

Martin Cole — PAT Content & Interview Pack

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How to use this pack

This pack gives you everything you need to interview me, or to make your own content about PAT, without starting from a blank page.

It's for anyone who would like to interview me or create content about PAT: podcast hosts, live streamers, YouTubers, journalists, educators and newsletter writers, whether or not you're in the PAT Partner Programme. Anything about referral links or commission applies only to PAT partners.

- **About Martin** — bios, a photo and checked facts you can quote.
- **My story** — the chapters of my trading life, in the order they work best on air.
- **Interview Martin** — formats, running orders and a question bank for podcasts, live streams and recorded video calls.
- **Make your own** — outlines for videos, streams, reviews and articles you can create on your own.
- **Booking and practical details** — how to reach me and what to put in your show notes.

Please read the ground rules first. They apply to everything you create.

Ground rules

These rules protect your audience, your reputation and mine. They apply to every interview, video, post and article.

1. **No promises of profit.** Never say or imply that PAT, the Market Maker Method or anything I teach guarantees results, income or risk-free trading. A signal can identify a condition; it cannot guarantee what happens next.
2. **If you're a partner, disclose the commission.** Tell your audience clearly, in the content and in the show notes, that you may earn commission if they subscribe through your link.
3. **Only your real experience.** Describe what you have actually seen and done with PAT. Don't present anyone else's results as your own.
4. **PAT is not part of TradingView.** PAT is an independently developed indicator designed for use within TradingView. It is not a TradingView-owned product.

5. **No names when we talk about bad actors.** When we discuss false gurus, including my own experience, we talk about what happened and what it taught us. We never name, describe or hint at who anyone is.
6. **Ask before paid advertising.** Get my written approval before running paid ads that use PAT or Market Maker Method branding, or before anything you're unsure about.
7. **Include the risk statement** in your show notes or description: *PAT is an educational tool. Trading involves risk, and no indicator or method guarantees trading results.*

About Martin

Use these as written, or shorten them. Please keep the facts exactly as they appear here.

Short bio (about 50 words — to read on air)

Martin Cole has spent more than 30 years developing and teaching the Market Maker Method: Accumulation, Manipulation and Distribution. Featured in Futures and Options World in 1999, he later ran small live courses with real money and created PAT Indicator for TradingView. Now largely retired, he spends his time helping traders.

Long bio (about 150 words — for show notes and descriptions)

Martin Cole has spent more than three decades studying what actually moves markets. In December 1999, Futures and Options World ran a feature on him titled “Beyond Belief”, and that same year he named the framework he had developed the Market Maker Method: Accumulation, Manipulation and Distribution, which he also teaches as Profit Release.

After trading his own account, Martin moved to Spain, where he lived for ten years. For about three of those years he ran small, bespoke live courses: around four a year, each with six to ten traders, trading real money in front of the room. During those years he wrote *How the Market Makers Extract Millions of Dollars a Day*, which has more than 500 reviews on Amazon. He later wrote *Why Traders Misunderstand the Market*.

Now 67 and largely retired from active trading, Martin is the creator of PAT Indicator for TradingView, which brings the Market Maker Method onto an ordinary TradingView candle chart. He lives in New Zealand and spends much of his time helping PAT subscribers, including personal video feedback on their own charts.

Photo

Please use this approved portrait of Martin and don't alter it. A larger version is available on request through the PAT support portal.



Facts you can quote

Fact	Detail
Experience	More than 30 years developing and teaching the Market Maker Method
Press	“Beyond Belief”, Futures and Options World, December 1999

Fact	Detail
Method named	1999: Accumulation, Manipulation and Distribution (also called Profit Release)
Live teaching	Lived in Spain for ten years; for about three of them ran small live courses with real money (around four a year, six to ten traders each)
First book	<i>How the Market Makers Extract Millions of Dollars a Day</i> — more than 500 Amazon reviews
Second book	<i>Why Traders Misunderstand the Market</i>
Today	Creator of PAT Indicator for TradingView
Trading now	67 and largely retired; no longer actively trading
Subscriber support	Personal feedback on subscribers' own chart videos, recorded with Loom
Company	MJC Training Limited
Based in	New Zealand

The 1999 article reported a trending-day call rate of better than 8 out of 10 *at the time*. If you mention it, present it as history from that article, never as a claim about PAT or about future results.

My story, chapter by chapter

These are the chapters I'm happy to talk about, in the order that works best for a conversation. Pick the ones that suit your audience; you don't need them all.

1. **Trying to survive as a trader.** I didn't set out to build software. I sat down with real money and no safety net, and like everyone around me I studied candles, patterns and indicators. It took me years to realise I was asking the wrong question: price is the last thing that happens, after thousands of traders have already changed their minds.
2. **Falling for a false guru.** Early on I was drawn in by a trading guru who, it turned out, had never been a successful trader. I wanted it to be true so badly that I went into denial and kept paying while receiving nothing. In the end I was the one teaching the guru, which was never acknowledged. The lesson: wanting to believe is one of the most expensive habits in trading, and it's the same psychology that keeps traders in losing positions.

3. **“Beyond Belief”, 1999.** Futures and Options World ran a feature on me in December 1999. That year I named what I was seeing the Market Maker Method: Accumulation, Manipulation and Distribution.
4. **Spain, and a few small courses.** I moved to Spain and lived there for ten years. I didn't become a trading educator overnight. For about three of those years I ran small, bespoke courses: around four a year, each with six to ten traders, trading real money in front of the room. If what I taught didn't work, everyone in that room would have known immediately, including me.
5. **The books.** *How the Market Makers Extract Millions of Dollars a Day* put the framework on paper and has more than 500 reviews on Amazon. *Why Traders Misunderstand the Market* continues that look at market behaviour, liquidity and psychology.
6. **What fourteen hours a day at a screen cost me.** For years I sat at screens for up to fourteen hours a day, and it gave me real health problems in my legs. I don't want other traders to pay that price. The answer isn't more screen time; it's knowing which moments are worth being at the screen for, and being there for those.
7. **Retired, and still helping.** I'm 67 and, for the most part, retired. I don't actively trade any more. What I do, very happily, is help traders. PAT subscribers can record a short Loom video of their chart and their questions, and I reply by commenting directly on their video. It's close to one-to-one coaching, at their own pace.
8. **PAT for TradingView today.** PAT brings the Market Maker Method onto an ordinary TradingView candle chart, with Ray Lines, Purple Dots, Pressure Points and Trading Sessions. It helps a trader interpret what is developing; it doesn't predict the next price.
9. **Why I'm asking for partners.** What I enjoy most now is watching someone finally see what took me decades to learn. Partners help more traders get there, and help themselves along the way.

Telling the false-guru story: talk about what happened and what it taught me, never who it was. Please don't name the person or add details that could identify them, such as press coverage, books or where they worked.

Interview Martin

I'm happy to join you remotely for a podcast, a live stream or a recorded video call. Choose a length and use the running order below; the chapter numbers refer to *My story*.

Format	Length	Running order
Short interview or live segment	20 minutes	Intro · chapters 1, 2 and 8 · one listener question · close

Format	Length	Running order
Standard episode	45 minutes	Intro · chapters 1-7 · a short PAT walk-through · chapter 9 · close
Long-form conversation	60 minutes	Intro · all nine chapters · live chart discussion · audience Q&A · close

For a live stream, leave ten minutes for audience questions. If you'd like me to share my screen and show PAT on a live chart, tell me when you book.

Question bank

Opening

- How did you first get into trading, and what was it like in the early years?
- What did you believe about markets back then that you now think was wrong?

The false-guru years

- You've said you once fell for a trading guru. What drew you in?
- Why did you keep paying when you weren't getting anything back?
- What does that experience teach traders about wanting to believe?

The breakthrough

- What did Futures and Options World see in your work in 1999?
- What are Accumulation, Manipulation and Distribution, in plain English?
- Why do you say price is the last thing that happens?

Spain and the small courses

- Why teach with real money in front of a room, rather than with examples?
- Why did you keep your courses so small?
- What did those courses show you about why traders get stuck?

Screen time, retirement and helping traders

- What did fourteen-hour days at the screen cost you?
- How can traders spend less time at the screen and still not miss what matters?
- Do you still trade? (*Martin will answer plainly: he is largely retired and no longer actively trades.*)
- How do you help PAT subscribers now, and how does the Loom video feedback work?

PAT today

- What does PAT show on a chart, and what doesn't it do?

- What's the difference between a signal and an outcome?
- Who is PAT for, and who is it not for?

Closing

- What would you say to a trader who feels they've tried everything?
- Where can listeners learn more? (*The free PAT training page, and your referral link if you're a partner.*)

Make your own

These outlines are written mainly for PAT partners, but anyone is welcome to use them. You don't need me on camera to make something worthwhile. Each one works as a video, a live stream or a written piece, and ends with the risk statement and, for partners, your referral link and commission disclosure.

1. Walk through PAT on a live chart (10–15 minutes)

1. Open with the question your audience keeps asking: *what is the market actually doing?*
2. Show an ordinary TradingView candle chart, then add PAT.
3. Point out Ray Lines, Purple Dots, Pressure Points and Trading Sessions, and what each one helps you notice.
4. Explain what PAT does *not* do: it helps you interpret what is developing; it doesn't predict the next price.
5. Close by pointing viewers to the free PAT training and your link.

2. Signals versus outcomes (8–12 minutes)

1. Start with a signal that looked perfect and didn't play out.
2. Explain the difference: a signal identifies a condition; it can't guarantee what happens next.
3. Show how reading Accumulation, Manipulation and Distribution changes the question you ask of a chart.
4. Finish with how you now decide whether to act.

3. Trading psychology: wanting to believe (8–12 minutes)

1. Share a time you held on to a trade, a system or a course longer than you should have.
2. Retell my false-guru story in a sentence or two, without names, as an example of how common this is.
3. Talk about sunk cost and why it's hard to walk away.

4. Give one practical habit your audience can try this week.

4. My honest experience with PAT (5–10 minutes or an article)

1. Where you were before PAT, and what you were struggling with.
2. What you noticed when you started using it, including what took time to learn.
3. What it hasn't changed, and who you think it isn't for.
4. Only your real experience: no profit claims or screenshots of returns.

5. Newsletter or blog article (600–1,000 words)

1. A headline built around a question, such as *Why does price move before the news?*
2. One idea from the Market Maker Method, explained simply.
3. A short example from your own charts.
4. A link to the free PAT training, and your referral link with a disclosure.

What to put at the end of everything

- Partners: your personal referral link.
- Partners: a clear disclosure, for example: *I may earn a commission if you subscribe through my link.*
- The risk statement from the ground rules.
- A link to the free PAT training: marketmakermethod.com/training. Lesson 1 comes first, then Lesson 2.

Booking Martin and practical details

To book me, open a ticket on the [PAT support portal](#) with “Interview request” in the subject.

In your ticket, please include:

- your show or channel name, with a link;
- the format (podcast, live stream or recorded call) and the length;
- two or three possible dates and times, with your time zone;
- the platform you'll use and the joining link, or when you'll send it;
- whether you'd like me to share my screen and show PAT on a live chart.

Time zone: I'm in New Zealand (NZST, UTC+12; NZDT, UTC+13 from late September to early April). A New Zealand morning is the previous evening in the UK and Europe, and the previous afternoon in North America.

Show notes template

Copy this into your episode or video description and fill in your link.

My guest is Martin Cole, who has spent more than 30 years developing and teaching the Market Maker Method and created PAT Indicator for TradingView.

Learn how PAT works (free training): <https://marketmakermethod.com/training>
Get PAT Indicator for TradingView: [partners: your referral link / everyone else: <https://marketmakermethod.com>]

[Partners only] Disclosure: I may earn a commission if you subscribe through my link.

PAT is an educational tool. Trading involves risk, and no indicator or method guarantees trading results.