

WELCOME TO TD AMERITRADE'S

# Education Center



## Get Exclusive Access To

SEMINARS >> WEBCASTS >> ONLINE COURSES >>  
COACHING >> TOOL GUIDES >> ENLIGHTENED INVESTOR



**i**f knowledge is power, then being a well-educated investor is particularly crucial now, when turbulent markets have left so many people feeling powerless. A solid understanding of financial markets can help you avoid letting emotion dictate your investment decisions. TD AMERITRADE's new Education Center makes it easier than ever for you to gain the knowledge you need to become a better informed and more confident investor.

The Education Center lets investors access broad trading and investing education content from any computer at a time they choose and by the method that matches their needs. Accessible through a new EDUCATION tab on the top navigation bar once you log on to your account, the Education Center lets you navigate to a variety of learning opportunities from a central page. A drop-down menu provides easy access to tool guides, past issues of *Enlightened Investor*

magazine and live education offerings, such as seminars. The center also provides information about two new programs: online courses and personal coaching. The Education Center will be updated frequently, so investors can check regularly for new content and offerings.

## Seminars

TD AMERITRADE's team of professional educators presents free live seminars throughout the country, helping beginner, intermediate and advanced investors pursue their financial goals. Each learning event offers a look at a specific aspect of investing and introduces related TD AMERITRADE tools and services. Current topics include "Understanding Options" and "Market Trading Tactics." The aim of these broad sessions is to help investors build their knowledge about important in-

vesting topics. Participants can ask questions and share ideas with other investors in their regions.

**To get a list of upcoming topics and locations, click "Live Seminars" on the Education Center's drop-down menu. Or click the TRAINING AND EVENTS button on the Overview page to search for an upcoming event in your area. From there, you can register for a seminar.**



### UPCOMING SEMINAR TOPICS:

#### Understanding Options

Offers a look at the many roles options can play as part of an overall investment and trading strategy.

#### Market Trading Tactics

Gain insights into how technical trading tactics can help you make more informed investment decisions and manage risk in any market.

#### Retirement Strategies for Investors

Learn about portfolio strategies and the rules and regulations that can affect planning for your retirement today — and living it tomorrow.

#### Long-Term Investment Strategies

Discover the various ways in which we can help you tailor an investment plan that seeks to maximize returns while minimizing risk.

## Webcasts

TD AMERITRADE Webcasts provide timely insights from a team of knowledgeable instructors. Each Webcast begins with a review of the current investment climate, often including analysis from third-party industry professionals, followed by tips on how you can use TD AMERITRADE's tools to help you put your investing ideas to work. Participants learn strategies and ideas for stock screening. Register for upcoming Webcasts or browse the archives at the Education Center.

**Night School.** For experienced and novice traders alike, these in-depth Webcasts provide information on such topics as technical analysis and options and can help investors learn to identify trading opportunities, develop strategies and execute a plan.

**Market Huddle.** In a typical one-hour session, instructors comment on developing investment trends and highlight stocks third-party analysts worth watching. You'll also get strategy tips for putting online tools to work. Participants can use a chat function to ask questions.

**Options Huddle.** Participants receive analysis from third-party industry professionals on the current options market and learn about strategies and tools that they can use to help manage risk.

## Online Courses

The Education Center offers self-paced, computer-guided learning modules that take you through a wide range of topics, from such primers as "Trading 101" and "Getting Started With Options" to more advanced lessons on "Buying a Call" and "Buying a Put." Each online course begins with an introduction outlining what the lesson will cover, followed by a step-by-step tutorial. Interactive segments, such as "Show Me How" and "Activities," let you click through the TD AMERITRADE site to practice using the strategies and tools featured in the course. A final quiz helps you gauge your progress.

In "Buying a Call," for example, you learn how options can fit into a variety of strategies and how they are bought and sold. That's followed by real-world examples and industry analysis. It's a very flexible way to learn. Current course offerings focus on trading basics, options, bonds and technical analysis, with new topics to be added regularly. You can move at your own pace, using the scroll bar or lesson tabs to rewind to clarify a point, or to skip ahead to the section you want.

*Options are not suitable for all investors as the special risks inherent to options trading may expose investors to potentially rapid and substantial losses. Options trading privileges in your account are subject to TD AMERITRADE review and approval. Please visit [www.tdameritrade.com](http://www.tdameritrade.com) or contact TD AMERITRADE at 800-669-3900 for options disclosure documents. Carefully read these documents before investing in options.*

### COURSE OFFERINGS INCLUDE:

**Trading 101** Gain a basic understanding of investment instruments. Learn how to place basic and advanced orders; use Triggers, Conditional Orders, and Saved Orders; track your account; and monitor watch lists and charts.

**Bonds 101** You'll learn the role bonds and CDs can play in a portfolio. Instructors will cover, among other topics, the characteristics of bonds and CDs and tips on how to choose them.

**Getting Started With Options** Learn how options can be used as part of an overall trading and investing strategy.

*Other intermediate and advanced topics will be offered as well, some of which include balances, buying power, order types, trade triggers and charts.*

## Coaching

TD AMERITRADE's new Personal Coaching Program matches you with a TD AMERITRADE coach for one-on-one learning sessions conducted over the phone. You can set goals, identify your investment style, develop a custom trading plan and work with your coach on any investment interests or concerns you may have. This is a great learning solution for someone who wants one-on-one attention and training.

This tuition-based program allows investors to choose counseling on either stocks or options. Following a 30-minute consultation, you can choose level-one service (six coaching sessions) or level-two service (eight coaching sessions). The tuition fee for both levels covers a personal coaching manual and access to a resource line for three months.

**For more information, call 888-300-1887 or visit the Education Center.**



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CORBIS PHOTOGRAPHY/VEER

**LOG ON!** Click the new Education tab to register for events, courses

and other offerings.

# Tool Guides

Investing wisely includes knowing how to use the tools at your disposal. The Tool Guides page offers a central place to find detailed information about TD AMERITRADE's trading and investing platforms and tools. Some of these include:



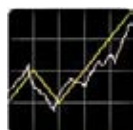
### Command Center 2.0

TD AMERITRADE's customizable desktop with streaming market data you can use to help make timely trades.



### StrategyDesk™\*

A trading platform that can test strategies against historical market data, complete with downloadable user guides.



### Pattern Matcher\*\*

A tool that scans the universe of stocks for classic chart patterns, such as head-and-shoulders and cup-with-handle, or patterns resembling those of a specific security.



### Options 360\*\*\*

The trading tool that can help you spot potential investment opportunities, evaluate potential risks and implement complex options strategies.

The Tool Guides page will be updated periodically.



## PAST ISSUES OF *Enlightened Investor*

magazine are now archived in the Education Center, so you can browse this rich resource anytime. Additionally, as you review various topics in the Education Center, relevant content from the magazine will be linked at the bottom of the page.

RICK GOMEZ/CORBIS

# Become a Better Informed Investor

TD AMERITRADE's new Education Center can help you develop your knowledge and skills.

## Get Free Online and Live Seminar Training

## Learn About New Tools

## Get Professional Coaching

To access the Education Center, log on to your account and click the new EDUCATION tab on the top navigation bar.

**SEE INSIDE**



*Market volatility, volume, and system availability may delay account access and trade executions.*

*\*Backtesting is the evaluation of a particular trading strategy using historical data. Results are hypothetical and may not take into consideration all transaction fees or taxes you would incur in an actual transaction. Past performance of a security or strategy does not guarantee future results or success. Results could vary significantly, and losses could result.*

*\*\*Past performance of a security does not guarantee future results or success. TD AMERITRADE does not make recommendations or determine the suitability of any security, strategy or course of action, for you through the use of Pattern Matcher. Please consult other sources of information and consider your individual financial position and goals before making an independent investment decision. Results obtained from Pattern Matcher are based on historical data, but there is no guarantee that the chart pattern will continue in the future.*

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*TDA 8013 BR 01/09*

*\*\*\*Access to Options 360 requires your acceptance of the exchange agreements. Options trading privileges in your account subject to TD AMERITRADE review and approval. Not all account owners will qualify. Options 360 is a trademark of TD AMERITRADE IP Company, Inc. Used with permission.*

*Investments in fixed income products are subject to liquidity (or market) risk, interest rate risk (bonds ordinarily decline in price when interest rates rise and rise in price when interest rates fall), financial (or credit) risk, inflation (or purchasing power) risk and special tax liabilities.*