

# FUNDAMENTAL ANALYSIS 101

F R E E   D O W N L O A D

 real trader.  
real results, verified.  
**JarrattDAVIS**

# **ABOUT THIS GUIDE**

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Becoming profitable is undoubtedly the number one goal that all retail traders have. The key to profitability is in using fundamental analysis alongside your favourite technical strategy.

When you apply the fundamentals you will notice an instant improvement. This will give you the confidence to trade the markets and result in your becoming consistently profitable. The purpose of this guide is to explain what fundamental analysis is and how you can take some simple steps to get started with it right now.

If you have any questions or comments, please get in contact with me over on [JarrattDavis.com](https://jarrattdavis.com).



**JARRATT DAVIS**

# **MEET** **JARRATT DAVIS**

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Before we get into the guide, I want to let you know a little bit about who I am and why I operate a business that helps retail traders like you, to make an income from Forex trading.

## **WHY LEARN FROM JARRATT DAVIS?**

My name is Jarratt Davis. I am the investment manager at the AsAc hedge fund. The fund is listed on both the Bloomberg and Morning Star databases. I previously worked in the city of London where I offered my FCA regulated managed account programme to professional investors.

While running my managed account programme I was ranked as the 2nd best performing FX fund manager in the world by the Barclay's currency trader's index. The ranking covered a six year period in between 2008 to 2014.

Thanks to my time in London I know exactly how

professional traders are trained and developed.

I used this experience to launch a business that specialises in teaching retail traders how to trade the currency markets like the professionals. There is a huge market of people that want to learn correct trading techniques that can be used to make an income from trading currencies.

### ***THE TRUTH ABOUT FOREX***

It is very important to explain trading is a business and a skill that takes hard work to master.

One of the main reasons that I saw such a great opportunity to create a training programme was due to the distinct lack of credible educational products available to retail traders online. I wanted to provide a legitimate alternative to all of the 'noise' that is so common on the internet.

Trading can definitely provide you with a secondary income stream. This can then be built up gradually into a significant income. This can then lead into serious wealth, depending on your goals and the approach that you take.

The aim of my training programme is to show you exactly how you can generate that initial income in a safe and sustainable manner. I can then share

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with you the steps that I have followed to build that income up into something much more significant.

You will find all of this to be very realistic and pretty simple to follow, even if you are starting with a small account.

### ***THE SECRET TO MY SUCCESS***

My success is not really a secret. The reality is that most retail traders simply miss out on the importance of a very common concept.

The concept that I am talking about is fundamental analysis.

When I first started trading I began as a retail trader, much like you probably are right now. Searching online for systems and strategies that would lead to me making easy pips.

My routine always started with searching for some system to follow. This was always based in technical analysis. I would then back test the system and get really excited about the results. I would start trading the system only be disappointed as the results I achieved never matched the ones I was expecting. I then resumed the search and the cycle went on and on. All of the systems were based purely on technical analysis.

As soon as I broke that cycle of technical systems and swapping from one to the next, my progress was rapid.

My success came directly from including fundamental analysis into my trading routine.

I became profitable and went on to run an FCA regulated managed account programme before launching my own hedge fund in 2017.

When you start applying fundamental analysis you will see for yourself just how powerful it is.

My training programme is focused on teaching you how to understand and then apply the fundamentals to make an income.

We have many students that have already reached this point. They all have verified track records that you can check out before taking the same training.

Even if you are not quite ready for professional training, by reading through this guide, you will get a sense of the high quality teaching that I provide.

***Ready to get started? Let's go...***

# ***EXPLORING FUNDAMENTALS***

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## ***SO WHAT IS FUNDAMENTAL ANALYSIS?***

Have you ever noticed how real events move the markets? For example, when something bad happens – such as an act of terrorism or natural disaster – the relevant country’s financial markets often fall.

For example, when the UK voted for ‘Brexit’ in 2016 the British Pound immediately dropped around 20% in value against the US Dollar. This was a direct reaction by the market in response to the result.

Trust me, this principle is absolutely sound. As events (good or bad) unfold, they feed into the sentiment of market participants, which then results in price movements. Good events support currency price, while bad events weaken a currency.

You can get a sense of this by watching the mainstream news channels. They will cover market moves and explain the reasons behind them.

Fundamental analysis is a process of linking real-world events to price movements.

This process can include anything that could be identified as a reason behind why the price is moving in a particular direction. For example, if the price of a currency is falling, then fundamental analysis would try and determine why that was happening.

Fundamental analysis is also used to try and determine which way a currency might move in the future. It can be utilised for both short-term and long-term trading.

### **PROFESSIONALS USE FUNDAMENTAL ANALYSIS**

It's important to recognise that the overwhelming majority of professional traders and investors use fundamental analysis as the core of their money making strategy.

If you see inside professional trading floors on the financial news channels, you will very rarely see the traders staring at charts only. They almost all use



the big news terminals such as Bloomberg, Reuters, Dow Jones, MNI and more.

These terminals are solely designed to get news and information to those traders fast. They also cost thousands of dollars per month for each individual license.

This in turn means that large firms and banks are spending hundreds of thousands of dollars each month to access this information.

Price charts and technical indicators, on the other hand, are generally free. There are some smaller funds or managers that do use solely technical analysis - but you will struggle to find credible examples of more than a handful.

So almost all professional fund managers trade with fundamental analysis.

### ***WHY ARE FUNDAMENTALS IGNORED?***

Most retail educators will teach strategies that rely solely on technical analysis. They will also dismiss the fundamentals as 'priced in' and irrelevant.

The most common reason for this is down to the fact that technical strategies and trading robots are very simple to understand and easy to sell.

Imagine if you had a choice:

Your first option was to make money from a simple system that did most of the work for you. You just had to wait until the indicator turned blue to buy it, or red to sell it. Your role would be to simply plug it in and watch the profits build up.

The second option was to do all the work yourself. This would include getting up early each day to study the latest news and figure out what the sentiment of the market was. It would mean reading analyst research reports and studying the prices of currency pairs to determine the best way to trade them.

Obviously, pretty much everyone would choose the first option.

Because it is easy to sell, there is lots of money to be made, which in turn ensures that these technical based systems, strategies and robots will continue to dominate the internet.

Unfortunately, this does not mean that they work in the long run. In fact, most of them don't.

# TRADE LIKE A PROFESSIONAL

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## UNLIKE ANY OTHER COURSE

This is the **most effective** retail trader training available online. It teaches you how to trade like a professional using fundamental analysis.

Within the programme, I share the methodology that I used to manage over \$10 million worth of client funds.

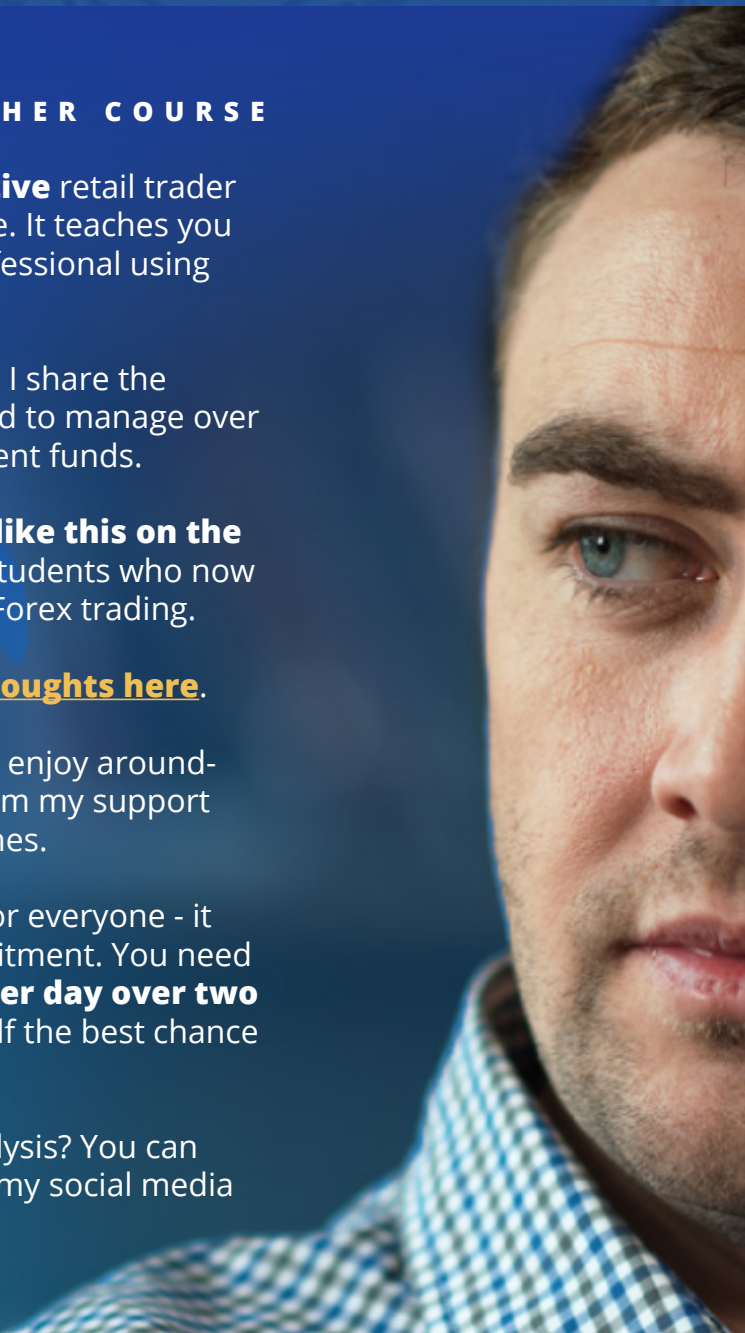
**There's nothing else like this on the market.** I have many students who now make their living from Forex trading.

**You can read their thoughts here.**

As a student, you'll also enjoy around-the-clock assistance from my support team and trading coaches.

This programme isn't for everyone - it requires serious commitment. You need to invest **90 minutes per day over two months** to give yourself the best chance of success.

Want a taste of my analysis? You can **sample it for free** on my social media pages and blog posts.



# ***STUDENT TESTIMONIALS***

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## ***THE MISSING PIECE OF THE PUZZLE!***

Jimmi focused heavily on technical analysis. He was even registered as a certified technical analyst by the IFTA.

Despite this, he always felt that something was missing. His results never matched his experience in the trading industry.

After taking our training he achieved consistent profitability for the first time. He sent me his track record to show over 6 months of sustained profits.



## ***I NOW LIVE OFF MY TRADING***

Steve took our training when we first launched in 2014. As one of our original students, he is generating enough from trading to live off.

This has allowed Steve to quit his job as an electrical engineer to pursue a more relaxed lifestyle.

In 2016 Steve moved to the Philippines with his family to enjoy a much more relaxed lifestyle. He trades his own money and he also runs a trade copying business.

**R E A D   M O R E**

# WHAT YOU CAN EXPECT

**TWO MONTHS TRAINING - 90 MINUTES PER DAY**

**DEDICATE 90 MINUTES PER DAY. BECOME CONSISTENTLY PROFITABLE.**

### **SIMPLIFIED TRAINING**

Compact course that will help you start trading the fundamentals quickly.

### **ADVANCED VIDEO COURSE**

Advanced course that will improve your knowledge and performance.

### **DAILY GUIDANCE**

Daily forecasts that will give you specific currency pairs to trade each day.

### **POWERFUL INCOME PLAN**

Income plan that will protect your account and get you profitable faster.

### **CENTRAL BANK ANALYSIS**

Concise analysis that will give you the long term direction of each currency.

### **ACCESS TO TRADERS**

Profitable traders that will help you trade and speed up your progression.



### **14 Days 100% Money Back Guarantee**

If you are not completely happy we will refund you.  
No questions asked. There is no risk and you have nothing to lose.

# ***STEP 1: GATHER YOUR SOURCES***

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## ***GETTING STARTED***

So how do you get started with understanding the fundamentals?

The whole aim if this eBook is to simplify the concept of fundamental analysis You will not become wildly successful and retire to the beach overnight.

If you focus on applying it with self-improvement in mind, then you will definitely see clear progression in your overall trading performance almost immediately.

So to keep it manageable, I will start by sharing some very simple steps that will allow you to begin your own learning curve.

This will help you to see how powerful fundamental analysis is.

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I use high level news and analysis data sources to deliver the information I need fast.

These sources include the Reuters Eikon terminal and a real time news squawk from Ransquawk.

Before you commit to these expensive professional feeds you can gain some experience from some of the free sources available.

I have listed the best free sources of news and analysis to start working with as a beginner.

I strongly recommend that you bookmark them and check them regularly. Monitor how currency pairs move in relation to the news and events that you research.

### **FOREX FACTORY**

[Forex Factory](#) is considered one of the best free news calendars on the internet.

It has a very user-friendly layout that is simple to navigate. Each week you should be looking at this economic calendar to see which events are coming out.

This will help you understand which currencies could be moving the most in the upcoming trading

sessions.

### ***FX STREET***

[FX Street](#) provides a constant stream of free news and analysis. They have their own content writers and all of the information is practical for traders.

This will give you some clarity and understanding of how the economic releases and events you see on the calendar could impact the prices of the related currencies.

### ***FOREX LIVE***

The team at [Forex Live](#) are a fantastic bunch of analysts that focus on delivering analysis of market- moving events as they happen. This almost real-time analysis is a powerful way to learn how fundamental analysis works.

This site will provide analysis and explanation of certain fundamental events. fundamental catalyst to discuss in the article.

Finally, there should be a clear opinion or expectation about which way some credible experts think the currency could be moving next.

This normally comes from analysts or traders but can also be from economists.



# **STEP 2:** **INTERPRET**

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## **LEARN TO INTERPRET WHAT YOU READ**

Understanding how to interpret and apply the news is a key component to successful trading. To simplify this you should look out for four key elements in any news article.

If you cannot extract the four elements then you should discard that particular piece of information until you have more knowledge and experience.

The first element of any article should be the currency (or currency pair) that the article is referring to.

A second element to look for is the overall direction that the writer expects the currency or pair to be moving.

The third element is a clear reason why there is an expectation for the specific currency to be moving in a certain direction. There must be some

fundamental catalyst to discuss in the article.

Finally, there should be a clear opinion or expectation about which way some credible experts think the currency could be moving next.

This normally comes from analysts or traders but can also be from economists.

These four things will allow you to develop a clear picture of the impact on any currency from a fundamental perspective.

This will give you trading ideas that you can practice and test.

# **STEP 3: TIME & PRACTICE**

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## **KEEP PRACTICING WITH THE FUNDAMENTALS**

You will be surprised at how quickly trade ideas start revealing themselves. With practice you will start to spot more and more opportunities.

To become proficient you need to start taking these trades and monitoring their progress.

Trading with real money will ensure that you commit to each trade and monitor it much more closely.

This close following will actually benefit you because you will start to learn the intricacies of how the markets move in relation to fundamentally driven events.

This process will intensify your own learning curve and will show you just how powerful fundamental analysis is, when you apply it correctly.

## ***PERSIST***

By proving the power of fundamental analysis in this way, you will increase your own confidence. This will also confirm to you the potential that trading offers.

Having knowledge of what fundamental analysis is and how it works is only the beginning.

Your main source of progress will come from constantly improving your understanding of the many nuances of how the markets operate.

Very often, the markets will trade in the opposite direction to how they should based on an economic release or event.

This can be frustrating and confusing but is also a perfectly normal part of the way that markets fundamentally operate.

By embarking on extra training you will get to grips with these details and see your results improve to the next level.

# ***TAKE YOUR NEXT STEP***

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## ***RECEIVE FREE TRAINING & ANALYSIS***

I want to show you how we're different in the world of online trading education. To do this, I have secured you a seat at my next online training presentation. This is totally free of charge.

This presentation with myself will help you understand why the fundamentals are so powerful and teach you more about the world of professional trading and how you can access it by working with me. It will also allow you to get to know me a little better and understand more about why our main training programme is so successful.

To register for this event just click one of the buttons below.

To help you attend I will be hosting the free training at several different times. Select the best time zone for you and then register for that event now.

**[7pm New York - Click Here](#)**

**[7pm London - Click Here](#)**

**[7pm Sydney - Click Here](#)**

## ***GOT A QUESTION? GET IN TOUCH***

Email: [support@jarrattdavis.com](mailto:support@jarrattdavis.com)

Website: [www.jarrattdavis.com](http://www.jarrattdavis.com)