

**The Savvy Investor's Playbook**  
**Trading Plan Template**



**Devin Marshall**

# The Savvy Investor's Trading Plan Template

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*From Appendix A of The Savvy Investor's Playbook*

**Devin Marshall**

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**This is the document that turns principles into executable rules.**

It governs entry, exit, risk, and position size — before emotion gets a vote. Complete every section honestly before you make your first trade. The sections that feel hardest to fill in are the ones you need most.

*This template is Appendix A of the full system. The complete playbook — 127 pages, the Trade Journal Template, and the Imagineer Framework applied to trading — is available at:*

[devinmarshall.info/shop/the-savvy-investors-playbook](https://devinmarshall.info/shop/the-savvy-investors-playbook) — \$19.95 (best price)

Digital · Paperback · Hardcover also on Amazon

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## How to Use This Template

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This template is the practical output of everything in the book. Every component here has been covered in depth in the preceding chapters. This document pulls those components together into a single, structured framework that you can complete, use, and refine over time.

Complete every section before you make your first trade. Not partially — completely. The sections that feel hardest to complete are the ones you need most. Vague answers are a signal that the underlying thinking needs more work. Specific, honest answers are the foundation of a plan that actually governs behavior when the market is moving and the pressure is real.

This is a living document. The first version you complete will not be the final version. Return to it at every review interval — weekly, monthly, quarterly, annually — and update it as your knowledge, your circumstances, and the market environment evolve. Every update should be dated and documented so that the evolution of your plan is fully traceable.

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# Section 1: Investor Profile and Objectives

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Complete this section with complete honesty. Aspirational answers produce a plan designed for an investor you are not yet. Honest answers produce a plan designed for the investor you actually are, building toward the investor you intend to become.

## 1.1 Personal Information

Name: \_\_\_\_\_

Date plan created: \_\_\_\_\_

Date of most recent revision: \_\_\_\_\_

Version number: \_\_\_\_\_

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## 1.2 Investment Objectives

Primary financial goal:

Target portfolio value: \$ \_\_\_\_\_

Target date for achieving portfolio value: \_\_\_\_\_

Target annual return (%): \_\_\_\_\_%

Secondary financial goal (if applicable):

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## 1.3 Investment Time Horizon

Overall investment time horizon:

- Short-term (under 1 year)
- Medium-term (1–5 years)
- Long-term (5+ years)
- Combination — specify: \_\_\_\_\_

Typical holding period for individual positions:

- Days (swing trading)
  - Weeks to months (position trading)
  - Months to years (long-term investing)
  - Combination — specify: \_\_\_\_\_
- 

## 1.4 Risk Tolerance

*Answer these questions based on your actual behavior under pressure — not how you believe you should respond.*

Maximum acceptable loss on a single trade: \_\_\_\_\_ % of portfolio value (\$\_\_\_\_\_ at current portfolio value)

Maximum acceptable portfolio drawdown before pausing and reviewing the plan: \_\_\_\_\_ %  
(\$\_\_\_\_\_ at current portfolio value)

How would you honestly respond to a 20% portfolio drawdown over 3 months?

How would you honestly respond to 5 consecutive losing trades?

Overall risk tolerance:

- Conservative — capital preservation is the priority; moderate returns acceptable
  - Moderate — balance between growth and protection; temporary drawdowns tolerable
  - Aggressive — growth is the priority; higher drawdowns acceptable in pursuit of higher returns
- 

## 1.5 Available Capital

Total capital allocated to this trading plan: \$\_\_\_\_\_

Capital reserved as a non-deployable emergency buffer (minimum 10% recommended): \$\_\_\_\_\_

Maximum capital actively deployed in open positions at any one time: \$\_\_\_\_\_

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## 1.6 Available Time

Hours available per week for investment management (honest assessment):

Activity	Hours/Week
Market analysis and research	_____
Position monitoring	_____
Record-keeping and review	_____
<b>Total</b>	_____

Strategy type compatible with this time budget:

- Day trading (requires 4+ hours daily during market hours — not compatible with full-time employment)
  - Swing trading (requires 1–2 hours daily for analysis and monitoring)
  - Position trading (requires 3–5 hours weekly for analysis and monitoring)
  - Long-term investing (requires 2–4 hours monthly for review and rebalancing)
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## Section 2: Risk Management Framework

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*This section defines the non-negotiable rules that govern capital protection. These are not guidelines — they are rules. They are followed without exception, particularly when the market creates pressure to override them.*

### 2.1 Risk Per Trade

Maximum risk per trade (% of total portfolio): \_\_\_\_\_ %

Maximum risk per trade (\$ at current portfolio value): \$ \_\_\_\_\_

*The dollar amount updates as portfolio value changes. Recalculate at every monthly review.*

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### 2.2 Stop-Loss Methodology

Primary stop-loss calculation method:

- ATR-based (recommended) — stop-loss distance = ATR × multiplier
- Support/resistance based — stop-loss placed beyond nearest significant level
- Fixed percentage — stop-loss placed \_\_\_\_\_ % below entry price
- Combination — specify: \_\_\_\_\_

If ATR-based:

Parameter	Value
ATR period used	_____ (standard: 14)
ATR multiplier for long positions	_____ (typical range: 1.5–3.0×)
ATR multiplier for short positions	_____ (typical range: 1.5–3.0×)
Timeframe for ATR calculation	_____

Stop-loss behavioral commitment (*write this in your own words as a specific commitment statement*):

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## 2.3 Position Sizing Formula

$$\text{Position Size} = (\text{Portfolio Value} \times \text{Risk Per Trade \%}) \div (\text{Entry Price} - \text{Stop-Loss Price})$$

Worked example at current portfolio value:

Input	Value
Portfolio value	\$ _____
Risk per trade %	_____ %
Maximum risk per trade	\$ _____
Example entry price	\$ _____
Example stop-loss price	\$ _____
Stop-loss distance	\$ _____
Position size	_____ shares/units

*Recalculate this example at every monthly review to reflect current portfolio value.*

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## 2.4 Maximum Drawdown Protocol

Maximum portfolio drawdown threshold: \_\_\_\_\_ %

Action triggered when threshold is reached:

- Immediately halt all new position entries
- Close all open positions and move to cash
- Close all positions except the strongest and hold
- Other — specify: \_\_\_\_\_

Conditions required before resuming trading after threshold breach:

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## 2.5 Concentration Limits

- Maximum allocation to a single position: \_\_\_\_\_ %
- Maximum allocation to a single sector: \_\_\_\_\_ %
- Maximum allocation to a single geography: \_\_\_\_\_ %
- Maximum number of open positions simultaneously: \_\_\_\_\_



## Section 3: Asset Allocation Framework

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Define the target allocation across asset classes, sectors, and geographies. These targets govern capital deployment and trigger rebalancing when drift exceeds defined limits.

### 3.1 Asset Class Allocation

Asset Class	Target %	Minimum %	Maximum %	Current %
Equities				
Fixed Income				
Commodities				
Real Estate				
Cryptocurrency				
Cash/Equivalents				
Other: _____				
<b>Total</b>	<b>100%</b>			

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### 3.2 Sector Allocation (Equities)

Sector	Target %	Maximum %	Current %
Technology			
Healthcare			
Financials			
Consumer Discretionary			
Consumer Staples			
Energy			
Industrials			
Utilities			
Real Estate			
Materials			
Other: _____			

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### 3.3 Geographical Allocation

Region	Target %	Maximum %	Current %
Domestic			
Developed International			
Emerging Markets			
Other: _____			

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### 3.4 Rebalancing Protocol

Rebalancing trigger (drift from target): \_\_\_\_\_ %

Rebalancing review schedule:

- Monthly
- Quarterly
- When triggered by drift threshold
- Both scheduled and triggered

Rebalancing method:

- Sell overweight positions and buy underweight positions
  - Direct new capital to underweight positions only (no selling)
  - Combination — specify: \_\_\_\_\_
-

## Section 4: Market Analysis Framework

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Define the specific tools, timeframes, and processes that constitute your market analysis practice. This section converts market analysis from an occasional activity into a structured discipline.

### 4.1 Trend Identification Tools

Primary trend indicator:

- 50-day / 200-day Moving Average
- Trendlines
- Ichimoku Cloud
- Other: \_\_\_\_\_

Confirmation tools (select 2–3):

- RSI (period: \_\_\_\_\_)
- MACD (settings: \_\_\_\_\_)
- Bollinger Bands (period: \_\_\_\_\_, standard deviations: \_\_\_\_\_)
- Volume analysis
- Other: \_\_\_\_\_

Primary analysis timeframe: \_\_\_\_\_

Secondary confirmation timeframe: \_\_\_\_\_

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### 4.2 Market Trend Assessment Schedule

Weekly trend assessment: Day \_\_\_\_\_ at \_\_\_\_\_ (time)

Monthly market conditions review: Day \_\_\_\_\_ of each month

Quarterly comprehensive assessment: \_\_\_\_\_

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### 4.3 Data Sources

Primary price data source: \_\_\_\_\_

Fundamental data source: \_\_\_\_\_

News and macroeconomic data source: \_\_\_\_\_

Screening/filtering tool: \_\_\_\_\_

*Data quality standard: All sources must provide real-time or same-day pricing. Primary source financial documents (annual reports, regulatory filings) are used for fundamental analysis — not third-party summaries alone.*

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## Section 5: Entry Criteria

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*These are the specific, binary conditions that must ALL be simultaneously present before any new position is entered. If any condition is not met, the trade is not entered — regardless of how compelling the setup appears from other angles.*

### 5.1 Fundamental Criteria

- Asset has a clearly defined, defensible use case or value proposition
- Team/management has a verifiable track record
- Competitive position is assessed and considered favorable
- No material adverse regulatory developments pending
- Fundamental thesis is documented in writing before entry

Additional fundamental requirements specific to this strategy:

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### 5.2 Technical Criteria

All of the following must be present before entry:

#### Trend confirmation:

- Price is above the [\_\_\_\_]-day moving average for long positions
- Price is below the [\_\_\_\_]-day moving average for short positions
- Other: \_\_\_\_\_

#### Momentum confirmation:

- RSI is between \_\_\_\_\_ and \_\_\_\_\_ (not overbought/oversold)
- MACD is [above/below] signal line
- Other: \_\_\_\_\_

#### Price level confirmation:

- Price is at or near a defined support level (long) or resistance level (short)
  - A specific chart pattern is present — pattern type: \_\_\_\_\_
  - Volume confirms the setup
  - Other: \_\_\_\_\_
-

### 5.3 Risk-Reward Validation

Minimum acceptable risk-reward ratio: \_\_\_\_\_:1

Pre-entry calculation:

Input	Value
Entry price	\$_____
Stop-loss price	\$_____
Profit target	\$_____
Risk	\$_____
Reward	\$_____
Risk-reward ratio	_____:1

- Risk-reward ratio meets or exceeds minimum requirement

*If the calculated risk-reward ratio is below the minimum: the trade is not entered. No exceptions.*

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### 5.4 Portfolio Context Check

Before entering any new position, confirm:

- Position size (calculated using formula in Section 2.3) is within risk parameters
  - Adding this position does not breach concentration limits (Section 2.5)
  - Adding this position does not significantly deviate the portfolio from target allocation (Section 3.1)
  - Current number of open positions is within the maximum defined in Section 2.5
- 

### 5.5 Pre-Entry Psychological Check

*Answer honestly before every trade.*

Is this trade meeting the criteria — or am I rationalizing an entry I want to make?

Am I entering this position at the correct size — or am I oversizing due to high confidence?

What will I do if this position reaches the stop-loss level?



## Section 6: Exit Criteria

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*Define the three conditions that trigger position exit. All three are governed by rules — not real-time judgment.*

### 6.1 Stop-Loss Exit

**Commitment statement:** When the position price reaches the stop-loss level calculated at entry, the position is exited in full. The stop-loss level is never moved further from the entry price after the trade has been entered.

Signed commitment: \_\_\_\_\_

Date: \_\_\_\_\_

Stop-loss order type used:

- Hard stop-loss order (placed with broker at entry)
  - Mental stop with immediate manual execution at the level
  - Alert-triggered manual execution
- 

### 6.2 Profit Target Exit

Profit target determination method:

- Risk-reward ratio — target = entry + (risk × reward multiplier)
- Next significant resistance level (long) / support level (short)
- Combination of both
- Other: \_\_\_\_\_

Partial profit-taking protocol (optional):

- Exit \_\_\_\_\_ % of position at initial target
  - Raise stop-loss to breakeven on remaining position
  - Allow remaining position to run to secondary target of \_\_\_\_\_
- 

### 6.3 Thesis Violation Exit

Conditions that constitute a fundamental thesis violation requiring position review and potential exit:

Thesis violation review process:

1. Stop and document the specific development that triggered the review
  2. Re-evaluate the fundamental thesis against the new information
  3. Answer honestly: would I buy this position fresh given what I know now?
  4. If no: exit the position regardless of current gain or loss
  5. Document the decision and reasoning in the trade record
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## Section 7: Position Management

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*Define the rules governing open position management — the period between entry and exit.*

### 7.1 Monitoring Schedule

Position monitoring frequency:

- Daily — review all open positions at market close
- Every 2–3 days
- Weekly
- As triggered by alerts

Specific monitoring time: \_\_\_\_\_ (time) on \_\_\_\_\_ (day/frequency)

What is reviewed at each monitoring check:

- Current price relative to stop-loss
  - Current price relative to profit target
  - Any new fundamental developments affecting the thesis
  - Any significant changes in the broader market trend
  - Volume and momentum indicators
- 

### 7.2 Trailing Stop Protocol

Conditions for moving stop-loss toward the profit target (trailing):

Trailing stop methodology:

- Move stop-loss to breakeven when position gains \_\_\_\_\_ %
- Trail stop-loss by \_\_\_\_\_ × ATR below current price as position advances
- Move to predetermined trailing levels: \_\_\_\_\_
- Other: \_\_\_\_\_

*Non-negotiable trailing stop rule: Stop-loss is only ever moved in the direction of the profit target — never moved further away from the entry price to avoid a loss.*

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### 7.3 Adding to Winning Positions (Scaling In)

Decision to add to an existing winning position requires ALL of the following:

- Original entry criteria are still fully met
- Position is at or near breakeven (original stop-loss has been trailed to breakeven)
- Adding does not breach maximum concentration limits
- Additional position is sized independently using the standard position sizing formula

*If any condition is not met: no additional capital is added to the position.*

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## Section 8: Trading Strategy Specification

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Define the specific strategy or strategies this plan employs.

### 8.1 Primary Strategy

Strategy type:

- Trend following
- Mean reversion
- Value/fundamental
- Momentum
- Grid trading
- Combination — specify: \_\_\_\_\_

Strategy description (*in your own words, specific enough that someone else could execute it*):

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### 8.2 Markets and Asset Classes Traded

Primary market(s): \_\_\_\_\_

Primary asset class(es): \_\_\_\_\_

Markets or asset classes explicitly excluded: \_\_\_\_\_

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### 8.3 Grid Trading Parameters (*Complete if grid trading is included*)

Grid interval calculation method:

- ATR-based — interval = \_\_\_\_\_ × ATR
- Fixed percentage — interval = \_\_\_\_\_ %
- Other: \_\_\_\_\_

Parameter	Value
Grid levels above current price	_____
Grid levels below current price	_____
Total orders in grid	_____
Position size per grid order	_____
Maximum total capital committed to grid	\$_____
Conditions for grid adjustment	_____
Conditions for grid termination	_____

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## Section 9: Performance Metrics and Review Schedule

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Define the specific metrics tracked and the schedule on which they are reviewed.

### 9.1 Performance Metrics

Metric	Formula	Review Frequency	Current Value	Target
ROI (per trade)	$\text{Profit} \div \text{Cost} \times 100$	Per trade		
CAGR	$(\text{End}/\text{Start})^{(1/n)} - 1$	Annual		_____ %
Win Rate	$\text{Wins} \div \text{Total Trades}$	Monthly		_____ %
Win/Loss Ratio	$\text{Avg Win} \div \text{Avg Loss}$	Monthly		_____:1
Profit Factor	$\text{Gross Profit} \div \text{Gross Loss}$	Monthly		$\geq 1.5$
Expected Value	$(\text{WR} \times \text{Avg Win}) - (\text{LR} \times \text{Avg Loss})$	Quarterly		$> \$0$
Sharpe Ratio	$(R_p - R_f) \div \sigma_p$	Quarterly		$\geq 1.0$
Max Drawdown	$(\text{Trough} - \text{Peak}) \div \text{Peak} \times 100$	Monthly		$\leq$ _____ %

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### 9.2 Review Schedule

**Weekly Pulse Check** (Day: \_\_\_\_\_ at \_\_\_\_\_)

- Review all open positions against stop-loss and profit target levels
- Assess current market trend against last week's assessment
- Note any significant market developments affecting open positions

*Output: Brief written note — any flags requiring attention before next scheduled review.*

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**Monthly Performance Review** (Day \_\_\_\_\_ of each month)

- Calculate all metrics in Section 9.1
- Compare to previous month and to targets
- Review all trades closed during the month for plan compliance
- Identify any behavioral patterns (deviations, consistent errors)
- Assess current allocation against targets — rebalance if triggered

*Output: Written monthly review document filed with trade records.*

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## Quarterly Comprehensive Assessment

- All monthly review activities
- Review strategy alignment with current market conditions
- Review skill development progress across the eight skills
- Review property completeness across the thirteen properties
- Evaluate expected value and Sharpe Ratio trends
- Identify specific plan adjustments warranted by the data

*Output: Written quarterly assessment with documented adjustments to the plan.*

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## Annual Strategic Review

- All quarterly assessment activities
- Full reassessment of objectives — have personal circumstances changed?
- Full reassessment of risk tolerance
- Year-end CAGR calculation
- Complete skill and property audit
- Strategic direction for the coming year
- Update version number and date in Section 1

*Output: Written annual review — the primary document for understanding plan evolution year over year.*

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## 9.3 Performance Threshold Triggers

The following conditions trigger an immediate unscheduled strategy review:

Condition	Threshold	Action
Portfolio drawdown	$\geq$ _____ %	Halt new entries — review all positions
Profit factor (monthly)	$< 1.0$	Comprehensive strategy review
Expected value (quarterly)	Negative	Strategy examination — not automatic change
Three consecutive months below target	As defined	Full plan reassessment
Single trade loss	$>$ _____ % of portfolio	Immediate risk management review

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## Section 10: Psychological Framework

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*This section is the most personal and the most important. Complete it with complete honesty.*

### 10.1 Personal Psychological Vulnerabilities

Identify your three most significant emotional trading tendencies — the patterns that have historically caused you to deviate from sound strategy:

**Vulnerability 1:** \_\_\_\_\_

How it manifests in trading behavior: \_\_\_\_\_

Specific countermeasure built into this plan: \_\_\_\_\_

**Vulnerability 2:** \_\_\_\_\_

How it manifests in trading behavior: \_\_\_\_\_

Specific countermeasure built into this plan: \_\_\_\_\_

**Vulnerability 3:** \_\_\_\_\_

How it manifests in trading behavior: \_\_\_\_\_

Specific countermeasure built into this plan: \_\_\_\_\_

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### 10.2 Pre-Trade Psychological Checklist

Before entering any trade, confirm:

- I am making this decision from a calm, clear mental state — not in response to market excitement, fear, or the urgency of a rapidly moving price
  - This trade meets all criteria in Section 5 — I am not rationalizing an entry because I want to make a trade
  - The position size is calculated by the formula — I am not increasing it because I am highly confident
  - I know exactly what I will do if this position reaches the stop-loss level — the decision is already made
  - I am not trading to recover a previous loss — this trade stands on its own merits
- 

### 10.3 Mandatory Pause Protocol

Before any deviation from the plan — any consideration of moving a stop-loss, any impulse to enter a position that doesn't fully meet criteria, any urge to exit a position before the criteria are met — a mandatory pause of \_\_\_\_\_ minutes is required.

During the pause:

1. Write down the specific deviation being considered
  2. Write down what is driving the consideration — specifically, what emotion or reasoning is generating the impulse
  3. Write down what the plan says to do
  4. After the pause: follow the plan, or document in writing why the data (not the emotion) supports a deviation
- 

## 10.4 Limiting Belief Identification

The limiting beliefs most likely to interfere with my trading plan execution:

**Belief 1:** \_\_\_\_\_

Evidence against this belief from my trading history: \_\_\_\_\_

**Belief 2:** \_\_\_\_\_

Evidence against this belief from my trading history: \_\_\_\_\_

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## Section 11: Contingency Protocols

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*Define what happens when circumstances prevent normal plan execution.*

### 11.1 Reduced Availability Protocol

Conditions that trigger this protocol (extended travel, professional intensity, personal circumstances):

Actions taken when protocol is active:

- No new positions entered until normal availability is restored
  - Tighten stop-losses on all existing positions to \_\_\_\_\_ × ATR
  - Close all positions with unrealized gains below \_\_\_\_\_ % and protect capital
  - Reduce maximum open positions to \_\_\_\_\_ for the duration
  - Delegate monitoring to: \_\_\_\_\_
- 

### 11.2 Extreme Market Volatility Protocol

Conditions that trigger this protocol:

- VIX above \_\_\_\_\_ (or equivalent volatility measure)
- Portfolio drawdown exceeds \_\_\_\_\_ % in a single week
- Multiple positions approaching stop-losses simultaneously

Actions taken when protocol is active:

- Reduce position sizes by \_\_\_\_\_ %
  - Tighten stop-losses on all open positions
  - Halt all new entries until conditions normalize
  - Move \_\_\_\_\_ % of portfolio to cash
- 

### 11.3 Plan Deviation Documentation

Any deviation from this plan — any trade executed outside the criteria, any stop-loss moved, any position sized outside the formula — is documented immediately in the trade record with:

1. The specific deviation
2. The reasoning or emotion driving it
3. The outcome
4. The lesson extracted

Deviations are reviewed in aggregate at each monthly review to identify patterns.

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## Section 12: Plan Commitment

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*This section is the behavioral contract you make with yourself. It has no legal weight. It has significant psychological weight — because you wrote it, you signed it, and you will return to it every time the market creates pressure to abandon what you built when you were thinking clearly.*

### 12.1 Commitment Statement

*Write this in your own words. Not copied from anywhere. Your voice, your commitment, your specific acknowledgment of what you are committing to.*

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### 12.2 The Non-Negotiables

The following elements of this plan are non-negotiable. They are not modified in real time. They are followed even when — especially when — the market creates pressure to override them:

1. The stop-loss is followed when it triggers. Always.
2. Trades are only entered when all criteria in Section 5 are met. Always.
3. Position size is calculated by the formula in Section 2.3. Always.
4. The maximum drawdown threshold in Section 2.4 triggers the protocol when reached. Always.

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5.

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6.

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### 12.3 Signature

I have completed this trading plan honestly. I understand that the value of this plan is proportional to the discipline with which I execute it. I commit to following it, reviewing it regularly, and improving it as the evidence of my own trading history guides me.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Plan version: \_\_\_\_\_

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## Section 13: Plan Changelog

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*Every modification to this plan is documented here. No change is made without a record.*

Date	Version	Section Modified	Change Made	Reason for Change

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*This template is the beginning of the plan — not the plan itself. The plan becomes real through the specificity of your answers, the honesty of your self-assessment, and the discipline of your execution. Fill every field. Answer every question. Sign the commitment. Then trade the plan.*

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# The Full Playbook

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This template is Appendix A. The complete system is 127 pages.

## What the book covers:

- The complete **Imagineer Framework** applied to trading — 9 analytical lenses, one integrated approach to evaluating any position before you take it
- **Risk management** — position sizing, drawdown thresholds, concentration limits
- **Entry and exit strategy** — written, rules-based criteria that govern every trade
- **Grid trading** — a systematic approach to ranging, volatile markets
- **Technical and fundamental analysis** — how to read both sides of any market
- **The mathematics that keep your decisions honest** — ROI, CAGR, Sharpe Ratio, ATR, break-even recovery
- **The Trade Journal Template** — the data that shows you what your trading history actually says

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*The Savvy Investor's Playbook — How to Create a Game Plan for Maximum Returns*

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