



Bill Cara is known as “The Trader Wizard”. A private Canadian businessman, he has extensive experience in the Canadian securities industry. He was the co-founder/CEO of Qtrade Investor (Canada’s leading online broker), founder and President of Security Traders International (offshore trading broker), President of William Cara Investment Bancorp (registered Ontario securities dealer), founder/CEO Canaccord Capital - Eastern Canada Operations (Canada’s largest full-service broker-dealer) and broker and portfolio manager with Dominion Securities and Dominion Securities Investment Management (now RBC). He will soon be registered to trade securities in Nassau, Bahamas, under the name Cara Trading Advisors (Bahamas) Ltd.

Bill has been called as an expert witness by the Canadian securities Administrators at a forum on electronic trading brokerage and also by the Senate of Canada Banking Committee Task Force on the future of Canada’s financial services industry. The Government of Canada has invited Bill to speak with Canada’s senior trade commissioner in three Asian countries. He has also been a member of the Government of Ontario Task Force which reviewed the operations of the Canadian unlisted securities market, operated by the Toronto Stock Exchange.

Bill is married to Patricia Cara and has a son, William, and a daughter, Stefanie.

Advance praise for Lessons from the Trader Wizard

“Through the power of his written words, Bill Cara turns mere mortals into trading superstars. Bill Cara is that rare breed of individual: an insider who thinks like an outsider; an investor who acts like a trader; and, a practitioner who can teach others just what it takes to make money in the markets.”

Michael Panzner, author of *Financial Armageddon* and *The New Laws of the Stock Market Jungle*

“If you don’t believe that the Internet has changed everything, and is now empowering individuals to beat big corporations, then you have not met Bill Cara or visited his blog! Bill’s quotidian thoughts and trader wisdom now reach more people every day than many of the top Wall Street analysts. Bill is a leader in a new entrepreneurial class empowered by the democratizing power of technology.”

W William Woods, co-author of *B2B Exchanges* and author of *B2B Exchanges 2.0*.

“Discovering Bill Cara is more important to investors than finding a great stock investment. In Bill, individual investors have found an independent, principled, intelligent and experienced teacher and advocate. If you want to learn about markets and trading, buy his book!”

Ermanno Pascutto – former senior securities market regulator in Canada (Executive Director, Ontario Securities Commission), and Hong Kong (Deputy Chairman, Securities and Futures Commission) and currently advisor to regulators, self-regulatory organizations and financial institutions in North America, Asia and the Middle East.

“Practical, provocative, inspiration, educational and meaningful information on wealth management which provides individuals with the knowledge to handle their investment decisions.”

Bob Coffey – BCom, CA CMC – Retired vice chair and head coach of KPMG Chartered Accountants (Canada)

“A unique, very practical guide through the financial jungle: Bill Cara explains how individual investors can be successful in, often times, obscured markets and, at the same time, get a better understanding of the behavior of the big players.”

Walter Niederberger, US Economic Correspondent, *Tages-Anzeiger*, Zurich

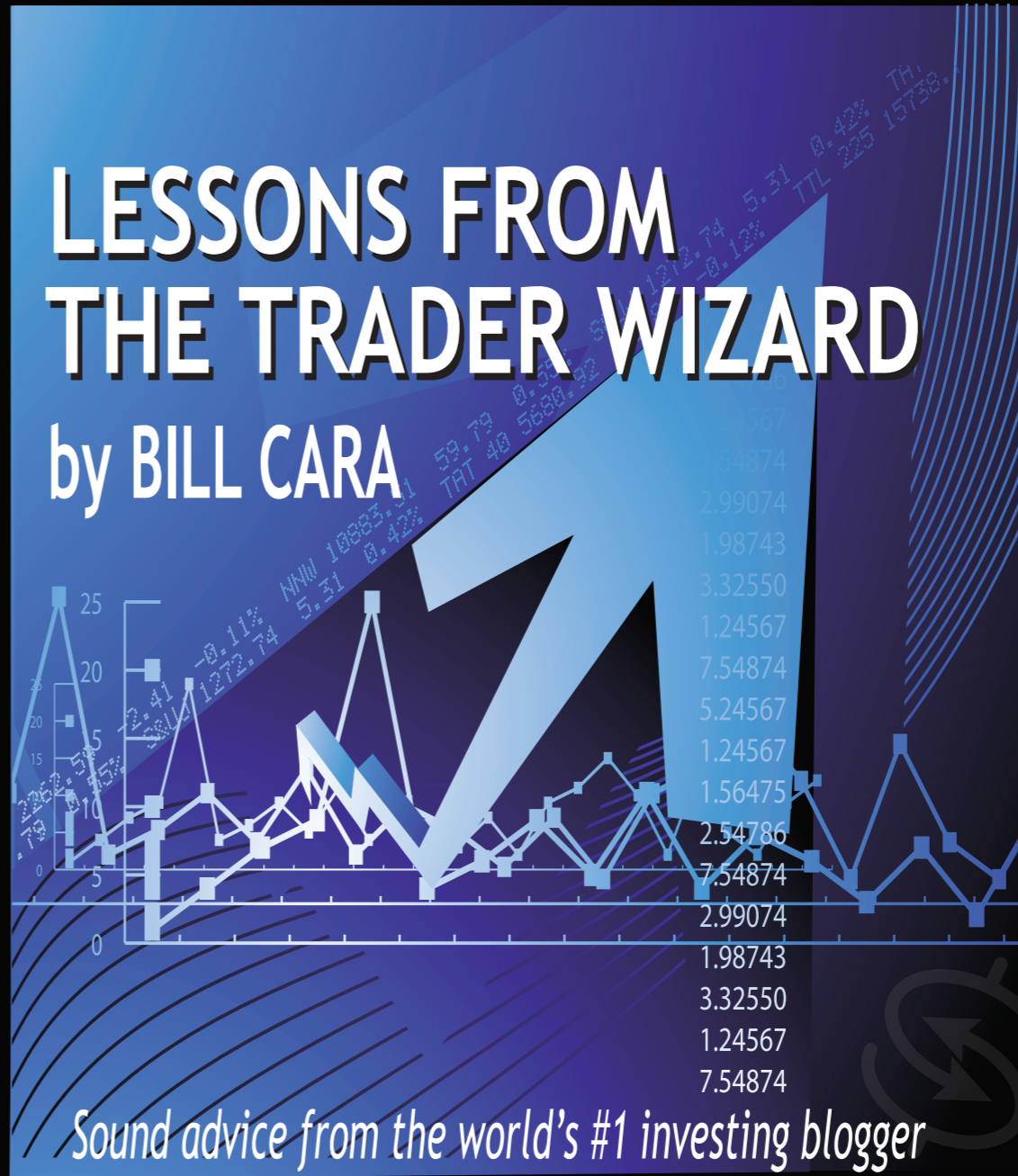
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LESSONS FROM THE TRADER WIZARD

BILL CARA



Bill Cara has built one of the world’s top trading blogs in the three years since inception. Known as the “Trader Wizard”, Bill brings a lifetime of experience in the capital markets to his readers at BillCara.com.

Bill describes himself “not as an anti-capitalist, but as a free market flag-waver... I am also just a computer that works non-stop for the People, cranking out objective analysis and independent opinions on global financial markets.”

In this his first book, Bill discusses through his personal experience how the markets work, how he picks stocks and how to develop confidence and self-reliance to become your own trader.

Starting with the nuts and bolts of what the “market” is and how it really works, Bill’s unique approach to trading seeks to level the playing field between the “Humongous Banks and Brokers” (HB&Bs) and the individual trader. Bill guides the reader through different aspects of the market and reveals the systems, techniques and methods that he uses everyday.

Ever a “student of the market”, Bill promotes the constant pursuit and sharing of knowledge of capital markets among his readers. Lessons from the Trader Wizard gives every trader the tools they need to take control of their personal investment portfolio.

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