

# THE QUIET CASH-FLOW STRATEGY

How a small, hidden corner of the stock market  
produces regular cash flow for people who refuse  
to sit in front of monitors all day



REVEALED: Discover The 5-Step System We Used to Build the Ultimate Cashflow  
Lifestyle Business Working ONLY 15-30 Minutes a Day:

By Ryan Coisson  
<https://optionsbusiness.net/register>

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# Part 1: How I got into this in the first place.

Over 20 years ago, when I was just 17 years old and still in high school, I already knew the average path of going to get a nine-to-five job wasn't for me. I didn't want to follow my parents or my friends' parents. I wanted a different path.

The problem was, I was painfully introverted. I was a self-admitted technophobe. I couldn't even type properly on a keyboard. I was the hunter and pecker with two fingers.

Remember, this was back in the early 2000s. Before facebook, twitter, instagram, youtube, etc. The internet itself was pretty new, some people even thought it might just be a passing fad!



At this point in time dial-up was the only way to get online. The internet was slow and the dot-com bubble had just burst.

So I went to the library and I went to bookstores like Borders, which doesn't even exist anymore, and I tried to find a business model I could actually run, starting with very little.

Real estate scared me. Flipping houses scared me. Speaking from the stage scared me. Writing a book scared me. Selling anything to anyone scared me. The idea of doing any kind of sales and marketing paralyzed me with fear.

Then I found this hidden little corner of the stock market, and my eyes lit up.

Because I realized I didn't have to talk to anybody. I could run it from my parents' spare bedroom on the dial-up connection. I could start with the very little money I'd scrounged

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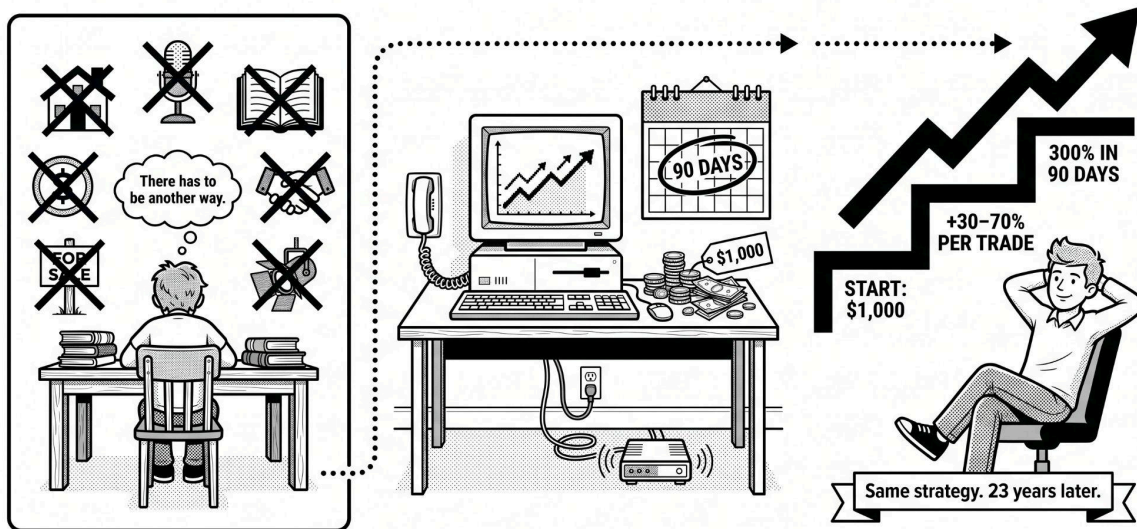
together working at Dairy Queen, lifeguarding at the YMCA, and teaching swim lessons. And I could learn the strategies that some of the most successful investors were already using, the kind of strategies the average retail investor had no idea existed.

I started with about a thousand bucks.

In my first 90 days, I generated a 300% return on my initial investment, with individual trades averaging 30% to 70% over a few days to a few weeks. Of course, my results may not be typical, and your results will vary.

But that built the foundation for everything I've done since. And 23 years later, I'm still doing it, with almost the exact same strategy and framework that I was using way back then.

## 'THE HIDDEN CORNER THAT CHANGED EVERYTHING'



NO SALES. NO STAGE. NO OFFICE. JUST A BEDROOM, A DIAL-UP CONNECTION, AND A STRATEGY MOST INVESTORS NEVER KNEW EXISTED.

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## Part 2: What an option actually is.

Firstly, I want you to imagine an empty lot two doors down from your house.

It's listed for \$100,000.

You don't have \$100,000. But you do have a hunch. You've been watching the neighborhood. Builders are moving in. Trees are coming down. New houses are going up on either side... AND... You have a strong feeling that a lot is going to be worth a lot more in a few months.

So you walk over to the seller and you say:

*"I'd like to give you ten thousand dollars right now. In exchange, I want the right, but not the obligation, to buy this lot from you for \$100,000 any time in the next three months."*

The seller agrees. He keeps your \$10,000 no matter what happens next. You walk away with a piece of paper that says: I have until June to buy that lot for \$100,000, if I want to.

Two months later, the lot has appraised at \$150,000.

You don't have \$100,000 lying around. You never did. But you have something better. You have the right to buy a \$150,000 piece of land for \$100,000, and that right is now extremely valuable.

So you find your friend Greg. Greg has the cash. You sell Greg your piece of paper for \$20,000.

Greg goes off and exercises the option, buys the lot for \$100,000, and now owns a \$150,000 piece of land. Everyone is happy. The seller got his price. Greg got a deal. And you turned \$10,000 into \$20,000 without ever owning the land.

**That, in the simplest terms I can give you, is what an option is.** It's a contract that gives you the right, but not the obligation, to buy or sell something at a fixed price within a certain window of time.

In the stock market, instead of land, the "something" is a bundle of 100 shares of a stock. Everything else works the same way. One option contract controls 100 shares.

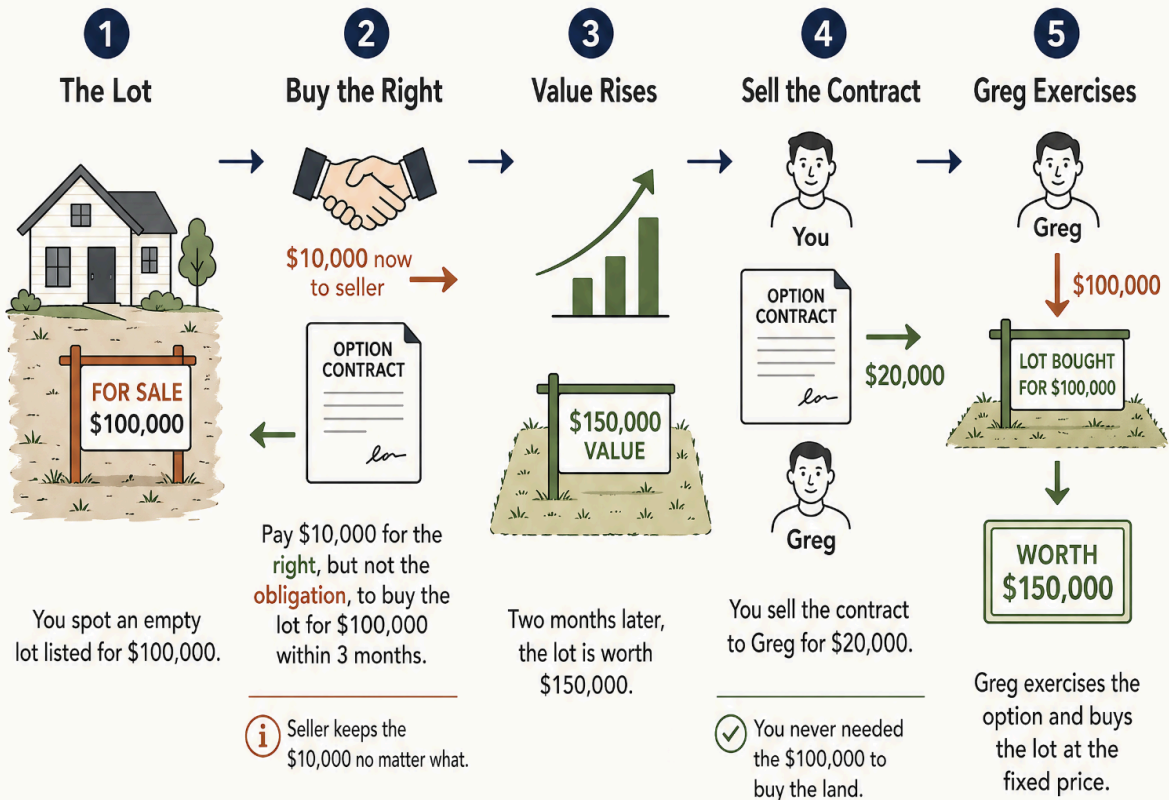
And here's something I want you to remember, because it matters: I never actually exercise my options. I never go through with the buy. I just sell the contract to someone else on the open market for a profit. Same as you did with Greg.

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# What an Option Actually Is



\$10,000 OPTION → SELL FOR \$20,000 = \$

**PROFIT WITHOUT OWNING THE LAND**



An option = a contract giving you the right, but not the obligation, to buy or sell something at a fixed price within a set time.



In stocks, 1 option contract usually controls 100 shares.



**Key idea:** many traders do not exercise options. They often sell the contract itself for a profit before expiration.

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## Part 3: Calls and Puts.

There are exactly two flavors of options. Just two. A lot of beginners overcomplicate this, and that's a shame, because the whole thing is two ideas.

### The Call Option

**A call option** gives you the right, but not the obligation, to **buy** 100 shares of a stock at a fixed price by a certain date.

You buy a call when you believe a stock is going to go up.

Here's a quick example. Stock XYZ is trading at \$100 a share. Buying 100 shares outright would cost you \$10,000. That's a fairly significant investment, and it's money a lot of people simply don't have.

Instead, you buy a call option that gives you the right to buy 100 shares at \$100 any time in the next 30 days. That option might cost you around \$500. That's the option premium, and that's the entire amount you're risking.

If the stock climbs to \$115, your option might now be worth around \$1,500. You sell that option to someone else and walk away with about a thousand dollars in profit. You never had to put up the full \$10,000.

If the stock stays flat or drops, the option expires worthless. The most you can lose is the \$500 you paid for it. Not a penny more. Your downside is fixed and known the second you enter the trade. That's the power of options and what I like to call leveraged appreciation.

### The Put Option

**A put option** gives you the right, but not the obligation, to **sell** 100 shares of a stock at a fixed price by a certain date.

You buy a put when you believe a stock is going to go down.

This is the part that confuses a lot of people, so read it twice. A put goes up in value when the underlying stock goes down. That means options aren't only a tool for betting on rising markets. They're a tool for betting on movement, in either direction.

This is one of the things I love most about what I do. In normal investing, the only way you make money is if the stock goes up. With options, you can structure a trade that makes money when a stock falls. You're not stuck waiting for green candles. You can profit from red ones too.

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That's the reason I'm not at the mercy of the market the way most retail investors are. Whether the market is going up, sideways, or down, there's an opportunity to take advantage of it. You can thrive in any market environment when you know what you're doing.





*Calls profit when the stock rises. Puts profit when the stock falls. Both have a maximum loss limited to what you paid for them. Master those two sentences and you've got the entire foundation of options trading.*

# OPTIONS = 2 IDEAS

Exactly two flavors. Calls and puts.

## CALL OPTION ↗

Right, not obligation, to **BUY** 100 shares at a fixed price before a certain date.

- 1  Stock XYZ = **\$100**/share
- 2  Buy 1 call for about **\$500** premium
- 3  Control 100 shares at \$100 for 30 days
- 4  If stock rises to \$115, option value may rise to about **\$1,500**

**\$ Sell option → about +\$1,000 profit**

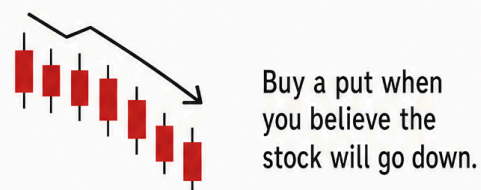
 Max loss: premium paid only (\$500). Fixed downside.


 **Calls profit when stock rises.**

 **\$10,000** to buy 100 shares outright **VS**  **\$500** option premium

## PUT OPTION ↘

Right, not obligation, to **SELL** 100 shares at a fixed price before a certain date.



 Max loss: premium paid only.

 **Puts profit when stock falls.**



## FOUNDATION OF OPTIONS TRADING

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# Part 4: The four things that make up every option.

Every options contract, every single one in existence, is built from four pieces of information. Once you can identify these four pieces, you can read any options chain on any platform anywhere in the world.

## 1. The Underlying

This is the stock the option is based on. Apple. Microsoft. Tesla. Starbucks. The S&P 500 ETF. Whatever the option is "about," that's the underlying.

## 2. The Strike Price

This is the locked-in price at which you have the right to buy (for a call) or sell (for a put) the stock. In our land example, the strike price was \$100,000. You'll hear strike prices described as being "in the money," "at the money," or "out of the money," depending on where they sit relative to the current stock price. Personally, I prefer to use options that are in the money about 95% of the time, because they already have intrinsic value built in and tend to appreciate faster.

## 3. The Expiration Date

Every option has a finite lifespan of a few days, a few weeks, or a few months. After that date, the option ceases to exist. This matters more than most beginners realize, because options lose value as they get closer to expiration. It's called time decay, and I have specific rules around it that I'll teach you on the workshop.

## 4. The Premium

This is the price you pay to buy the option. In the land example, the premium was \$10,000. In stock options, premiums are usually quoted per share, but each contract represents 100 shares. So an option quoted at \$5.00 actually costs \$500.

That's it. Underlying, strike, expiration, premium. Four pieces. Every option ever traded fits this template.

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## 1. The Underlying

The stock the option is based on (e.g., Apple, Microsoft, Tesla, S&P 500 ETF).

What the option is about.



## 2. The Strike Price

The locked-in price to buy (call) or sell (put) the stock.

Example: \$100,000.

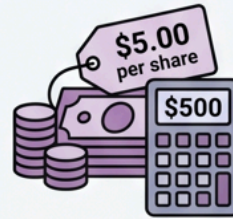
Can be 'in', 'at', or 'out' of the money relative to current price. In the money options have intrinsic value.



## 3. The Expiration Date

The finite lifespan (days, weeks, months). Option ceases to exist after this date.

Options lose value closer to expiration due to time decay.



## 4. The Premium

The price paid to buy the option.

Example: \$5.00 quote = \$500 cost (1 contract = 100 shares).

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# Part 5: Why options scare people (and why they shouldn't).

Options have a reputation problem. You've probably heard horror stories. Someone's uncle who lost everything. A WallStreetBets thread about a guy who turned \$50,000 into \$40.

Here's what nobody tells you about those stories.

Almost every disaster I've ever seen involving options falls into one of three categories:

- The person had no plan. They bought an option because someone on the internet told them to, and then they had no idea when to get out. They listened to a hot tip. The information they had was incomplete. They were the last to hear about it. They got left holding the bag.
- The person was selling options without owning the underlying stock, what's called "naked" selling, which has theoretically unlimited risk and is something most brokers won't even let beginners do.
- The person wasn't trading options at all. They were on some offshore "binary options" site that was a flat-out scam, designed from the ground up to take their money.

Real options trading, the kind you do through a regulated broker like Interactive Brokers, Fidelity, or E\*Trade, the kind hedge funds use, the kind I've been doing for 23 years, is a precision instrument. When you buy a call or a put:

- Your maximum loss is the premium you paid. Period. It's known the moment you enter the trade.
- You can exit at any time before expiration.
- You can use simple, automated tools to protect yourself if the trade moves against you.

Compare that to buying a stock. If you buy 100 shares of a \$100 stock for \$10,000 and the company goes bankrupt overnight, you can lose all \$10,000. With a call option on that same stock, your maximum exposure was the few hundred dollars you paid for the contract. Less money on the table. More flexibility. Defined risk.

Used correctly, options are one of the most controllable, most predictable instruments in the entire market. Used incorrectly, they're a casino.

The difference is the system you use.

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# Part 6: The two rules that separate winners from everyone else.

If I had to compress everything I've learned about options trading into two sentences, it would be these:

*Cut your losses fast. Let your winners run.*

That sounds like a cliché. It is a cliché. It's also the single biggest reason most beginners lose and most professionals win.

Here's the thing nobody tells beginners. You don't have to win the majority of your trades to make money in options. You have to win the right way.

I had a student come to me recently who was upset because he was only winning 40% of his trades. But when I looked at his numbers, he'd made \$5,000 over those ten trades. He just didn't realize that was a great result.

Picture ten trades. Six of them lose. Four of them win. Most people would call that a disaster. But watch what happens with proper management:

- On each of the six losing trades, you exit the moment things go wrong, with a small loss of about \$100. Total damage: \$600.
- On each of the four winning trades, you let your winners run and capture about \$1,400 each. Total gain: \$5,600.
- Net result: a \$5,000 profit on a 40% win rate.

That's the entire game. That's why professional traders sleep at night. We don't need to be right most of the time. We need to lose small and win big.

And here's where most beginners trip on themselves. When a trade starts working, they panic. They get excited. They want to lock in the win immediately, before it disappears. So they exit at +20% when, with patience, the same trade would have given them +200%.

Meanwhile, when a trade goes against them, they can't bring themselves to exit. They hold on, hoping it'll come back, and a small manageable loss turns into a catastrophic one.

They do exactly the opposite of what works. They cut their winners and let their losers run.

What I do, and what I teach, is exactly the opposite of that. I cut losers fast, often automatically, using simple tools that exit the trade for me while I'm at the gym, on a hike, or asleep. And I let my winners breathe.

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## Part 7: Why this isn't day trading.

I want to clear something up, because this is where a lot of people get the wrong idea about what I do.

When you hear "trading," your brain probably goes straight to day trading. The hoodie. The monitors. The energy drinks. Hours and hours staring at green and red bars, trying to time the next tick.

Day trading is one approach. I have nothing against people who choose to do it. It's just not for me, and it's not what I teach.

When I first started building this business, my objective was simple. I wanted something I could run in a few hours a week so I could go out and enjoy myself. I was obsessed with getting out in nature, rock climbing, spending time with friends, having adventures. All I was trying to do was make a few thousand dollars a month so I could keep doing those things and not have to go work for some corporation.

So day trading was never going to be a fit. I had zero desire to sit in front of a bunch of monitors all day while the market was open.

What I built instead is an entirely different way to use options. A way that's built around setting up a position in the morning, walking away from the computer, going about your life, and letting a few simple automated tools manage the trade for you. The trade is sized so your maximum loss is a number you can live with. The exit is pre-planned. You know before you ever click "buy" exactly when you'll get out, both on the upside and on the downside.

This is a cash-flow approach. It's about producing consistent, repeatable income from the market, in a few hours a week, without the lifestyle of a screen-bound trader.

You don't watch every tick. You don't react to every news headline. You set up the trade properly, you protect the downside, you let the technology do the heavy lifting, and you go live your life.

This is also why this approach has worked for me for over two decades, even as everything else in the online business world has changed beyond recognition.

Anyone who's tried to build something online knows what I mean. The Google updates. The constant evolution of advertising on Facebook, Instagram, and YouTube. New platforms launching every few months. Email deliverability changes. Content marketing shifts. Keeping up with all of it can become a full-time job in itself, which is why so many people end up pouring money into new training, masterminds, live events, and personal coaches.

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I've been on that treadmill. I grew large e-commerce brands with my former business partner, with over 50 employees in offices in China and the Philippines. I traveled to China several times. I lived in one of the most densely populated cities in Asia. We had some big wins. But it took me out of my preferred element of smaller towns and lots of nature, and it added a level of pressure, responsibility, and stress that I didn't want.

Meanwhile, the same strategy I was using for options in the early 2000s was still working. The exact same framework. The exact same setups. No Google updates. No algorithm changes. No platform deaths. Just the market, behaving the same way it has since the 1970s.

And that's the biggest advantage I can offer you. Once you learn this skill, you can use it for the rest of your life. You can teach it to your kids and even your grandkids.

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# Part 8: What this guide deliberately leaves out.

If you've read this far, you now understand more about options than 95% of the people who have ever clicked a "buy" button on a brokerage.

You know what calls and puts are.

You know how an options contract is built.

You know why your downside is defined and your upside isn't.

You know the two rules, cut fast and let winners run, that separate winners from losers.

You know that the right approach to options is a calm, hands-off, set-and-forget cash-flow model rather than a frantic day-trading scramble.

And yet.

Knowing what an option is and knowing how to actually pull the trigger on a real trade are two completely different things.

This guide can teach you the alphabet. It can't teach you the language. There's a specific framework, a specific system, for deciding which trades to take, when to enter, how to protect them, and when to exit. No general guide on the internet is going to give you that. The guides that exist are written for the average retail beginner, and the average retail beginner is the person on the other side of the trade from the people who are actually making money.

If you've ever wondered what those people know that the public doesn't, the honest answer is: not very much, actually. It's a small handful of patterns. Recurring setups in the market that show up over and over.

The way I think about them, and the way I teach them, is as "stories."

Because when you really study the market, you start to see that there's a story developing. The chart, the numbers, and the timing all line up to tell a particular kind of tale, with a particular kind of ending. Each setup has its own characters and its own structure. And once you know the characters, you know how the story ends.

If you can recognize the story as it's forming, you can step into the trade at the right moment, position yourself correctly, and step out at the right moment, without having to babysit the position for hours.

Most people will never see the story. They'll keep buying tips off Reddit and wondering why they keep losing.

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But a small number of people will learn to read the patterns, and they'll produce cash flow from the market for the rest of their lives. That's what I've been doing for the last 23 years, in good markets and bad, through bull runs and crashes, through the financial crisis and the pandemic, in just a few hours a week, from my laptop.

I started at 17. I started with a thousand dollars. I couldn't even type on a keyboard properly. I was painfully introverted, terrified of selling, and convinced I had nothing to offer the world.

And I found a tiny corner of the stock market that nobody had told me about. And I never left.

I'm about to walk a small group of people through exactly how it works. The specific framework. The specific entries. The specific exits. The specific tools I use to automate the protection on every trade so I never have to babysit a position. The exact "story" I've been using for over two decades, that I still use today, that I'll be using ten years from now.

This is my playbook.

If everything in these pages has felt like the door cracking open for the first time, if you've been nodding along thinking, "this is what I've been looking for," then you should not miss what's on the other side of that door.

## The 'Perfect Business Model' Workshop

*I'm hosting a free, live workshop where I'll walk you through the exact framework I've used for the last 23 years to generate consistent cash flow from options. You'll see:*

- The specific "story" I use to identify high-probability trade setups, the same one I've been using since the early 2000s.
- The simple tools that automatically protect my downside on every single trade, so I never have to sit at a screen.
- How I let winners run while cutting losers fast, without emotion.
- How to start with a small account, even a few hundred dollars, and use leverage responsibly to grow it.
- Why this works whether the market is going up, down, or sideways.

It's a working session. I'm going to teach you the actual mechanics on screen, with real examples, the way I taught myself two decades ago in my parents' spare bedroom on a dial-up connection.

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## One last thing...

The thing that gets me about all of this, the thing I keep coming back to, is how stubbornly it has refused to change.

Almost everything else in the world of online income has been turned upside-down in the last few years. Algorithms have shifted, where people spend their time online has fundamentally changed, AI has changed things as well, and things that worked twelve months ago don't work today

Yet meanwhile, in this little corner of the market, the same exact framework that worked for me in 2003 still works in 2026! The patterns and mechanics are still the same as they were twenty-plus years ago and I'll be using this same playbook twenty years from now.

That kind of permanence is rare.

Make sure to join me on the workshop, I look forward to seeing you there.

*Ryan Coisson*

END

### Disclaimer

*This guide is for educational purposes only and does not constitute financial advice. Options trading carries risk, including the possible loss of the premium paid. The results described in this guide are my personal results and the results of some of my students, and may not be typical. Your results will vary. Past performance does not guarantee future results. You should consult a licensed financial advisor before making any investment decisions.*

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