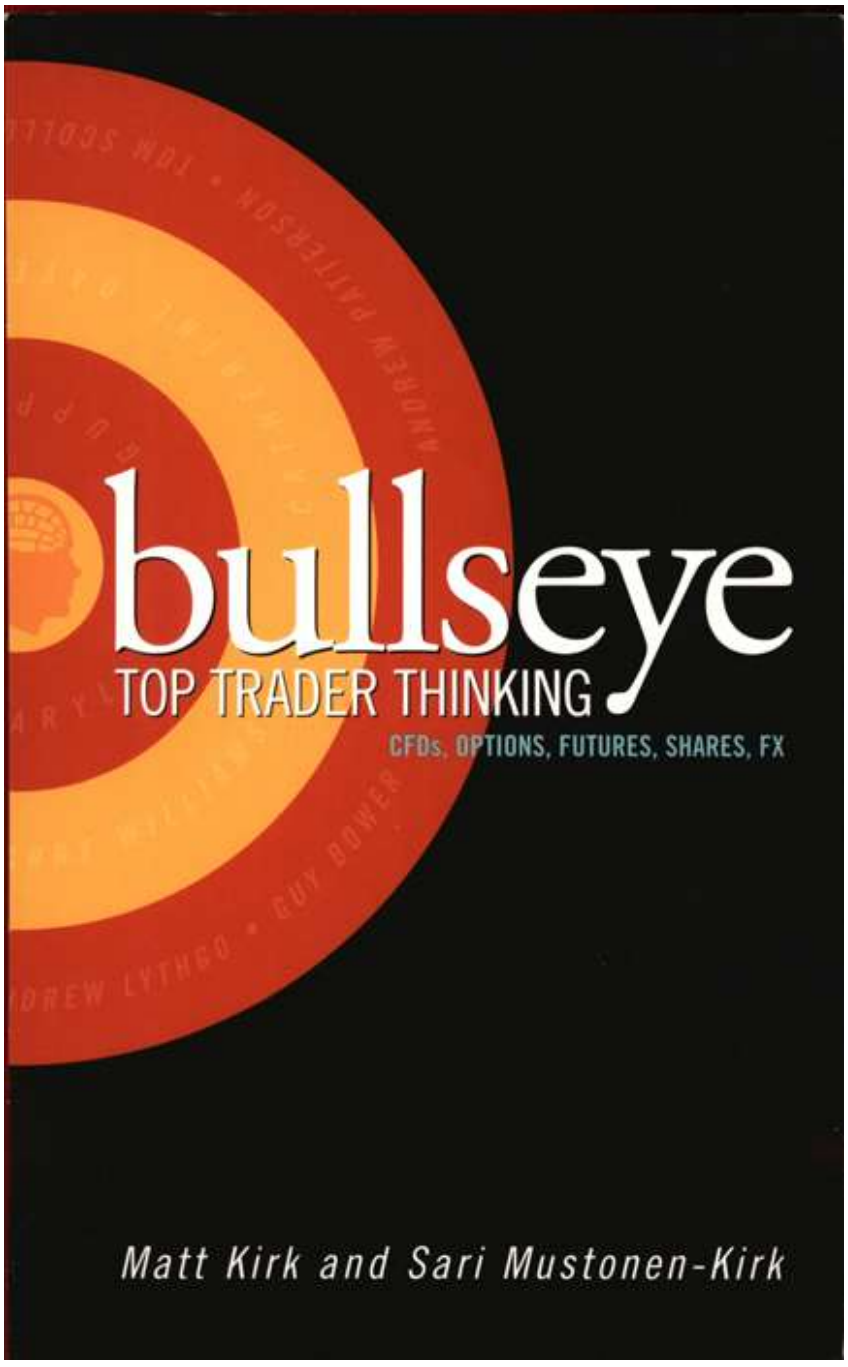
bullseye
TOP TRADER THINKING
CFDs, OPTIONS, FUTURES, SHARES, FX
Matt Kirk and Sari Mustonen-Kirk

*This is an excerpt from the book Bullseye: Top Trading Thinking. For the complete book visit:*

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# bullseye

## TOP TRADER THINKING

CFDs, OPTIONS, FUTURES, SHARES, FX

*Matt Kirk and Sari Mustonen-Kirk*

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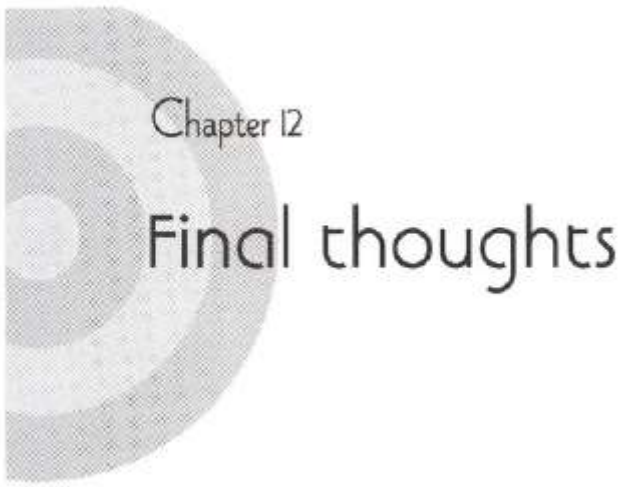


*The secret of health for both body and mind* is *not to mourn for the past, worry about the future, or anticipate troubles but to live in the present moment wisely and earnestly.*

Buddha

Most trading books you read or seminars you attend make scant mention of what's required at a personal or lifestyle level. Trading, especially for a living, is exactly like any other highly intensive pursuit. Without attention to some of the indirect elements (like your health and mental wellbeing) it can rarely be done successfully over the longer term. Discipline in all areas of your life is a prerequisite for a sustainable future. Take a successful person in business and you'll rarely hear that they succeed from excess but rather from careful attention to the details of success. We've seen far too many traders begin to make profits, become flushed with the arrogance of success and start living the high life only to come unceremoniously crashing back to earth.

By exercising balance and keeping your body in good running order you'll be in a better position to control the emotional extremes you'll experience in your trading journey. If healthy eating, rest and a stimulus free environment are required to keep you in balance, then creating this environment must be factored into your plans.

Even if you're a passive investor, this advice is still sound. Feeling generally unwell is counterproductive at the best of times. Periods of stress or intense concentration can lead to irritability, inability to focus, irrational behaviour, indecision, inability to admit when you're wrong, cutting comers and a desire to give in because it's all too hard. Read anything on the characteristics of successful traders and these are all on the top of the list of behaviours to avoid.

The panel now share some unspoken truths about balance, health, mental wellbeing and their impacts on successful results.

**Sari: What are your thoughts on a balanced life and the relationship (if any) to achieving success in trading or investing?**

*Larry: I try to do everything to excess. I believe that is the best way to find what you call balance. If it is worth doing, it's worth doing to an extreme.*

*Andrew L: Extremely important. You must give yourself space from the markets and pursue other interests, which is something I could never do, much to my own detriment.*

*Guy: I think it is a bit of a cliché to say you need a balanced lifestyle or healthy body, healthy mind and so on. I believe you need a clear mind to make effective decisions, but that's not to say you have to be up at dawn doing yoga and balancing crystals on your head to succeed. Principles such as planning, focus and drive are far more important than watching your diet. I know some pretty fat and unhealthy guys that are great traders. I also know some broke calorie counters.*

*Catherine: Sometimes the point of doing things to be in balance, is not to make more money, to not get drained by the process. That's a danger with trading. You can do very little physically but end up being knocked around emotionally from the experience. And then it stops being fun.*

*Andrew P: Having a balanced life is very important to being a successful trader. I try to stay fit, eat a healthy diet, get plenty of relaxation and maintain a positive mental attitude. I think trading is very like golf in many ways. The idea is go out there and enjoy the game, not let the game get to you.*

*Tom: Even though I am driven to succeed in the markets I still have a balanced lifestyle, with family being very important to me as well as friends and outside interests. I am able to balance my time [and keep my] involvement in the markets down to two to four hours a day*

*Daryl: Without balance you fall over. This means you fail to achieve what you wish to achieve because you are distracted by having to repair errors created by the imbalance. However, balance is a different equilibrium for everyone.*

**Health and vitality For your trader's brain**

We've already discussed the analogy of an F I race team with particular reference to the driver (that is, you the trader). A high level of physical fitness, health and, most importantly, vitality is required to stack the odds in your favour so that your trader's brain is correctly and adequately in tune to make all the required decisions with clarity and decisiveness.

When we say physical fitness, however, we're not saying you need to be able to run a marathon or that you should be doing rigorous aerobics classes four times a week. We're saying you need to ensure your trader's brain and blood is sufficiently oxygenated so that

information is computed correctly. Trading can be very stressful so a match-fit brain is essential for being able to make decisions, as well as alleviating the feelings of stress. Stress can be good stress or bad stress; it's the bad stress you want to stay well away from.

Try analysing a market when you first wake up in the morning, or late at night after you've already put in a solid day's trading or working at your regular job if you're not a full-time trader. In both cases you're less capable of making sensible trading decisions. The more oxygenated the brain, the better you'll be at connecting the dots — that is, making sensible, prudent and hopefully profitable trading decisions.

If you're feeling groggy, lacking in short-term memory, rubbing your eyes and experiencing symptoms of stress, such as blurred vision, then you're not giving your trading account the best shot at success. Pushing through these barriers is not being persistent or being tough, it's just being naive to the mental rigours of trading. If you feel some or any of these symptoms creeping into your life then take a short break and re-charge your batteries — remember, the markets will always be there when you're ready to return.

A great way to get a bit of fitness and oxygen into your trading brain is simply to go for a 20- or 30-minute walk before commencing your analysis. Do this daily and when you're walking, imagine that the oxygen you're breathing into your lungs is travelling up into your brain and rinsing out any garbage from the previous day. Visualise a broom clearing the way for market and charting information to be quickly and effortlessly transmitted between the left and right brain hemispheres.

Whatever you do, don't be walking along and thinking stuff like, 'Would've, should've, could've' as all that Harry Hindsight stuff will clog your brain even more. Try to think about nothing but the broom clearing your mind and the benefits your trading account will receive from this. If you have someone to walk with then that can be a great way to keep motivated. We spoke about your personal 'why' so if exercise (even walking) sounds dull and you've heard it all before, then link 'why' to your activity. Why are you walking? You're walking to oxygenate the blood that swims around your trader's brain to increase the chance of success as a trader. As you walk you could even chant something like, With each step I take I am closer to becoming a top trader. Each step is an extra dollar in my trading account!' or 'I'm a top trader, I'm a top trader, I'm a top trader', or 'I can do it, I can do it, I can do it!' or 'I'm disciplined, I enter, I place my stop, I'm detached'.

Now we know this sounds kooky but it's simple, it works and it's what many of the elite in their fields do, whether they are swimmers, tennis players or, you guessed it, traders. No-one talks about this in relation to trading because most people just want to know how to make money. By doing what the elite do, you get closer to being in the elite crowd. Larry Williams is a runner and looks after his trader's brain by oxygenating it — so if it's good for him then it could be good for you too. If you don't have time to take care of yourself even for as little as 30 minutes a day, then perhaps you are so busy that you don't have time to be a trader either.

**Top trader thinking — don't be a Norm!**

Top traders have some form of physical activity they employ to keep their trader's brain focused, clear and disciplined. You can walk, jog, swim, ride a bike, play tennis or golf. Activities such as yoga, Pilates and Tai Chi are brilliant, low-impact and affordable ways to clean your trader's brain.

If a racing team used sub-standard fuel and oils, they wouldn't expect to be on the winner's podium or to even finish the race. So how do you expect to be in the winner's circle or, in the case of being a successful trader, expect to experience winning trades if you feel lousy due to the wrong diet for your trader's brain and body? The healthy body, healthy mind concept must at some level be in the top trader's regime.

Over the years we've had several breakfasts, lunches and dinners with some of the top traders in the world and they all tend to be rather regimented and disciplined in their eating and drinking habits without making it obvious. You won't see a top trader overindulge during the week when markets are open. They don't have big, heavy lunches if they intend trading at night as it dulls the senses and promotes lethargy. These days the trader's lunch and also dinner are more of the fish and salad style, with a couple of light beers or a couple of reds at most. Today's trader is 'alive', focused and sharp. The right food for you may result in better trading decisions and a healthier account at the end of the month. Who knows? Try it and see what happens. You'd hate to think the pizza you ate last night is having a negative impact on your trading decisions and profitability, wouldn't you?

Let's check with the panel to find out how they manage life as a trader.

**Sari: How do you unwind or regroup to keep yourself performing at optimum levels?**

*Larry: I exercise and run a few marathons a year. I break the mental focus for a few hours by doing something the body controls to block out the mind.*

*Andrew L: In the past I drank to unwind a bit too much I'm afraid. Not much else except going to sports events and fishing.*

*Guy: I used to race motorcycles. I don't ride that often these days, but when I do it's great fun. When you are burning around a track at well over 280kph, you're really not thinking about that recent USDA report. It's a good short-term distraction.*

*That said, I can draw parallels between trading and riding. When trying to beat your best lap time, you need a plan. You need to know the track. You need to know where to brake and where to turn. You also need to know what to do when things go wrong.*

*In trading you also need a plan. You need to know the market. You need to know your trade and you need to know risk management, stops and follow-up action. It's all about planning if you want to do it properly.*

*I am not much of a holiday taker. I figure that's for people who don't like their job. Well I like what I do so a holiday takes me away from doing what I like. However, sometimes it is nice to have something that diverts your attention, even just for a small while. That*

*might include a solid walk on the beach, riding the motorbike or push bike, a bottle of good red or spending time in the veggie garden.*

*Also, I love my food and wine. If it wasn't for the markets, I'd probably work in that industry.*

*Catherine: If you decide to take a break it's best to close every position and then turn off the computer. This business does have a burnout factor so I think it requires more breaks than your average job.*

*Andrew P: Plenty of exercise and staying motivated.*

*Tom: Plenty of breaks, sport, stay positive. If I make mistakes I analyse them but am careful not to admonish myself. I am a tough boss, but fair, so I enjoy working for me — it is a business!*

*Daryl: I cook most days. Cooking is an important relaxation. It's a non-analytical task. I also find relaxation in drinking quality jasmine tea while learning to read and write Chinese characters. I always read before sleeping. Everything from crime fiction to translated Chinese fiction, from history and social commentary, to finance books and business magazines. I also go fishing, and I travel. Much of my travel is associated with workshopping and teaching trading methods and approaches, but this is also relaxing and enjoyable.*

*Every four months I take the time to assess what I am doing and how I am doing it. I identify what I have to do myself, and what can be done by others. I take the steps necessary to implement these decisions.*

**Sari: Do you have any personal rituals or habits that you do daily to get your trading brain into gear?**

*Larry: None.*

*Andrew L: When I was local floor member I used to play motivating music before I went to work — it fired me up a bit.*

*Guy: Not really. I still have my weeks planned out, but not specifically for trading.*

*Catherine: When I'm running in the morning I think about the amount of money I'd like to make that week or month. I also imagine finding some nice set-ups for trades and see myself taking profits on a good trade. I guess this is creative visualisation.*

*Andrew P: Before the local market opens I like to bring myself up to date with what's happened overnight on the US and UK equity and commodity markets. I generally have a flick through the Fin Review as well as a range of international news and business websites to get a feel for how the market is likely to trade during the day.*

*At the end of the day I usually spend around half an hour doing my admin., updating trading spreadsheets and so on. Then I finish with a 50-minute run, which I find is a very good way to end the day and clear your head. I'll usually spend an hour in the*

*evening reviewing stocks with the updated trading data for the day to identify potential trades for the following day.*

*Tom: I find I slip into gear very quickly. I enjoy enormously what I do so it is no effort. I look forward to it. I generally start the day with exercise. My day at the office usually starts with reading AFR [Australian Financial Review] (not for my trading), start with a clean desk top, check overnight market wrap — while waiting for the market to open I attend to other nonmarket business.*

*I let markets open and settle, at about 11:30 am start analysis of today's data. I know what I am looking for and focus on that. I'm generally finished within the hour and place trades between noon and the close at 4:00 pm — [I] only like to buy on a strong day and I have a good sense of that by lunchtime — it is a very strict and ritualistic process.*

*Daryl: At 6:15 am I have my only cup of coffee for the day, at breakfast, and read a two-day-old copy of the Financial Review. (This is a consequence of living in a remote area.) I read the Financial Review for its intelligent writing and analysis of world events. I do not read it for its news.*

*I usually have ideas and solutions that I have worked on overnight while I sleep that come together in this period. My prime working time is from 6:45 am to noon. I work without any breaks. The rest of the working day until around 5:30 pm is spent on other work-related administrative tasks, such as answering emails.*

**Sari: How do you personally keep yourself in an optimum state for trading or investing success?**

*Larry: Stay healthy, use money management, do not overtrade, and keep breathing!*

*Andrew L: I always operated at the one fast pace and didn't pace myself — this affected me badly at times.*

*Guy: Educate and motivate. I like to keep learning about new things and consider new ideas. Keeping up to date with what's happening around the market is important and it helps maintain motivation.*

*That said, I make it a point not to clutter my mind with irrelevant news and information. Some people are surprised to hear I rarely watch popular news or read daily newspapers. I don't see the need because it is not relevant to my trading. I think of it as mind clutter.*

*Catherine: I don't know if I've found that yet. I know yoga helps and every so often I will sit down and write down some desired outcomes and affirmations. I have to run or walk every day to clear my head. If I have a bad day, a swim in the sea is a great help.*

*Andrew P: I try to stay fit, eat a healthy diet, get plenty of relaxation and maintain a positive mental attitude as well as keeping up to date on news events.*

*I try to read widely so I have some context in my trading. I try to screen out the noise in the market and all the so-called experts and talking heads. I focus on the factual side of market news rather than commentary.*

*Tom: I avoid spending endless hours over the computer. I use my time very effectively when studying the markets. I vary activity, have breaks, reward myself and keep fit doing a lot of exercise almost every day of the week.*

*Daryl: The primary advantage we have as private traders is that we do not have to trade. We can be out of the market for extended periods without having a boss looking over our shoulders. It is this freedom that is used to create the optimum state for success. It means that when you inevitably lose touch with current markets you can stop trading, regroup, reassess, and then re-enter the market more successfully.*

*I do not trade all the time. I trade only those opportunities compatible with my preferred trading techniques, but I do continue to develop and refine new techniques.*

**Sari: Do you take breaks from trading or investing?**

*Larry: Why would one want to do that?*

*Andrew L: Not often, but please do it. You won't regret it.*

*Guy: Sometimes I have felt a break is needed, but I can never really tell if it makes much of a difference.*

*Catherine: Whenever I have a big drawdown I usually make a decision to take a break, but usually as soon as I make that decision things turn around. I find things tend to die down naturally after I've had a good run.*

*Andrew P: I'll generally watch the first hour of trading and the last hour and have a break for a couple of hours around the middle of the day.*

*I like to have two or three holidays of up to two weeks during the year where I don't trade at all.*

*Tom: I take breaks during the day and week. I also trade very little in January and tend to lighten and prune positions coming up to the seasonal dips in May and September to October and use these times for holidays and travelling.*

*Daryl: Yes. You cannot trade all the time. You need to stand back, particularly when markets are at a trend change point. My travel schedule forces me away from trading at times, and this is an unexpected benefit.*

We do not have to trade. This is the most significant advantage we have in terms of risk management and stress management. We can afford to wait until the absolutely best trades develop, and then we take them.

And so it is that we find ourselves almost at the end of our top trader thinking journey and we sincerely hope that we've shed light on defining and ultimately reaching your own personal trading bullseye. Here's a quick summary of some of our more salient points.

**20 top trader thinking tips to help you to consistently hit your trader's bullseye**

***1. Understand your true motivation for trading***

Each person has a different motivation for trading. What's yours? Excitement, entertainment or, perhaps, even as a diversion from what you're supposed to be focusing on elsewhere? If you're not in this for the right reason — and there is only one valid reason, to make money — then you may be setting yourself up for disappointment. Certainly, you may achieve the excitement, diversion or other emotions you're seeking but it may be at the expense of making profits. If you are a trader, your true objective should be to make more money trading than you could if you expended the same level of energy elsewhere.

***2. Know your markets***

Don't be lazy — trading is a business and in any business it's your responsibility to know as much about your business and market as possible. Know what moves the markets you trade, be aware of the general fundamentals, become familiar with recurring chart patterns, understand what may happen in your market if the weather turns bad (or good) and what particular economic figures may do to price action.

***3. Get organised***

What do you need to run this trading business? Think about the environment and resources you require and spend the money setting yourself up properly to give yourself the best shot at success. Do you need a computer, a market pager, live or end of day data, charting software or further education and training? You may even need a dedicated home office or an office away from home to trade from and to do your analysis. Don't cheat yourself out of the best chance of success. More than likely you'll realise pretty quickly that you'll need to block off a certain time of each day or week to do your analysis. Many writers find they stay disciplined when they commit to writing for a certain period of time, at the same time each day. Think about employing this technique for conducting your trading business. Write your trading plan and put it in a prominent, visible place. Do everything you can to remove distraction and increase focus.

***4. Develop a clear vision***

The development of a vision is something many companies and individuals pay a lot of lip service to. Visions are drafted, everyone has a big hurrah, and then they're put away, never to be looked at again. Ask these same people, one month down the track, to articulate the vision and chances are that they can't. Many studies over the years on successful men,

women and organisations have proven conclusively that a clear vision of what, why and how dramatically contributed to their ultimate success.

***5. Know your trading rules like the back of your hand***

Having your trading rules firmly entrenched in your mind can be a great help when pressure gets your heart racing and your mind foggy. It's at these times when instant recall of your trading rules can make you more money or save you from bigger losses. Knowing why you're in a market, when you'll increase your positions or get out altogether is exactly the mental steel separating the successful traders from the rest of the pack.

***6. Use triggers***

If you've ever studied the techniques of successful businesspeople, sportspeople or other leaders in their field, you might have noticed that a lot of them use psychological triggers to put their brains in the zone. Getting in the right headspace through the use of a trigger can help you consistently make the right choices time and time again. Tony Robbins uses his 'chest-slap', Paul Tudor-Jones has his lucky sneakers, and businesspeople have their power suits. Whether it's crystals, a rabbit's foot, facing the east when you trade, whatever — if it works for you, then no matter how kooky it sounds to other people, use it!

***7. Use stop-loss orders***

Stop-loss orders are a risk management technique. They are not an invitation to the rest of the market to take you out of your trade with a loss. Don't be fooled into thinking you shouldn't use stops because you're worried the market knows where they are. Stops are a part of being a top trader. Think about how you'll use them — in what circumstances you'll use tight stops and when you would move them to follow a profitable position. The stop-loss order is a powerful money management tool and an integral part of your trading strategy.

***8. Know when to stay out: altogether***

Getting back to our business analogy, when your business shuts its doors at 7 pm, do you feel compelled to go back there at 2 am to check whether there might be any new customers? Of course not, you're sleeping and rejuvenating to ensure you're fresh and alert enough to trade in your business the following day. Trading opportunities don't run out so exercise some patience and know when it's better for you to sit on the side lines.

***9. Enjoy what you're doing***

We're all generally far more proficient at the things we actually like to do. What happens to your ability when you feel forced to do something or it feels like a chore? More often than not your task is executed in a haphazard fashion, rushed, or put off for another day. There's no hurry for you to become a top trader so take the time to do it properly and enjoy the process along the way.

***10. There's no perfect system***

There's only one certainty in life, and that's change. Expecting to develop a perfect system that works every time and works forever is a fantasy. If we look at the mindset of sportspeople compared with actors, a very interesting difference becomes noticeable. Sportspeople train themselves to win by developing a virtually fail-safe technique to 'hit the ball' just so every time. Actors, on the other hand, understand that failing more times than winning is the nature of their work. A good actor understands that his or her business is not acting but auditioning. With this attitude actors know that even though they do their best at every audition, the market won't reward them with an acting role every time. Those who succeed in the end do their level best to remain detached because they understand this is simply a natural part of the system.

So too with a trading system — losses are inevitable. Understand and accept this. Your system could be based on a strategy that loses more times than it wins, as long as your winning positions are much larger than the losers. This is where risk/reward ratios can help. For instance, if your risk/reward is 1:3, you take profits three times greater than the size of your losses. This means you can lose 70 per cent of the time and still be an overall winner.

- Ten trades with a risk/reward of 1:3 and losing seven out of 10 trades
- risk $500/win $1500
- three winners x $1500 = $4500

*less*

- seven losers x <-$500> = <-$3500>

So even though you get it right only 30 per cent of the time your gross profit (before commissions) is still $1000.

***11. Just do it***

Once you have decided trading is for you, commit to it. Do it well, or not at all. When your analysis indicates there is potential for profit and your system gives you an entry signal, just place the trade, place your stop loss and allow the trade to unfold. When you're in a losing position and your system tells you to cut the trade, don't sit there crossing your fingers and hoping — cut that loser quick smart with a stop loss or a market order. When you want to exit fast, a market order is the only order for you. You can always get back into the market on your

next signal. Knowledge without action is nothing — you can be the most knowledgeable person with a fantastic system but it won't matter a whit if you don't do the trades.

***12. Don't beat yourself up***

The brain is a fascinating thing especially when it comes to learning and doing. Your brain absorbs and processes information much better when you are relaxed. It cannot continue to make sensible decisions at either end of the emotional spectrum — either euphoria, which breeds arrogance, or fear, which is the mother of depression. When you find yourself suffering as a result of a string of unprofitable trades resist the urge to beat yourself up. Take a step back and remind yourself that it's a part of the nature of the beast. The market is not punishing you. Perhaps you need to do more analysis or maybe take a break altogether. Try to be kind to yourself to keep your mind functioning at peak levels.

***13. Live with the markets, not in them***

Don't allow yourself to become all-consumed by the markets. A happy and successful life is the result of balance; hence your chances of consistent success in trading are radically improved simply by getting a life. Allocate time to be in the markets, time to analyse, time to enjoy the fruits of your labours and time to relax.

***14. Take a break***

Think about incorporating a break strategy into your trading plan. Consider taking a break from the markets after a certain number of successful trades or after a run of consecutive losses to allow your trader's brain to shrink back to its original state.

***15. Rome wasn't built in a day***

Anything worth having takes more time to achieve than you initially think it will. Don't give up because your results aren't being met overnight or even within a few months. All the best traders have been at it a long time. Be realistic and give yourself three to five years to achieve your trading goals. Think of any other profession — it takes years of study to become a doctor or a lawyer; tradespeople go through an apprenticeship; entertainers can be on the pub circuit for years before they get a break in the industry. If you are serious about succeeding as a trader, realise that it will take time, patience and commitment.

***16. Listen to no-one***

You've just spent hours, days or weeks analysing the markets. You've studied the charts and your system has given you the signals. Don't let doubt rob you of a potential victory

by second-guessing yourself and asking your broker, mate or mother what they think of the markets and of the particular trade you're in. If you've put the work in, trust yourself and don't let anyone's casual remark change your mind.

***17. Listen to someone***

Yes, it totally contradicts the last point but here's where having a trading buddy can be of great value. Let's say you're brilliant at entering the markets but you realise you have a problem when it's time to exit a trade. Perhaps you could get a trading buddy or your broker to help you pull the trigger (exit) if you think you might let yourself get in the way of a well-executed trade. If you do choose to use this technique, be sure to define the parameters in which you'll seek assistance from someone else, and listen to him or her only under the defined circumstances.

***18. Be a sponge***

Undertake courses, read the strategies of the top traders, watch the markets, understand the fundamentals and keep honing your trading skills. This doesn't mean you must become a disciple of someone else. Take the best of everything you learn and use it to refine your individual techniques and strategies.

***19. Spend some money***

What's the point of making money if you don't reward yourself? For you, rewards may mean splurging on your dream car or taking that exotic holiday you've always dreamed of. Maybe you'll reward yourself by buying an investment property or putting some extra money into managed funds. Whatever it is that makes you feel as if you've achieved something, do it. When you've made profits, especially if they've exceeded your original objectives, take some money back out of the markets and lock it away elsewhere.

***20. Dare to be different***

Of all of these points this is probably the most pertinent. Some of the suggestions will resonate with you — employ these ones and you'll already be helping yourself as a top trader. Build your knowledge of markets, hone your analysis skills and then trust yourself to achieve your objectives in your own unique fashion.

- *What's the secret to overall trading success?*
- *What sets successful traders apart from the unsuccessful ones?*
- *Expert author team Matt Kirk and Sari Mustonen-Kirk believe it's the way they think.*

In this fascinating book, *Bullseye: Top Trader Thinking*, the authors combine practical trading advice with valuable insights from noted traders such as Larry Williams, Daryl Guppy, Andrew Lythgo, Guy Bower, Catherine Davey, Andrew Patterson and Tom Scollon. *Bullseye* shows you how to hit your trading target.

From creating your own trading mandate and system, to learning what markets and products are right for you, *Bullseye* shows you the 'hows' and 'whys' of being consistently successful.

Matt and Sari let you in on the secrets that top traders know and use every day, and provide easy to apply tools that will help both novice and experienced traders realise their full potential. Learn how to trade CFDs, options, futures, shares and FX profitably and with confidence.

*Bullseye* delves into the psychology behind successful trading, providing you with a comprehensive yet simple guide to help you get the best from your trading.

Starting in financial markets in 1985, ***Matt Kirk*** has traded his own account, managed portfolios in the billions, and is a highly respected adviser and educator on global markets.

Having spent the last 20 years in and around financial markets, ***Sari Mustonen-Kirk*** opened the Big Picture Management marketing consultancy in 1999. In 2004, she was nominated for the Telstra Australian Business Woman of the Year Award.

Matt and Sari live on acreage in the beautiful mountains of the Gold Coast Hinterland with one-year-old son Oscar.

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