EFFORTLESS
Earning Trades
Target "Hot Zone" Stocks like Clockwork!

WATCH REPLAY >

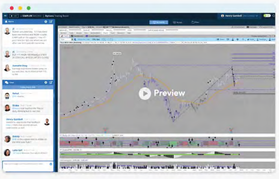
Discover Why So Many Traders Say...
"I Wish I Found Y'all Sooner"

Our mission is to share what really works so you can discover your edge. **Watch** our experts trade the markets in real-time, **chat** with a community of traders like you, **learn** from our extensive library of courses, and **find** high-probability setups with our proprietary tools. **Don't trade alone.**

Why Trade With Us?

Every successful trader has an edge. That's why our expert traders share their strategies, tools, and even their trades.

Below you will find expert resources designed to help you discover your edge and support every step of your trading journey...



Live Trading Rooms

Follow our seasoned pros as they take real money trades in real-time from market open to market close. Join today and become a valued member of our interactive online trading community.

Learn More

Live & On-Demand Classes

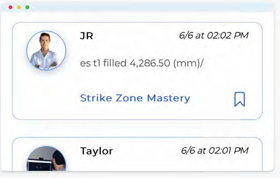
We teach the strategies and tools we use every day. Attend interactive sessions or learn at your own pace. Our mission is to help you discover your edge in the market.

Learn More

Proprietary Indicators

Every successful trader has an edge. Over the past 20 years, we developed proven indicators for finding our favorite trades. And now you can have them on your charts.

Learn More



Real-Time Alerts from Mentors

Master proven strategies at your own pace with guidance from expert trading mentors. You'll get interactive training and real-time alerts sent directly to your mobile device.

Learn More

Want to peek behind the curtain for FREE?

Start your Guest Pass Today

Find out if Simpler Trading is right for you. Get "all access" FREE for 7-days. No strings.

SIGN UP NOW

Our Traders

Simpler Trading started as an idea back in 1999 when John Carter founded the company as a place for real traders to learn how to make a living in the markets without hype.

Over the last two decades, John went on to become an 8-figure trader, best-selling author, and creator of the groundbreaking Squeeze indicator. Along the way, he attracted a team of world-class traders. Together the Simpler Trading team formed an unequaled online community dedicated to helping members make better trades so they can enjoy more freedom.

John Carter
Founder of Simpler Trading
10 Courses

Kody Ashmore
Director of Weekly Options Strategies
2 Courses

Allison Ostrander
Director of Risk Tolerance
5 Courses

Raghee Horner
Managing Director of Futures Trading
4 Courses

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Navigating Market Downturns: Mastering Bear Flags and Brecher Ledges

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Today in Sectors: IT and Consumer Discretionary Shine; Financials Feel the Strain After S&P Downgrades

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Have Questions?

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Suite #200 #1005
Austin, TX 78759
512-266-8659

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Employee Login

Small Account Mentorship

Get mentored on the Simpler way to rapidly grow a small account by Kody Ashmore, Allison Ostrander, and John Carter!

Discover the only program that includes mindset, trading plan, risk management, and a proven small account strategy based on decades of proven results.

Get A Full Access Trial >

$7 for a 30-day trial!

Weekly Live Sessions
Get weekly interactive sessions for Q&A and live trades with the Small Account Mentorship Team

Real-Time Trade Alerts
Get real-time stock option trade alerts directly to your mobile device

Options Bootcamp
Master the foundations of options trading with 2 classes included in your membership

Becoming consistently profitable with a small account is a challenge most traders fail due to trial and error.

This Mentorship includes ongoing guidance on successful small account mindset, trading plan, risk management, and simple setups combined with interactive real-time sessions, trade alerts, and a knowledgeable and supportive community.

Sign Me Up!

Feeling lost or stuck? Get clarity! With Small Account Mentorship you get to focus on simple stock options strategies. The goal every month is to stay on track.

Consistency is key. Get weekly live sessions with Kody and Allison and monthly sessions with John. Use these interactive sessions to level up your results as fast as possible.

What's working now? Stay connected with this community and be among the first to know when to adapt to changing market conditions

Want to trade with more confidence? We're here to help you master the powerful options strategies our team has used to rapidly grow smaller accounts.

Weekly Live Trading and Trade Reviews

Take advantage of these interactive live sessions! We believe guidance from mentors is the fastest way to get your questions answered and level up your results.

This is your opportunity to connect with Kody Ashmore and Allison Ostrander on a weekly basis. Plus, this program includes an exclusive series of monthly sessions with John Carter. We believe there's no better way to sharpen your skills and stay on track. These sessions are a priceless opportunity to get up-to-date market insights and take live trades. Additionally, the weekly trade reviews help you to stay on top of open and closed trades every week, so you don't miss a beat.

Live Trading Sessions

THURSDAY
11:30AM - 12:30PM
In Central Time Zone

Your Small Account Mentorship Team

Kody Ashmore
Director of Weekly Options Strategies

One would consider Kody a "Jack of all trades." While in high school, he enlisted in the United States Marine Corps as a rifleman. While in the USMC he did two tours to Iraq, went through a wide variety of courses and obtained several awards and medals.

Kody's main goal in trading is to be able to produce a weekly income for a source of living. Short term, trading has always had his attention. He seeks to actively pay himself weekly while managing risk.

Allison Ostrander
Director of Risk Tolerance

Allison is an integral part of the Simpler Trading family, where she continues to grow as a trader and share her near-decade of options trading experience and knowledge within our community. Her experience in not only trading, but teaching others how to trade, shines through in her videos and blog posts.

She has experienced and seen other traders go through the ups and downs of trading. Her goal is to help traders minimize the downs, so their ups can outshine in their account. Allison is able to explain complex trading strategies and chart patterns with ease for traders. Her unique view of how to look at Capital Risk, the Chart, and the Option Chain can give any trader a new perspective on investing.

John Carter
Founder of Simpler Trading®

John Carter has been a full-time trader since 1996. In 1999, tired of talking to his goldfish while trading alone in his office, John launched TradetheMarkets.com to post his trading ideas. The company has since evolved into what is now, Simpler Trading.

John is the trading expert everyone turns to when the markets go awry, and many of our traders have taken ideas and strategies from him and morphed them into their own strategies. He's truly one of the best with a level of charisma that draws people in, which has transformed him into the famous trader he is today.

Here is what fellow Simpler Trading community members said about Small Account Mentorship:

"You keep pounding away Kody..... I haven't been so enthused in a long time."

- Putso

Become a Member Today!

Trial $7

Not ready to go all in? We KNOW you're going to love this service so for a limited time we're offering this 30-day trial.

SIGN UP NOW

Quarterly $597

Sign up today and get 3 months of community and learning with like-minded traders and expert mentors.

SIGN UP NOW

AMAZING DEAL

Annual $1,997

Go all in! As an active Small Account Mentorship member, you'll see the latest strategies in action in real-time all year round.

SIGN UP NOW

Have Questions?

EMAIL SUPPORT

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Simpler Traders

One of the most important things when learning to trade is having a trading mentor. Why trade alone? You'd want your mentor to be a successful day trader -- with expert trading advice. Maybe even a famous day trader. We don't want you to waste your time wading through business after business, trying to find an experienced trader you can trust to guide you in the right direction. Trade with our team of experienced and famous day traders instead.

John Carter
Founder of Simpler Trading®

John's trading strategy combines expert technical analysis with an overall macro, fundamental view. John is the trading expert everyone turns to when the markets go awry.

LEARN MORE

Kody Ashmore
Director of Weekly Options Strategies

Kody's main goal in trading is to produce weekly income for a source of living. He seeks to actively pay himself weekly while managing risk.

LEARN MORE

Allison Ostrander
Director of Risk Tolerance

Allison's unique view of how to look at Capital Risk, the Charts, and the Option Chain can give any trader a new perspective on investing.

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Joe Rokop
Managing Director of Commodities & Equities

Joe's specialties are trading, mentoring, coaching, OTC trade negotiation, risk management and market analysis.

LEARN MORE

Raghee Horner
Managing Director of Futures Trading

Trading futures, spot currencies, options, and equities across any time frame is Raghee's area of expertise. If you're looking to trade in any of these, she's the best there is.

LEARN MORE

Henry Gambell
Sr. Managing Director of Options Trading

Henry focuses heavily on scanning for new setups, managing open trades, and walking traders through new trades. He looks at the markets with a trend following, conservative take.

LEARN MORE

Sam Shames
VP of Options

Sam is primarily a swing trader. He works to understand the markets through technical analysis and recognizing the distinct psychology and correlations of each chart.

LEARN MORE

Taylor Horton
VP of Directional Options Strategies

Taylor's trading style focuses on trading setups with options strategies. He focuses on trading weekly, 3-day, and daily squeezes in trending stocks.

LEARN MORE

TG Watkins
Director of Stocks

TG is a great teacher for those looking for confidence when entering or exiting trades. He uses his custom Moxie Indicator to understand the movements of the market.

LEARN MORE

David Starr
VP of Quantitative Analysis

Traders who listen to David in the Simpler Futures room use his insights to take their trading to the next level. He is the creator of some of Simpler's most popular indicators.

LEARN MORE

Chris Brecher
Sr. Managing Director of Stocks

Chris is a great mentor for traders that are interested in stocks, day trading, and more. He prefers trades with limited risk and uses simple setups to target consistent gains.

LEARN MORE

Danielle Shay
VP of Options

Danielle is the ideal trading mentor. Whether you're a new or seasoned trader, Danielle addresses your questions on how to understand and apply our strategies here at Simpler.

LEARN MORE

Neil Yeager
VP of Futures Trading

Neil is our intraday futures, currencies, and commodities trading expert and statistician. His statistical approach to market analysis is sure to improve your trading.

LEARN MORE

Jonathan McKeever
Director of Supply and Demand

Discover a methodology incorporating defined risk, targeted strategies, and exceptional market analysis. Jon provides unparalleled insights, enabling traders to reach new heights.

LEARN MORE

Mary Ellen McGonagle
Senior Managing Director of Equities

Mary Ellen knows what to look for - combining fundamental and technical information with a heavy dose of intuition and 20 years as the trusted advisor to the advisors.

LEARN MORE

Bruce Marshall
Director of Options & Income Trading

If you're looking to improve you risk/reward ratio, or you're not able to devote large amounts of time sitting watching the charts, Bruce may be just the trader you're looking for.

LEARN MORE

Eric Purdy
Director of Quantitative Strategies

Eric is an 18-year retail trade veteran. His niche lies in the fusion of options trading and the creation of unique technical indicators.

LEARN MORE

Lorna "Bot" St. George
Sr. Trading Room Moderator

Programmer, teacher and trader. Went from being a Simpler customer to a room moderator, trading futures, options, and equities using Raghee & John's methods and tools and helping others learn their systems.

LEARN MORE

How to get a trading mentor? Here at Simpler Trading, we've built a team of some of the best trading mentors with expertise in Options, Stocks, and Futures. Whether you're an advanced trader, or starting with a small account, there's a perfect mentor for you here. At Simpler Trading, we want everyone to have the freedom to live a happy, simpler life, and trading can help you achieve that.

With a mentor, you get expert trading advice from a real, successful day trader. Having a mentor provides you with the opportunity to ask questions, get feedback, avoid those trading pitfalls. Not only is it more enjoyable to trade with someone, but it speeds up your trading success exponentially.

Imagine when you were back in primary school. How difficult it would've been to learn to read, write, or spell without a teacher. How difficult it would've been to understand just normal human emotions, and how to deal with them without parents to guide you (and tell you what's right and wrong). How difficult it would've been to figure out how to tell time or to just stick to a schedule without a guide. Most things that you learn in life, the knowledge stems from someone else before you. Learning to trade is no different, the difficulties you can bypass by finding the right trading mentor for you is truly invaluable!

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John Carter

Founder of Simpler Trading®

"I think there are a lot of parallels between being a good trader and being a good life. The market truly is the ultimate psychologist."

My Trading Style

Who is John?

John Carter has been a full-time trader since 1996. In 1999, tired of talking to his goldfish while trading alone in his office, John launched TradeWarMarkets.com to pool his trading ideas. The company has since evolved into what is now Simpler Trading. In addition to being an experienced trader, John is also the founder of the Chat With Traders webinar, which has been running for over 10 years. In addition to his passion, John is the trading master you turn to when the markets go awry (as they often do), and many of our traders have taken ideas and strategies from him and morphed them into their own strategies, but only one of the best with a level of charisma that draws people in, which has transformed him into the famous trader he is today.

He started Simpler Trading because he wanted to create a community of traders, who educate others simply because they care about other people's success. His setups, market knowledge, and guidance to continually improve yourself as a trader are invaluable. As for his trading strategy, it combines expert technical analysis with an ever-changing market dynamic. His proven trading setups fall into a specific playbook that he leverages with both options and futures, as well as neutral moments in time for income trading opportunities when markets are choppy or are on the slow side. He does being in the trade before anyone else, and he uses his signature indicator The Squeeze Pro to help him do just that. The Squeeze Pro is one of our most favorite & favorite indicators and you can learn more about it here.

What makes him a truly fantastic mentor on top of his vast knowledge, is his ability to make you feel as though you're talking to an old friend. John's trades can generally be followed by anyone with an internet connection, as he is a proponent of making sure traders can use his tools to find setups that fit their own risk tolerance. His trading style is best geared towards a trader with previous experience and a solid understanding of the inner workings of the market. You can find him daily in our trading room, sharing his analysis and trade ideas with our members.

Follow him @johnfcarter on Twitter.

Where can I find John at Simpler?

The Simpler Trading Team is unlike any other. We have 100+ years of combined market experience. While we're not your typical trading room, with our proven strategies and trades, we share our actual trading ideas in real-time. Start a FREE trial >>

John's Courses

Instantly Find Hidden Squeeze Pro Setups Across All 18 Timeframes

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New Automated Squeeze Signals for Targeting Bigger and Faster Gains

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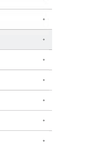

Enter your name and email below and John will send you his guide to download for FREE!

First Name

GET THE DOWNLOAD

John's Trading Plan

Expand All +

- What is my Approach?
- What are my Goals?
- What are my Objectives?
- What Markets will I trade?
- What Timeframes will I trade?
- What Setups will I trade?
- Entry rules:
- Where will I place my Stops?
- Exit take profit (and/or) trail-stop rules
- Risk Management rules
- What Tools will I use for my trading business?
- Review/Trade journal process:
- Discipline & Mindset rules:
- My Golden Rules (and/or) Trading Commandments:

Download a Blank Trading Plan

Back to Top

Trading Platforms Used by John:

Thinkorswim | tastyworks | TradeStation

John's Must Read Books:

3rd Edition: Mastering the Trade

One of today's most successful traders, John F. Carter has made his proven approach more powerful and effective than ever.

LEARN MORE

Fibonacci Trading

Carolyn Boroden shows you how Fibonacci patterns studies can be used as an extremely effective method for achieving greater profitability.

LEARN MORE

The War of Art

A succinct, engaging, and practical guide for succeeding in any creative sphere. The War of Art is nothing less than Sun-Tzu for the soul.

LEARN MORE

The Disciplined Trader

Mark Douglas examines the causes as to why most traders cannot raise and keep their equity on a consistent basis, in this industry classic.

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Tesla, SpaceX, and the Quest for a Fantastic Future

An illuminating look at the extraordinary life of one of Silicon Valley's most exciting, unpredictable, and ambitious entrepreneurs.

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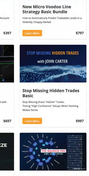

Trading in the Zone

Douglas uncovers the underlying reasons for lack of consistency and helps traders overcome the ingrained mental habits that cost them money.

LEARN MORE

John In the Media

Chat With Traders: MORE Aggressive Trading, MORE Million-Dollar Wins w/ John Carter

August 11, 2022

Returning guest and veteran options trader John Carter has become increasingly aggressive with his trading tactics; and as a result, has hosted a multitude of large profits during the past few years.

Fox Business: What To Know About Cannabis ETFs, & Stocks

September 26, 2018

Simpler Trading CEO John Carter discusses the recent buzz around marijuana stocks and how more cannabis ETFs are beginning to emerge.

Fox Business: Stock market continues to rally despite weak corporate earnings

March 11, 2019

Fox Business: Stock market continues to rally despite weak corporate earnings

Tasty Works: The Australian Dollar

July 19, 2012

Catch John Carter from Simpler Trading, Tom, Tony and John talk about the Australian dollar. The Australian dollar was now to Tom!

John's Classes:

Small Account Secrets Blueprint

Discover the Secrets to Grow a Small Account (Even in The Unpredictable Market).

Learn More $397

New Micro Voodoo Line Strategy Basic Bundle

Learn How to Trade Options with a Statistically Crazy Method.

Learn More $797

The "Quick Hits" Strategy

Learn How Successful Traders Find Income.

Learn More $797

Weekly Wires from Wall Street Bandits

Learn Specific Options Trades Mailed with QuantPivots.

Learn More $697

Stop Missing Hidden Trades Basic

Learn How to Trade Hidden Trades Using "Fast Continuous" Setups While Avoiding Failed Ones.

Learn More $997

The Ready.Aim.Fire!® Pro System Basic

Discover the Strategy used to grow a large quantity.

Learn More $997

New Multi Squeeze Pro System Basic

Find out how the system can reveal pretty trades! Learn how to trade them.

Learn More $897

The Squeeze Pro System Trading Class

Learn The Same Jump In A Stock Setup & Trajectory... Now Implemented On Multiple Standard Timeframes!

Learn More $797

New Wealth 10x on Steroids Basic

Pinpoint Deep Weakness and Parabolically Trading Set Ups Now With John Carter.

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John's Indicators:

Micro Voodoo Linear® Indicator

Integrated with Squeeze Pro system and MetaStock to provide the most actionable trade setups available.

Learn More $697

Trend Rotation Tool

This new tool reveals when Quick Hits signals for you to enter a trade.

Learn More $497

Squeeze Rotation Tool

This popular tool reveals when to target intraday price reactions.

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QuantPivots Tool

Predict the next TWO swing's high and low range.

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Triple Squeeze

Triple Squeeze combines the power of the Squeeze Pro system into a simple, at-a-glance, and actionable tool.

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