



W. D. Gann (1878-1955)

**GANN
PLAN**
*Trading
Letter*

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“Any trader who has followed the market for ten years or more and has been an active trader, if he will carefully analyze his trading, will find that there were certain stocks which he was never able to make any profits in. He always seemed to get in too soon or too late. No matter if he sold them short or bought them he always ended up with a loss, while other stocks always seemed to favor him, so much so that he would call them his pets. Now there must be some cause for this, as nothing just happens. Everything is the result of a cause. When you find that a stock does not seem to work well for you, leave it alone. Quit trading in it, and stick to the ones that favor you. I could explain to you the cause for this, but it is not necessary, and many of you would not believe it.”

–W. D. Gann

The cause that Gann was referring to was, of course, all about astrological compatibility. Real astrology can be used not only to describe the nature of individuals and events and to anticipate the specific timing of future circumstances, but also to reveal relationship dynamics. Those relationships can be interpersonal, like our connections with spouses, friends,

lovers, and business partners, or they can be relationships between individuals and organizations. In its financial application, astrology can also be used to illuminate the relationships between traders or investors and the specific stocks they choose as vehicles for financial risk. In or out of the markets, this process of connecting and comparing horoscopes to explore relationship potentials is known as “synastry.”

In stock market synastry, the primary operative horoscope for the individual trader is, of course, that person’s natal chart calculated for the trader’s exact time, date, and location of birth. But there are at least two charts to consider for each stock being traded: the incorporation horoscope, which is useful at describing the company, the challenges and opportunities it may encounter, and its potential for success; and the first-trade horoscope, which is calculated for the first time a stock is publicly traded and which is typically more revealing of the stock’s potential for price swings and appreciation.

We say “at least two charts” because the lives of businesses often have more opportunities for rebirth and fresh starts than the lives of individuals. Companies can be reincorporated. They can merge with or be acquired by other firms. They can announce name changes and redefine their position in the marketplace. Their stocks can begin trading on different exchanges or can be listed under new ticker symbols. Depending on the surrounding circumstances, each of these events can potentially create a new horoscope which can then be compared with an individual trader’s chart.

If you suspect that this process of comparing horoscopes to uncover profit potential can get enormously complex, you’re right. Fortunately, there are currently some computer programs available that can help with the process, most notably Galactic Stock Trader from P.A.S./Fibonacci Trader of Jacksonville, Florida, and Millennium Star Trax from A.I.R. Software in West Hartford, Connecticut.

But even with the aid of computer software, we have found that a useful exploration of stock market synastry typically requires two other things: a personal session with a competent professional financial astrologer and some real-world experience in actually trading the stock in question. The session with the astrologer can reveal some potential pitfalls

and help in defining market strategies, but there's no substitute for the emotional hard knocks that typically come with putting your own money at risk in the markets.

Will a particular stock become one of your pets, or will it be one that never works well for you? Competent astrological advice can help you decide, but ultimately there's no substitute for learning through personal trading experience. That's what can make trading so frustrating, so educational, and ultimately so rewarding, too.

October Insights

“The stock market averages and individual stocks follow a seasonal change in trend which varies in different years, but by knowing the important dates and watching them you will be able to determine a change in trend very quickly by applying all the other rules. The important dates are. . .

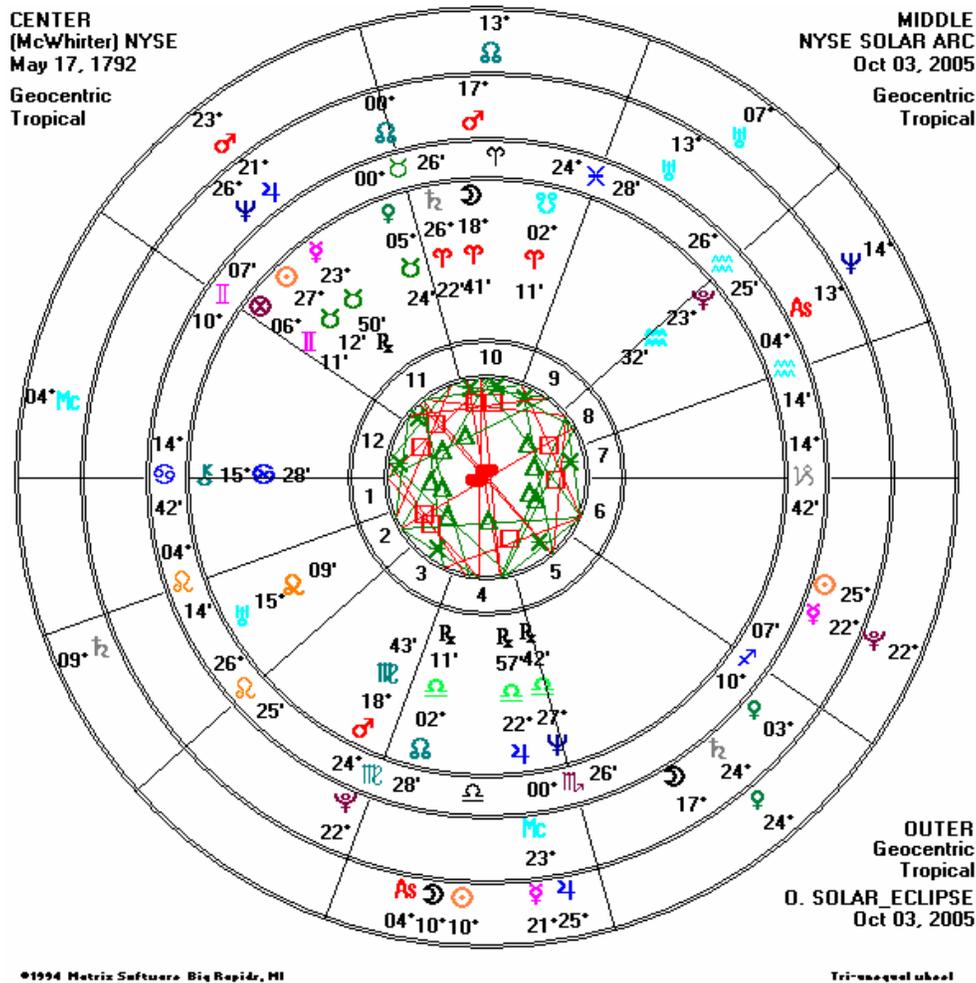
October 7 to 14, and 21 to 30. These periods are quite important and some major changes have occurred between these dates. They should always be watched if a market has been declining or advancing for some time.”

–W. D. Gann

Astro-Events This Month

The cosmic intensity doesn't let up this month as October gets underway with a Mars retrograde station and a Solar Eclipse, along with a Vulcanus retrograde station and a Mars/Admetos conjunction thrown in for extra intensity. The October 1 Mars station activates Mercury in the New York Stock Exchange chart, and the October 3 Solar Eclipse at 10° Libra forms sesquiquadrates (135° angles) to the NYSE Sun, Mercury, and Pluto, as well as the NYSE Solar-Arc Neptune. It seems highly likely, then, that early October will mark the beginning of a significant sell-off in U.S. equities, although it is more likely to be a situation that is characterized by gradual price attrition and a good bit of sideways trading rather than by a catastrophic market crash. Regardless of the pattern that the sell-off follows, however, we should see a clear indication of the overall market trend by the time we get to the Lunar Eclipse on October 17. With the Sun at 24° Libra and the Moon

at 24° Aries, the Lunar Eclipse activates the Saturn/Neptune opposition in the NYSE horoscope, so it will definitely be time to come to terms with the contrasts between reality and illusion that are built into the market mix in today's trading. This sobering experience may not be too long-lived, however, since Jupiter's entry into Scorpio on October 25 and Neptune's direct station on October 26 are likely to add a fresh dose of speculative energy to the equities markets.



For a detailed day-by-day Gann Plan calendar that can fine-tune your trading, be sure to subscribe to Tim Bost's FinancialCyclesWeekly newsletter. This astro-trading market letter has frequently been cited in Barron's, Bridge News, and other top financial publications. Each weekly email issue includes insightful market comments, news of global equities trading, U.S. equity trends, the strongest and weakest market sectors, a spiritual focus for the week, an update on the astrologically-based Financial Cycles Model Portfolio, and specific ideas for profitable stock trading in the week ahead.

To get complete subscription details and other information about this widely-acclaimed newsletter, go to www.FinancialCyclesWeekly.com.

The GANN PLAN TRADING LETTER is edited by Tim Bost and published each month as a free service to traders who want to explore and apply the market methods of W. D. Gann and who wish to bring more emotional balance, esoteric knowledge, and spiritual balance into their trading.

The Gann Plan focuses on Geometry, Astrology, Nature, and Numbers to foster improved Psychology, Learning, Affluence and Nurturing. It understands that successful traders need health, patience, spirituality, knowledge, capital, and money management.

While this letter is inspired by W. D. Gann's approach to trading, the Gann Plan is not an attempt to duplicate the exact trading techniques that Mr. Gann used. Instead it strives to integrate modern tools and contemporary hypotheses with the knowledge and wisdom that W. D. Gann shared.

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