



**Bullish Institute**

...for the savvy investor

# **STOCK MARKET WORKSHOP SERIES**

## **Media Kit 2017**

**By: Ken "Blanks" Harrell**

## **Getting Started in the Stock Market is Easy with Workshop Series by BullishInstitute.com**

*"More American adults drink coffee daily than have money invested in the stock market."*  
– according to CNN Money.

This is due to either a lack of knowledge, skill or action. To help, Bullish Institute of Financial Literacy, LLC leads the initiative by offering a workshop series on stock market education. Whether one is a new investor or a seasoned professional, this workshop series is worthwhile.

Bullish Institute features Ken "Blanks" Harrell as their resident stock market guru. Ken has nearly 20 years of relevant & active stock trading experience. Consistently sharing his profound knowledge, Ken has created a major buzz and impact in the stock market learning community. He is a sought after thought leader on the topics of: business, stock trading and financial literacy.

Ken has an uncanny ability to take complex subjects and make them easy to digest. He comments, "I will be your one-on-one tour guide to help you navigate the choppy waters of the stock market, without getting sea sick." Harrell has already helped educate hundreds of students, and has received nothing less than positive feedback on the workshops series.

Stock Market: 101 – Beginners and Beyond, instructed by Harrell, gives students a better understanding of the stock market. Students learn how the stock market works and what makes stocks move. This class also covers dozens of key terms and several basic trading strategies. Many continue their education beyond the 101 course, and enroll in Stock Market: 201 – Fundamental Analysis, which helps students to analyze the financial health of a company. And finally, they offer Stock Market: 301 – Technical Analysis, which helps students become knowledgeable about analyzing stock charts. After completing the 3-part series, students will be ready to start buying and selling stocks.

Bullish Institute of Financial Literacy, LLC educates, enlightens and empowers adults and high school students to save money and get savvier in the stock market. They also provide one-on-one coaching, and private group sessions. The Stock Market: 101 workshop registration fee of \$20 includes course materials and refreshments. Classes are held every 2nd Saturday of the month at 10:30am. All classes are held at the Northwest Activities Center, located at: 18100 Meyers Rd., Detroit, MI 48235.

About: Bullish Institute is a reputable financial literacy training institute that offers workshops and seminars on the stock market. For more information, please visit [www.BullishInstitute.com](http://www.BullishInstitute.com)

Contact: 313-744-3489 or [info@bullishinstitute.com](mailto:info@bullishinstitute.com)

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Summary: Helping people to get started in the stock market, BullishInstitute.com offers workshops and seminars under the guidance of Ken "Blanks" Harrell

## GALLERY:



**Quick and easy registration!  
Course materials provided for students!**



**Complimentary refreshments!  
Courtesy of our sponsors!**



**Get detailed answers to your questions!  
Ask as many as you like!**



**Get a combination of lecture and videos!  
This course is highly interactive!**



**Private group sessions are available!  
You just pick the time and the place!**

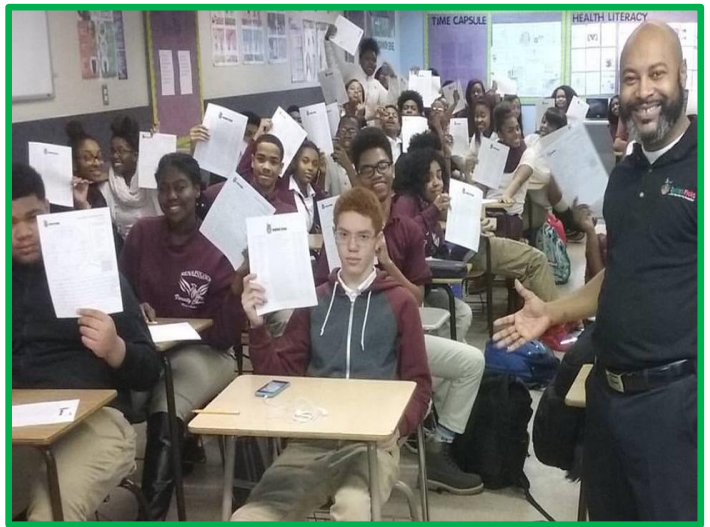


**One-on-one coaching is available!  
Learn at your own pace!**

**BULLISH TEENS:**



**Mumford HS**



**Renaissance HS**



**Southeastern HS**



**Spectrum Juvenile Detention Center**



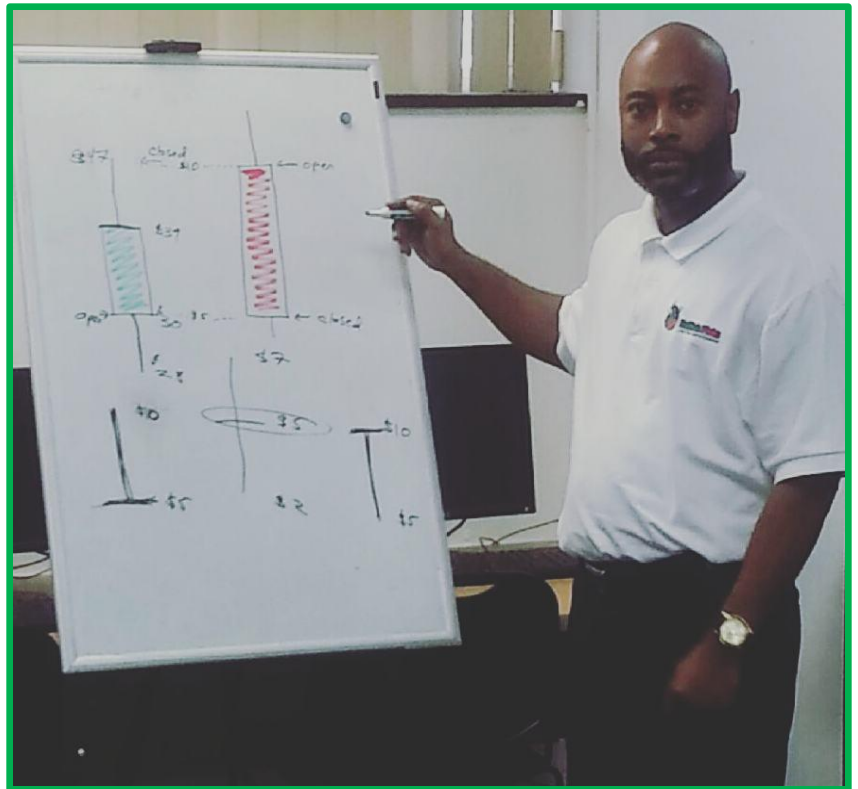
**Educators love the Bullish program**

## Biography:

Bullish Institute of Financial Literacy, LLC exists to educate, enlighten and empower its students. Founded by our resident stock market guru:

**Ken "Blanks" Harrell**, has 20 years of relevant & active stock market trading experience. He has personally executed over 2,000 stock trades in his career.

A former day-trader, Ken's methodology for picking winning stocks is now based on swing-trading. "I've seen my personal portfolio go up, go down, and go sideways...it's called market volatility. And, I will be your one-on-one tour guide to help you navigate the choppy waters of the stock market, without getting sea sick."



Initially conceptualized as an effort to improve the financial literacy rates of working class people in urban & sub-urban areas, the Bullish brand is rapidly growing to be one of the most trusted sources of stock market information for new investors, experienced investors and most importantly...for savvy investors.

To date, Ken "Blanks" Harrell has personally taught stock market concepts to hundreds of adults and high school students in Southeastern Michigan. He has received an average score of 4.8-out-of-5.0 based on anonymous & candid student feedback. He currently teaches monthly & quarterly workshops in the cities of Detroit, Pontiac and Inkster. Harrell is now expanding the workshop series out of state. The first two workshops were held in Dallas, TX and Atlanta, GA. Plans are already in place to go to Houston, TX...Raleigh, NC...Cleveland, OH...and Chicago, IL to name a few.

**Ken "Blanks" Harrell** is a consistent media personality and subject matter expert in the areas of: stock market investing, small-business analysis & development, and personal finance.

Ken is available for bookings and interviews. He has been featured on and/or in:



## Fact Sheet:

According to historical records, the average annual return for the S&P 500 since 1974 through today is approximately 13%.

### Please ask yourself the following:

- Did you earn at least 10% on your portfolio this year? Last year?
- Did you know that some people made gains of 10% last quarter?
- Did you know some made gains of 10% last month?
- Do you know the name of the person managing your money?
- How much money did they make or lose you this year?
- What stocks did they pick for your portfolio? Why did they pick them?
- Do they own the same stocks in their portfolio?
- When are you going to do something better?

We only know what we know, and we don't know what we don't know. And, if you're making less than a 10% annual return...or if you are unaware of how much money your portfolio is making, we should connect.

**Student Testimonials:** <https://youtu.be/n3Bmc3o8at4>

