

The Creative Trader Manifesto
from
How Traders Achieve Creative Flow

Michael Bigger

Here is what you can do to spread the word about The Creative Trader Manifesto:

1. Send this file to a trader.
2. Send traders a link to www.biggercapital.com so they can download it themselves.
3. Buy a copy of *How Traders Achieve Creative Flow*. The book is jam-packed with ideas that will help you achieve creative flow and increase your value towards infinity. You will not be disappointed.
4. Print out as many copies of The Creative Trader Manifesto as you like.
5. I give you permission to use the material in The Creative Trader Manifesto so long as you attribute the text to Michael Bigger @ www.biggercapital.com.
6. Follow me on [Twitter](#) and [StockTwits](#).

Creative Trader Manifesto

Here it goes, in no particular order:

1. Believing in Day 1
 - Start a blog. Just do it.
 - Everyone is a **genius** for at least five minutes a day. Capture that moment. Make the best of this information.
 - Markets are composed of multiple slivers: one of them belongs to you.
 - Ask **so what** and **why not**.
 - Keep moving forward.
2. Experiencing Solitude
 - Isolate yourself.
 - Listen, think, and tinker.
 - Meditate.
3. Writing It Down
 - **Capture** that trade that has worked for you! Repeat, repeat, improve, and repeat.
 - Don't interrupt the flow of creativity. Pursue it until it stops.
 - Get to the **essence** of a thesis.
4. Connecting with Like-Minded Individuals
 - Combine your hunches with other hunches.
 - Three different states: solid, liquid, and gas. Flow is liquid. It goes where it wants to go effortlessly.
 - One way to become stinking rich is to own a recipe people need.
 - Let the Internet change you.
 - **Free** your trading thoughts. Let the bits flow. Put it out there. Watch the ants pick it up and help you add value. They will help you grow as a trader.
 - Embrace the **network**.
 - Place the interests of the people you interact with ahead of your own.
 - Follow the path that resonates.
 - You can't plan the Internet. Just add valuable stuff to it.
 - Let yourself be carried by the Internet like a leaf on a sunny autumn day. Flow.
 - Your blog is your Internet home base.
 - **Ship**: blog posts, e-books, projects, trade ideas, algorithms, etc. (Seth Godin). I published an e-book globally on the Kindle platform. It won't be a best-seller, but I get the chance to promote the great work of John James Butler. It is a speculation classic, a money maker for anyone who dares to listen to what he had to say—a must-read. You can get it [here](#).
 - **Listen** to your Web outreach: what resonates?
 - Be **curious** about other people's methods.
 - Seek the **exceptional**. (@derekhernquist)
 - Engage on **Twitter**, more specifically on **StockTwits**.
 - Listen: Build a listening station and listen. Listen to people and **listen to the market**.
 - Promote **greatness** wherever you find it.
 - Use APIs: make your trading platform **API centric**.
 - Build a platform.
5. Experimenting with Your Ideas
 - **Sandbox**: Be a kid. Play, experiment, and tinker. Drift aimlessly. [Waste time](#). ([Frank Oppenheimer](#)).
 - Go to the sandbox and start shaping your strategy into a process you can code and enjoy the benefits for the rest of your life. Compound that creative process!

- Start trading the market from different angles (short, neutral, long, low, and high frequencies, etc.) and figure out an individualized how-to-skin-the-cat strategy that works for you.
 - Experiment, tweak, tinker in the sandbox, and find your balance.
 - The most remarkable times in our lives are the most challenging and the most creative.
 - Think of it as concocting trading recipes.
 - Algorithms are recipes. Proprietary potions drive wealth creation.
 - Coca-Cola, Crocs, McDonald's, and Tempur-Pedic are recipe businesses.
 - Listen and think before you do.
 - Iterate. As Chris Brogan said, gain success inch by inch.
 - Be a child.
 - Throw pasta on the wall and see what happens. Go crazy.
 - **Iterate** in small increments: you will break through the big trading challenges. (Jeff Bezos)
 - Take a walk in the **dark alleys**. (Bezos)
 - **Mash up** recipes, ideas, and other stuff. The e-book I created is a mashup. The interview @chicagosean did with @evbogue is also a mashup.
 - Maximize the number of experiments per unit of time.
6. Adopting Minimalist Capitalism
- Embrace **minimalism**. It allows a trader to feel more comfortable taking risk. (@evbogue, @chicagosean)
 - Eliminate distractions.
 - Reduce costs.
 - Simplify.
 - Remove **friction: this promotes flow**.

About the Author

The great pleasure in life is doing what people say you cannot do.
—Walter Bagehot

The author, Michael Bigger, is an investor and a trader who has been involved with trading technologies for more than twenty years. He received a BS in physics from the University of Quebec in Montréal in 1986 and an MBA from York University in Toronto in 1991.

In 1992, he joined Citibank as head trader of U.S. single-stock derivatives, where he managed a \$5 billion portfolio of equity derivatives.

In 1998, he joined D. E. Shaw & Co., L.P. to trade the U.S. equity derivatives portfolio.

As a private investor in start-up companies, Michael was among a group of investors who sold Innovative Fibers to Alcatel for \$175 million in July 2000.¹

In 2000, he started the listed equity options business by establishing KBC Financial Products as one of the three initial market makers of the International Securities Exchange. He built that business into the primary market maker for listed equity options on over 120 companies, with fifteen traders executing thousands of trades per day. In December 2001, he left KBC to start his own trading firm, Bigger Capital.

Currently:

- Bigger Capital runs algorithmic trading strategies for many financial institutions.
- Bigger Capital runs a value investing strategy.
- Bigger blogs at biggercapital.com.
- Bigger blogs at thisisbigger.com on StockTwits.
- Bigger wrote the free e-book [Coolest Financial Tools](#).
- Bigger authored [In Praise of Speculation!](#)
- Bigger leads a tribe of creative trading minds at [Creative Space](#).
- Bigger Capital developed its virtual trader concept and empowers smart and brilliant traders located anywhere in the world by allowing them to use its platform and capital to trade.
- Bigger is always experimenting with new ideas.

¹ Alcatel, "Alcatel to Acquire Innovative Fibers, the World Leader in DWDM Optical Filter Technology," July 5, 2000, accessed January 23, 2011, <http://www.home.alcatel.com/vpr/archive.nsf/DateKey/05072000uk>.