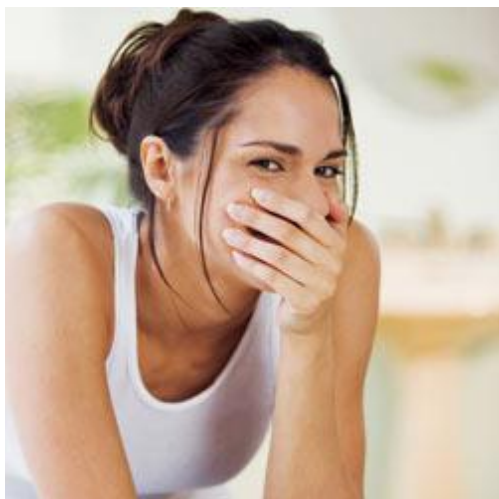
"Well... you're not as smart as she is. Maybe it was just an easy test,

and that's why you did well – this time. Wait until the next test. Your marks will be back to normal then."

My business partner, Chris Tate, is a trading genius. I used to say: "No wonder he can make money. Maybe the reason why I'm making money at the moment is because everything is going up currently. It must be easy to trade so that even a moron can make money right now."

My friend Michael has a huge business. Once I caught myself saying: "Well, it's just a matter of time until I stuff up my business because I'm not like Michael".

And when someone tells me I'm a great partner, or a great mother, I feel my mind scan to find all of the occasions where it is felt as not being true.



Maybe you recognise some of these little mind hiccups?

Maybe you've hiccupped like this in the past? If you've ever said something like this to yourself, I wish I didn't 'get where you're coming from', but I do.

I've lived with this type of negative self talk for a long, long time.

I lived with it as I struggled through completing two degrees, one in psychology and one in business at university - always wondering whether my fellow class mates knew more than me.

I dealt with it as I climbed the corporate ladder to reach the role of National Sales Manager, and took my seat in the boardroom beside the other managers who 'really knew about business'. I experienced it as I started trading, sure that those around me would become Market Wizards, and I'd just make pocket-money.

It followed me as I wrote my four best-selling books on the sharemarket and founded two thriving companies involved in the financial markets ([www.tradinggame.com.au](http://www.tradinggame.com.au) and



[www.talkingtrading.com.au](http://www.talkingtrading.com.au)). It hung above me as a cloud when writing my free newsletter that goes out to 33,000 active traders around the world.

It also sat on my shoulder while I mentored hundreds of traders, watching them thrive and flourish in every market, as they were guided by me and Chris Tate towards changing their lives for the better, forever. I felt it when Chris and I started the Mentor Program in the year 2000, and have run it every year since where it continually books out, sometimes in just an hour or two after we open for bookings.

So yeah – I'm familiar with this syndrome. But now – I know how to manage it.



You see ... I've heard those corrosive mutterings of my 'inner lunatic'. I've heard that lunatic curse, and under-mine me... just the way your inner lunatic under-mines your own personal efforts.

However, I think there may just be a difference between you and me. It's to do with the way I listen to this inner lunatic intent on squashing my goals and ambitions.

### **I simply refuse to give my inner lunatic any light.**

And I want to help you do the same thing – so your inner lunatic will shrivel and shrink, instead of dominating your life. And this report is the first step.

### **Shrivel your inner lunatic**

Our inner lunatic is the crazy person inside our brain who yells at us, and tries to shut us down. Sometimes our inner lunatic screams so loudly that we have to clap our hands over our ears and crouch down to stop the noise.

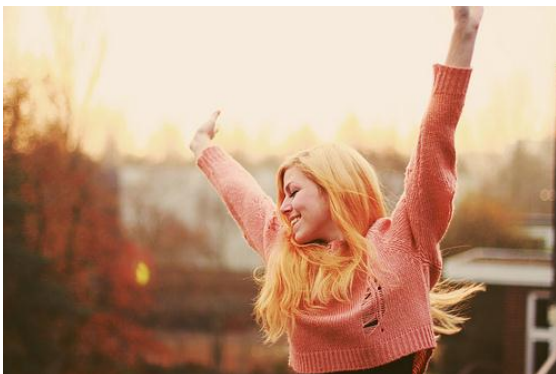
We shrink, just when we should expand.

We retreat, instead of progressing forward.

And what does your inner lunatic yell?

It tells you:

- "Why would I possibly want more? It's selfish to want more."
- "You don't deserve the success you already have."
- "Stay small, because growing big is scary."
- "What if I do all of this work, and I can't handle the outcome, or it's not worth it? So then, why bother starting?"
- "What if I create something and it's so fabulous, that I can never do anything better than that?"
- "What happens if I become a great trader, and I have to disconnect from my friends and family? It's better not to be a trader at all."
- "What if I stick my neck out and I lose money, I lose a bucket of time, and I am exposed as the fraud I really am?"
- "Who am I to change the direction of my family, and who am I to change the world?"



And to *this*, I must ask – Who are you not to?

My friend, if you are the one with the vision for your family, and the impact that trading can have on your life – who are you *not* to pursue this?

You have within you all that you need to move forward.

Yet, you pull back. You let opportunities pass by.

*You prune your branches before you've bloomed.*

You allow opportunities to rush past you and blow away. You hide in the dark, when you should step into the spotlight.

**And to me... that's not acceptable.**

It's time you crumpled your inner lunatic the way you would a dry leaf.

Yes, I understand there are some specific issues that can make you feel as an Impostor from time to time. There are some things that you don't know about the market. There are some parts of your trading plan that are more 'blank' than filled in. And it's these specifics that we'll deal with in the [Mentor Program](#).

However, let's talk about the internal issues first. Let's chat about the inputs your mind garden will need to produce that bounty.

These are the issues that are within your direct control.



### The Fertiliser

You know another name for fertiliser don't you?

It's *shit*.

**You can choose whether to be buried by the shit of life.**

**Or you can use that shit as fertiliser so that you can flourish.**

Let's talk about some of the shit that life deals up, and talk about how you can use it as fertiliser. Here are some of the great lies your own Impostor Syndrome likes to whisper in your ear:

### Lie number 1: You have self-doubt so you will fail

There's a myth that successful people are confident go-getters who never experience doubt.

I have news for you. The very fact that you're feeling a little unsure of yourself is proof that you're about to achieve greatness.

You're on the edge, striving to progress and create a beautiful life for yourself and your family.



This striving...

This ambition...

*It's what makes me know that you have the seeds of a great trader buried deep within.*



Great traders, like you, have the ability to be humble when required, see that you have some flaws, and move forward by following your trading plan regardless.

Everyone is afraid of failing. Everyone fears they may not really have what it takes.

Acknowledge that fear and move forward anyway.

### **Lie number 2: You can't admit vulnerability**

It's hard to admit you're vulnerable. It's easier to mask it, and pretend you know it all.

Why?

Because you feel shame and feel like you're alone with these feelings – you don't acknowledge them, which makes them grow like an angry weed. A weed that can over-shadow the beauty in your carefully cultivated garden, and suffocate the fragile plants that need your care.

Instead of ignoring these feelings of inadequacy, try saying: "I'm excited to be doing this, but I feel apprehensive at the same time." Or, "I'm so glad I'm going to be doing the Mentor Program this year, even though I feel a bit nervous about whether I'll be able to understand it all."

Feel the relief that spreads through your body when you admit to yourself that fears are OK, and that you're going to do it anyway.

### **Lie number 3: You're not ready**

We feed ourselves this lie far too often.

We so often let ourselves off the hook. "Well, maybe when the kids start school next year, I'll do the Mentor Program. Maybe when they start high school, or university, or move out of home, or get married... or when the dog starts obedience school."

If you really listened to your own excuses, you'd laugh at how ludicrous they are.

The trouble is, you do listen to them... and time trudges on, yet you are no closer to reaching our delicious goals and dreams. And your excuses block you from a life you can revel in. A life where you can create wealth and spread it out into the world, like ripples on water, creating opportunities for others.



Think back to your first kiss, your first child, your first trade, your first job... no-one was ever fully ready.

For anything.

For any of those life 'firsts' - we take a leap of faith. It's only by action do we succeed in silencing

the Impostor Syndrome long enough to believe in ourselves.

Even if you're not fully ready... you are ready enough.

#### **Lie number 4: It's a matter of time until you blow it**

This one's a big one for traders. When you've made a profit, and you're feeling good... all of a sudden, this feeling of 'it's only temporary' hits.

Just when we've followed our carefully sculpted trading plan, got the good income, the 'good life', and great health... we feel the need to pull our head in.

We feel we've jinxed ourselves by being happy. We panic. We sabotage our results to bring them down to a more psychologically comfortable level.

Maybe it was prompted by a scathing comment from a friend. Perhaps it is an echo from a family member that rings in our ears. Maybe we heard about another trader, who we admired, making a big trading loss.

Whatever the catalyst, all of a sudden we're in a sea of doubt, buffeted by waves of fear.

And this, my friend, is exactly where your own personal Impostor Syndrome likes you.

On a little life-boat, instead of at the helm of a cruise ship.



In a weedy corner, instead of the picturesque botanic gardens.

Now that you're aware, you need to implement the quick fix. Start hanging out with people who are more successful than you are.

Realise that they are fallible. See their flaws – but also see that they're doing beautifully in the markets as well.

The value of a trading buddy, and an intense support network cannot be under-estimated.

You have more people in your life who want you to succeed than you have that want you to fail. Realise it. Seek out your team. Allow yourself to connect.

## The Water

**The other lie we tell ourselves is: "They don't mean that praise ... they're just being nice."**

As Tanya Geisler, an International expert on the Impostor Syndrome, says: "Dare to believe someone when they tell you how remarkable you truly are".

When someone praises your work, do you feel compelled to point out all of the flaws in it? Do you tell them "It was nothing really..." or "But I did screw up the very next trade – so I think that profit on the first trade was a fluke."

You call yourself out for the Impostor you really feel that you are.

Yes, I understand.

It almost sounds humble.

However it's not.

It's holding you back.

*Praise from others is like water in your garden.*

Let it flow through to your roots, and suck it up into your very being.

The person giving you praise is seeing the real you.

The *you* with so much to offer. The *you* who is clever, witty, a top trader and a clear thinker.

When someone compliments you, just say "Thank you" and stop over-thinking their gift to you.



### **The Shade**

Every garden needs some shade to grow. The problem is that if the shade turns to darkness, your garden, deprived of light, will rot.

Some people experience the blackness and do the same thing ... as a trader... as a person. They rot.

To become a trader... a really great trader... you need to be prepared to accept all aspects of your personality and say 'to hell with what other people think'.

Once you've got to that level of self-awareness – I guarantee you that your trading results will improve. People's level of wealth rarely exceeds their level of self-development.

I'm not ashamed to admit that I know what it's like to be black. I have felt like quitting. I've chosen the shade before, instead of moving into the sunlight.

I want to encourage you if you're in a black place right now. I can tell you that it feels much, much worse right now than it will for you when today is a day in the past for you.

Too often as a culture, we tend to gloss over some of the nasty parts of life.

I urge you to seek some help if you need it, so you can emerge from your black place, and come back into the garden of growth where you belong.

### **The Fresh Air**

When we're in the throes of the Impostor Syndrome we feel like we're alone. We are isolated. No-one can ever really understand what we're going through.

This syndrome likes to see your head hanging low, looking down at the ground.

The fact is, the Impostor Syndrome relies on you being alone. Other people only bring up counter-arguments that weaken the syndrome's hold over you.



Get this – don't let these feelings isolate you. Don't allow yourself to cut yourself off from others who can be your cheer-leaders and drown out the whinging, whiney voice of the inner lunatic.

No-one has to go this alone. Asking for help is a

sign of strength.

Find someone who can be your cheer-leader, your Mentor and your guide, so you can soothe that inner lunatic and move on with your life. Seek some help.



And what kind of help can you get? Well, being so prevalent now, you can get every type of help. If you want a trading cheerleader, register for my newsletter at [www.tradinggame.com.au](http://www.tradinggame.com.au) and I'm your gal. If you're ready for the next step with trading, you might even want to register for free priority notification for my Mentor Program at [www.tradinggame.com.au/priority](http://www.tradinggame.com.au/priority). If you're already on Priority Notification, you'll be enjoying the great free trading goodies I send you regularly – so consider stepping up to the Mentor Program when the time is right.

If you want help with property, macramé, accounting, craft, business, sculpting or mindset... well, any endeavour really – locate your team, gather them close, and cherish their input. Let your team refine your vision. Let them allow you to see just that bit further than your current 'head-down posture' will allow you to.

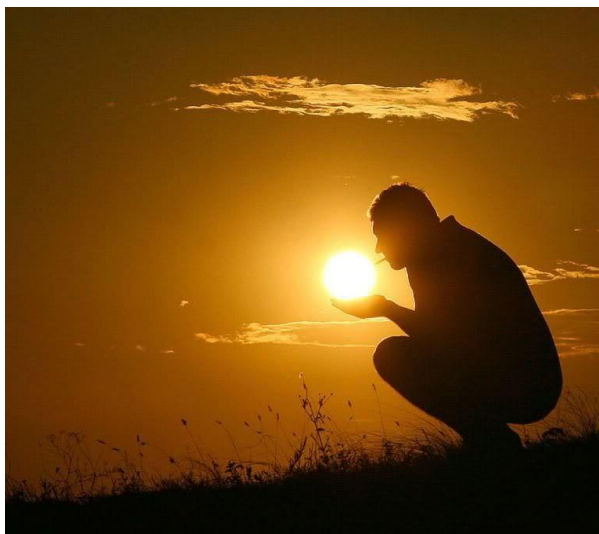
Build connections. Lean into your team. Flourish.

Support is your fresh air, and will enable the garden of your mind to bloom.

### **The Sunlight**

It's a funny thing about sunlight. There seems to be a never-ending supply.

Even in winter, the sun will always rise again the next morning to warm the earth, and give you energy.



The sunlight is your potential.  
Your potential for growth.

There's room for you to keep growing, no matter what your current level of achievement, no matter where you are at financially.

On your quest to excel, there are so many new heights you can soar towards, so many

challenges you can sift through.

Humans seek progression. We desire ascension. We crave growth.

If you were content with where you are at right now, you wouldn't have kept reading this Special Report. You would have stopped long ago.

School is never out for the trading professional. The moment you feel like you 'know it all', is the moment the markets will smack you over the ear.

Wanting more is in your very make up. Knowing you deserve more... well... that's the part that takes a bit of extra work.

I'm glad to see you're a deep thinker, and that you are as keen on working on your mind as you are your trading system.

This will give you longevity in the markets, and trading results that are exceptional.

### **The Harvest**

And then, when we succeed and enjoy the harvest of our efforts, sometimes we think: "It can't be this good."

That nagging little lunatic wants to have the final say, and deplete you from the energy burst that you deserve after a job well done, a trade well executed.



Just being aware that your own lunatic is about to speak up can arm your defences against it.

Being in celebration is the end result of all of your hard work. When you're ready to reap the rewards. However, sometimes, it can be hard for us to be in this

place.

Just as hard as when your inner lunatic is running amok with indiscriminate weed-killer in your garden of Eden.

Take the time to acknowledge your success, and to allow your subconscious the chance to let it resonate. Without a reward after work, your subconscious will rebel, and stop creating the little benefits that come along after a victory.

You deserve your win. You deserve a reward. Enjoy your harvest.

Some of the people I have trained are revelling in their harvest, and they are just like you... full of self doubt in the beginning, yet so sure that they wanted more. A hunger for trading success that was buried deep within them, a hunger begging to be satisfied. People like...



Annette McNicol - Property Developer, Sydney

***"The Mentor Program is worth 10 times anything else I've ever done."***

*"This course is worth 10 times anything else I've ever done. I hesitate to say this, but you could easily charge many times the fee! I love that you tell it like it is."*

*"There is a great sense of community that developed. The Mentor Program is down to earth and did not make claims that you could make vast amounts of money in a short time. Love the integrity. It surpassed all my expectations."*

*"The bit-by-bit accumulation of knowledge, the support, and gentle confrontation when necessary. **I have done many other courses in the past 2 years. Without doubt this was the best investment of them all by a long shot!!**"*

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Ray Hocking - full-time trader, Torquay

***Ray is trading full-time now, with our support all the way***

*"**There is no other course as comprehensive as this offered anywhere.** My aim was that this will set me up with a new career and I have no doubt this has been accomplished."*

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Sandra Santelli, Administration and Bookkeeper, Townsville

***Sandra doesn't blindly follow someone else***

*"The Mentor Program covered all bases, especially risk management. While providing guidance and getting us to where we need to be challenging us to understand trading. The forum is a valuable tool, terrific to utilise. I read and considered everything I need. I found it thought provoking and helpful."*

***It's worth every cent to truly understand what you're doing and the why of your trading system, instead of blindly following someone and trusting that they know what they're doing."***

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Arthur Zhu, IT specialist, Melbourne

***A Complete Mindset Change***

*"Before the Mentor Program, I was struggling to find a purpose in life. Since completing the Mentor Program, I feel I can take on the world and fulfil my life goals and dreams."*

***The results speak for themselves.  
Expect long term results.  
The benefit is life-long.***

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John McCaffery, Ballarat, now a full-time trader

***Stop the Struggle***

*"I have gained so much more than I was expecting. I believe **the ongoing support and the Trading Game community is priceless.** I cannot remember when I last met two individuals with such integrity, honesty and generosity and I congratulate you on your ongoing achievements."*

The Impostor Syndrome can be an unwelcome visitor that once identified, neither owns you or defines you. I guarantee you that some of our biggest trading success stories have come face to face with this demon in the past... and they've overcome it. So what's stopping you?

You deserve the very best.

You can do more, be more, have more.

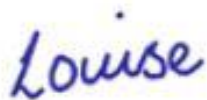
Want to do more on this?

Let's do it together.

If you've got any feedback, I'd love to hear from you. Just drop me an email at: [louise@tradinggame.com.au](mailto:louise@tradinggame.com.au).

Glad you could join me!

Cheers,

A handwritten signature in blue ink that reads "Louise". The script is cursive and fluid, with a small dot above the 'i'.

Louise Bedford

Director – [www.tradinggame.com.au](http://www.tradinggame.com.au).



## Your Next Step

I hope I have given you a buzz with some of my views in this Special Report. You've shown that by reading this report, you're willing to grow, develop, and challenge your own mindset. For that, I applaud you!

## The Mentor Program

Chris and Louise run a six-month Mentor Program. Since the year 2000 this program has continuously booked out every time it opened for bookings. Mentorees love that they can repeat the course as many times as they like for free. Have a look at [www.tradinggame.com.au/priority](http://www.tradinggame.com.au/priority) for more information and make sure you register for Priority Notification.

If you're the type of trader who wants to learn how to trade every instrument over every timeframe, safely and confidently, by using your own bulletproof trading plan, then the Mentor Program is just what you've been looking for.



### Your free trading pack

If you're new to the Trading Game trading community, and you haven't got your free pack yet, you're missing out. Make the best decision of your life. Register now for your trading pack at [www.tradinggame.com.au](http://www.tradinggame.com.au)... and best of all it's FREE.

Here's what you'll get:

- an incredibly valuable trading plan template
- a free monthly email newsletter
- a five-part e-course valued at \$99.00 called 'The Sharemarket — Your Unfair Advantage'
- a free month of access to the Trading Game Forum

### ***Why is Louise giving you this pack for free? ...***

... I'll tell you why. So she can begin a relationship with you. Louise says, 'I'm hoping that after you've used my free resources, one day you'll come to one of my advanced seminars and live the life you are meant to be living.'

**Excellent traders are action takers. Don't delay.  
Go to [www.tradinggame.com.au](http://www.tradinggame.com.au) and grab your  
FREE trading pack right now.**