



The 3 Key Takeaways from Tony Robbins' Business Mastery for Traders

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Markus Heitkoetter, CEO of Rockwell Trading Services LLC, just returned from a 5-day intense training with Tony Robbins. More than 2,200 people attended the event in Las Vegas, and tickets to this exclusive event are sold for \$10,000.

The Business Mastery Event with Tony Robbins stretches over five days and nights. During the event, Robbins explains the critical factors impacting businesses right now, and then he helps business owners to refocus and realign with the business strategy and psychology they need for competing and innovating, in any economy.

Markus Heitkoetter has been teaching traders for more than 12 years, and he translates Robbins' teachings into actionable steps for traders. Here are the 3 Key Takeaways for Traders - according to Heitkoetter:

"It's all in your head"

Same as business owners, traders limit their potential by telling themselves "I can't do it" or "It can't be done."

And since our mind wants to prove us right, traders with these limiting thoughts and beliefs will experience more losses than usual. In fact, it's not uncommon that traders who tell themselves "I can't do it" will skip winning trades and only take losing trades.

"Know where you are and create an effective roadmap"

Tony Robbins explains 7 Forces of Business Mastery, and the 1. Force is "Know where you are and create an effective roadmap." Heitkoetter translates this for traders: "You need to ask yourself: Where am I? Do I need a trading strategy? Do I need a charting software? Do I need other tools? Do I need help with money management? Identify where you are so that you know the gaps. Then create a roadmap on how to close these gaps.?

"Know your numbers"

As a business owner, one needs to know the key numbers. According to Tony Robbins, business owners need to know 1.) How many customers one has 2.) The average transaction amount and 3.) The frequency of their purchase. Heitkoetter says: "As a trader, you have certain key metrics, too. As an example, you need to know 1.) The Winning Percentage 2.) Average Profit per Trade 3.) Number of losing trades in a row 4.) Profit Factor and other key metrics. Without these numbers, you are flying blind."

Overall, Heitkoetter says he was very impressed with the event and can highly recommend it. In one of his recent "Coffee with Markus" episodes, Markus Heitkoetter explained "The 3 Key Takeaways from Tony Robbins Business Mastery Event" in more detail. Interested traders can listen to this episode here: www.rockwelltrading.com/coffee.

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Rockwell Trading

Markus Heitkoetter founded Rockwell Trading in January 2005 with ONE goal in mind: To simplify trading and help day traders achieve their goals. Since then we have helped over 340,000 traders from more than 38 countries. Visit us at rockwelltrading.com

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