

Carlton Brown

Commodities broker

TRADING > Go For Broke

I saw a statistic that showed a dart thrower versus five of the best stock brokers in, in the country in the US. And over a period of six months they were beaten by a dart thrower. There's a reason for that, it doesn't matter how much you think you know there's always going to be a risk associated with what you're doing. And any investor who gets told by his broker that don't worry there's no risk here. You need to hang up on that guy right then.

Because there's risk. I don't care how good the stock is. I don't care what commodity looks like you know there's risk. And the worse, your worst nightmare can come to fruition in, in the case of commodities. What ever your worst nightmare is it can happen. It can happen and chances are, you know sooner or later it will. Because it's, it's a gamble. We call it a calculated risk. But in commodities it is in essence you're gambling with where you think the market is going to go.

TRADING > The Art Of The Sell

I must say selling is an art. The selling to people on the phone is an art form. It's not to be trivialized because it is an art form. And what you're doing is your trying to, you're letting people know on the phone that you are what they need to fulfill. Their, their life is empty right now, there's a void and I'm that guy who's going to make that void go away cause I can make a difference in your life.

You need me. I'm the guy you need and I'm going to make sure you understand that because I'm going to be enthusiastic and I'm going to be knowledgeable because if I'm not are you going to believe anything I say. I don't think so. So obviously I'm going to be very convincing and the more convincing I am the more people are going to believe me.

Getting people to invest is an art form and all you're really doing is guiding them. As the old saying goes if a man wants a blue suit you sell him a blue suit. He's coming down the track. He's got blinders on and generally you're guiding him to where he needs to go. Most people on the phone are sold before they even pick up the phone.

Because they, they in their mind they have an idea what they want you just need to let them tell you what it is they want. People are not, I find that people aren't necessarily sold. They're just guided to what they want. You know everyone knows what they want, sometimes you just need to enlighten them a little bit.

They have it buried in their subconscious I'm just awakening that fever, that fire that's burning that they need to, that itch they have that they need to scratch.

TRADING > Exploiting Opportunities

Labour conditions are things that I really take seriously you know. If I'm, if I know people are being exploited in a particular market I tend to take a dim view of it you know. I tend to take it even currently I mean there are certain products I don't really mesh with because I know people are being exploited in the manufacture of those products. Yeah, you know so I try to, to keep a, stay on the high ground on those.

But I have never to be honest with you. I've never ever thought of the commodities industry as an area where you could actually make a statement in, in something like that. It just didn't, it just didn't seem to be something that you could have a positive effect. That could impact because your, it's not like you have a whole, a lot of people coming out everyday and saying we're going to trade.

I want you to trade the, the live hog market or I want you to trade gold today. We trade markets that offer us the best opportunity. We've got over fifty different markets to trade say between forty and fifty markets. The time when you might get back to something like maybe live hogs or get to back to something like say for example copper chances are in an entire year you might not even focus on any one of those markets at all. You might not trade them at all, all year.

And it's very difficult when there's a development for example you just heard that there's a disease going through the hog population in South Carolina and all over the US, suddenly whoa, this is an opportunity that you can't seem to pass up. It's an opportunity wiping out the pigs or something it means prices are going to go up. It's almost ludicrous not to jump on board