

# The Complete Guide to Fintech Trading and Investments

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Building Wealth in  
the 21st Century

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## Chapter 1. The Fintech Revolution

In this chapter you'll learn about this changing and disruptive movement, and get a glimpse of how you can take advantage of it to increase your freedom of choice. You'll see the history, the industries it is radically changing and new investment opportunities it provides.

**1.1 What is Fintech?** Understand the technology revolution in finance

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**1.2 Fintech History** When it began and how it transitioned to the powerhouse of today

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**1.3 How does Fintech Work?** The far ranging impact of fintech on all aspects of finance and technology

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**1.4 Why Fintech?** Everyday ways you use or can use fintech to make your life easier, faster, and have more control

**1.5 Why is Fintech Important?** How fintech has enabled a new, disruptive method of buying and selling stocks, bonds, currencies, cryptocurrencies, and other commodities

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**1.6 The Fintech-CFD Connection** A new fintech advance creates more opportunities for non-institutional investors to currencies, commodities, and global assets

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## Chapter 2. Financial Basics

In this chapter you'll learn the basic flow of money. How to you grow it? What factors cause people to lose money. And where can you go to find reliable sources of information.

**2.1 Saving, Investing, Trading, Speculating** How to know if your money is invested, saved, or speculated on a high-risk play

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**2.2 The Theory Behind Making and Losing Money** Different ways money can be made: growth, dividend, options, currency. How emotional trading leads to losses and how to guard against it

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**2.3 Who Is Your Source?** Gurus, other investors, news media, financial newsletters, robo advisors

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## Chapter 3. Investment Basics

In this Chapter you'll start to see how different cycles and the news affect the price of your equities so you are better able to buy and sell at profitable times. You'll also learn how to find your risk tolerance so you can trade or invest in a way that's comfortable and enjoyable for you.

**3.1 Understanding Market Cycles** What causes trends and cycles. How to use them for potential profit

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**3.2 Trading the News and Economic Calendar** Stocks, currencies, and commodities all respond to news about markets, politics, companies, interest rates, and dividends. Use the news to adjust your trades

**3.3 Risk vs. Reward** Everyone's risk tolerance is different. Learn the risks and possible outcomes of your investments. How to assess your level of tolerance

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**3.4 Risk Score** eToro's risk management service lets traders see their risk score and the scores of other public traders

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## Chapter 4. Fundamentals of Research

In this chapter you'll gain essential methods to help you get into the market and exit the market at better price points. You'll learn how to find the value of a company, to understand the numbers on stock pages and annual reports, and to use charts to find trends.

**4.1 Fundamental Analysis** The meaning of financial numbers on the stock page. How to determine the value of a company: beta, debt, dividends, enterprise value, EBITDA, EPS, etc

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**4.2 Company Valuation** How to determine if a company is a good value. Ways companies can manipulate the numbers

### 4.3 Technical Analysis - Making Sense of Charts and Tools

Understand the value of charts and tools. How to read a chart to find entry and exit points, trend lines and channels, candlesticks, and support and resistance lines



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### Chapter 5. The Basics of Buying, Selling, and Controlling Securities

In this chapter you'll learn the fundamentals of how to buy and sell different kinds of assets and how to use derivatives to take advantage of asset price movements. You'll learn how to use protective stops to minimise risk.

**5.1 Owning Assets and the Bid/Ask Spread** How to buy and sell stocks and ETFs. Set-up stop losses and market orders

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**5.2 Options** Learn the basics of buying and selling puts and calls

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**5.3 Contract for Difference (CFD)** The advantages of trading CFDs and how to trade them

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## Chapter 6. Asset Allocation

In this chapter you'll learn what asset allocation is and how to use it to diversify your portfolio. You'll understand why you want to diversify and different ways of doing so to reduce risk.

**6.1 Assessing your Timeline and Goals** How to use age, goals, and portfolio timeline to plan investment strategy

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**6.2 What is Your Risk Tolerance?** Assess your tolerance for risk based on financials and emotions. See how leverage and compounding adjust your risk

**6.3 Developing a Risk Tolerant Strategy** Discover different kinds of strategies and see how asset allocation fits in

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### Chapter 7. Building Your Investment Portfolio

In this chapter you'll learn how to use the information you've gained about your investment strategy to help you put your portfolio together. How to use the expertise of others to manage your risk and increase the chances of success.

#### 7.1 Balancing Risk, Profitability, and Diversity

How these three aspects contribute to your ideal portfolio

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#### 7.2 Regular Additions to Your Wealth-Building

Fund See the advantage of adding money to your portfolio on a regular basis

### 7.3 Using Model Portfolios and Copy Trading

Risks and benefits of using investment advisors' strategies. How to build a portfolio based on copying other traders

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## Chapter 8. Understanding Stocks

In this chapter you'll learn categories of stocks and what they do. Discover what influences company growth and returns. You will also learn how to diversify through stocks and about different ways of owning or managing stocks.

**8.1 Asset Sectors** Description of each asset sector, the cycles it follows, general risk factors and major players. This includes: consumer discretionary, consumer staples, energy, financials, healthcare, industrials, materials, technology, and utilities

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**8.2 Finding Diversity in Stocks** Find out the categories of stocks by size, production, dividend, location and why it matters to the investor

**8.3 Ways of Owning or Controlling Assets** Check out ownership vs. control. Learn about REITs and limited partnerships

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## Chapter 9. Investing in Bonds

In this chapter you'll learn what a bond is and about six different kinds of bonds. Discover how to loan money to governments and businesses.

**9.1 Kinds of Bonds** Learn about treasury, municipal, corporate, perpetual, and other kinds of bonds

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**9.2 Earning Money with Bonds** See how to buy and sell bonds while understanding the risks and benefits associated with bond ownership



## Chapter 10. Working with Exchange Traded Funds (ETFs)

In this chapter you'll find out what an Exchange Traded Fund (ETF) is and how you can use them to increase your wealth. What kinds of ETFs are available? How do leveraged ETFs work? What are the risks and advantages of trading in ETFs?

**10.1 Kinds of ETFs** Explore the diversity of ETFs in stock, commodities, bonds, currency, real estate, and more

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**10.2 Leveraging ETFs** The power and risk of leveraging with inverse and multiple ETFs

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**10.3 Trading ETFs** See different ways to trade ETFs and the risks and advantages of the methods

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### Chapter 11. Understanding Contract for Difference (CFD)

In this chapter you'll discover a new method of trading derived from futures trading. Find out the history of futures and CFDs. Learn the differences between purchasing and contracting for difference and what you need to know before you begin trading CFDs.

**11.1 The History of Futures Trading** Learn the origins to help you trade better today, from commodity trading to digital assets

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**11.2 Asset Ownership vs. CFDs** Understand what you are trading and the similarities and differences between asset ownership and CFDs

**11.3 Before You Begin Trading** Learn these essentials before you start to give you an added advantage

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**11.4 Using Leverage** What is it? How can you best use it within your risk/reward tolerance level

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### Chapter 12. Day Trading and Swing Trading

In this chapter you'll get an idea what it's like to be a day trader or a swing trader. What do you need to get started? What skills and tools must you have to trade successfully? How do you find a trade with a high probability of success. How to plan your entrance and exit from the trade.

12.1 What are Day and Swing Traders? What are they? How to know if you want to be one? Advantages and risks

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12.2 What Do You Need to Get Started? Check out the list. It includes: equipment, money, mindset, knowledge, and more

**12.3 Follow a Sample Trade** See how to set up a sample trade strategy. Find entry and exit points. Set stops for profit or loss

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**12.4 Ten Tips Every Frequent Trader Needs to Know**  
What is it? How can you best use it within your risk/reward tolerance level

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## Chapter 13. Trading Currencies

This chapter explains how to trade currencies. Learn the currency trading language and the popular trading pairs. Understand trading strategies and how to use leverage. Find ways to reduce risk in currency trading and learn tips from the experts.

**13.1 Terminology** What are they? How to know if you want to be one? Advantages and risks

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**13.2 Getting Ready to Trade** Understand the fundamentals of currency movement. Learn about time, fundamentals, technicals, interest rates, news events, and enter and exit plans

**13.3 How to Make a Trade** Walk through the set-up of your trade in the eToro platform. See ways to go long and short. Evaluate entry and exit points using charts

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**13.4 Controlling Risk** Use exit points to control emotions. Decide the best leverage for your trade. Understand the need for discipline

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**13.5 Tips for Currency Trading** Learn from the experts for faster skill building

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### Chapter 14. Exploring Cryptocurrencies

In this chapter you'll discover a new and potentially highly profitable currency. You'll learn the history behind the blockchain and cryptocurrencies. You'll see why they are highly effective and poised to change the way people and businesses use money. You'll learn advantages and methods of trading this currency.

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**14.1 History of the Blockchain** Learn how this technology solves financial and business problems and stands to disrupt old technologies. How did it start? What is its potential?

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**14.2 Cryptocurrency Terminology** Understand new words and new uses for old words so you can move confidently in this new world

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**14.3 What is a Blockchain?** Learn how it's made, what it does, and why it benefits financial institutions and businesses



#### **14.4 Building on the Blockchain: Crypto-Tokens**

Find out how you can own or trade a part of a virtual company with virtual currency. Learn about dual purpose coins

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**14.5 Cryptocurrencies and Tokens** Discover strong and emerging cryptocurrencies. Find out their histories, strengths, and weaknesses. Bitcoin, Coloredcoin, Dash, Doge, Ethereum, Litecoin, Metacoins, Monero, Ripple and more

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**14.6 Trading Cryptocurrencies** Learn how to buy coins and trade on crypto-exchanges or simply use CFDs in a multiple security trading platform

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### Chapter 15. Trading Commodities

In this chapter you'll learn the background and history of commodity trading. Discover the unique language of commodity trading and how you can participate in trading commodities. Understanding how and why commodities trend and change in price. See the most commonly traded assets and the advantages and disadvantages of trading.

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**15.1 Commodity Trading History** Discover the background of commodity trading to better understand how to trade them

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**15.2 Commodity Terminology** Learn the terms you need to know to start trading

### 15.3 Nine Ways to Trade (or Own) Commodities

Take advantage of a variety of trading methods. They include: ownership, futures, stocks, CFDs, and more. Each offers an opportunity to profit from price changes

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### 15.4 Commonly Traded Commodities

Learn about trading gold, silver, platinum, palladium, copper, oil, and natural gas

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### Chapter 16. Investing with Copy Trading

In this chapter you will learn about social trading. Find out how to choose the right trading platform and the strategies behind copying other traders. Learn how to attract traders to copy your trades so you can build another source of income.

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**16.1 Getting Started Trading** Learn about social trading and how to sign up. What countries prohibit social trading. How to open an account and set up your private and public profiles

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**16.2 Copy Trading Strategies** Learn choices unique to social trading. How to get the most from social investing

**16.3 Growing Your Influence** How to become a trader others follow to create another stream of income

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**16.4 Professional Traders** The advantages of bringing your business to trading platforms

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### Chapter 17. Investing with CopyFunds™

In this chapter you'll discover the ease of building a portfolio with CopyFunds™. Find out how to use them to diversify your portfolio and to manage risk. Learn how you can hedge with CopyFunds™ and build on the expertise of renowned professionals.

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**17.1 Top Trader CopyFunds™** Find funds built on the top traders on the platform: quarterly results, active traders, most copied traders, etc.

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**17.2 Market CopyFunds™** Copy the funds that follow market sectors: banking, gaming, consumer discretionary, travel, tech, global funds, etc.

**17.3 Directional Funds** Trade directional positions: shorting the market or market sectors with easy-to-use funds

**17.4 Partner CopyFunds™** Take advantage of established professional investors by copying their trades within a fund

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**17.5 Conclusion** The fintech revolution makes investing more accessible to the average trader. It opens possibilities to trade currencies, cryptocurrencies, CFDs and traditional stocks and bonds on one trading platform. Knowledgeable investors may find great opportunities to profit.

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### Chapter 18: The Complete Fintech Glossary

Glossary and definitions of financial terms