



## **A Holiday Greeting from The Mercenary Geologist**

**A Monday Morning Musing from Mickey the Mercenary Geologist**

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Dear Subscriber,

Now that we've all given, gotten and eaten too much, it's time to wish holiday cheer and express thanks to our loyal and valued subscribers. You are the reason that [MercenaryGeologist.com](http://MercenaryGeologist.com) has been so successful in its second full year. As we head into 2011, *the terrible twos* were nothing of the sort for our fledgling business and we look forward to turning a precocious three years old on April 25.

Time goes by quickly. Just one year ago we were celebrating our phenomenal market returns in 2009 and thinking it couldn't get any better. But it did.

2010 has been an even more robust year for the junior resource sector, largely driven by record prices for gold, copper, rare earth elements, and a revived uranium market.

We continued a near-perfect track record for the stocks covered in the [Mercenary Musings](#) newsletter. I started writing musings about companies in the late summer of 2008. While the economy teetered on the totter before falling into the global financial crisis and others succumbed to fear, we were busy cherry-picking stocks with the right fundamental mix of share structure, people, and projects. Our track record speaks for itself:

***15 of 17 stocks have at least doubled in 12 months or less and one took 13 months to triple.***

Accounting for the date I first wrote about these 17 juniors, for my [Power of Two](#) trading philosophy, and for five stocks highlighted in red below, when subscribers were notified of cessation of coverage and closing of the position:

- Nine stocks are two-baggers (AGC.V; ANI.V; EMX.V; GGA.T; HAT.V; MAW.T; QRM.V); (**ORM.V; PEZ.T**).
- Three stocks are three-baggers (TSM.V); (**FIS.V; LYD.T**).
- One stock is a four-bagger (**AVL.T**).

- One stock is a five-bagger (AMM.T).
- One stock is a six-bagger (STM.V).
- One stock is over a twenty-bagger (RES.V).
- One stock (OOO.V) is lagging behind with returns of 50% but it has been covered less than 12 months. I am bullish with its strong chart, undervalue with respect to peers, and catalysts anticipated in early 2011.

Our returns have been robust to say the least, but we must not forget that nearly all juniors will have a low to high double in any given 52 week period. Even in a raging bull market, it remains incumbent on us to buy at low prices and sell at high.

We set several goals in our 2010 business plan for [MercenaryGeologist.com](http://MercenaryGeologist.com):

- Publish a [Mercenary Musing](#) at least twice a month: I averaged three per month with 36 musings posted on the website for the year. We continued syndication to numerous hard asset and financial websites.
- Expand our audio and radio programs: In early January we launched [Mercenary Musings Radio with Mickey Fulp and Rob Graham](#), a bi-weekly audio program marketed exclusively to Kitco, by far the largest hard asset website on the internet. I continued as a regular guest on The Korelin Economics Report, broadcast on 45 stations across the country and with a large website following. In May I became a weekly contributor to The Ellis Martin Report, a venture capital radio show broadcast in several high net worth cities in the USA.
- Increase our interview base: I did regular audio and video interviews with resource news media including The Northern Miner, Kitco, SNN Live, Strategic Metals Stocks, and Resource Stock Digest, and transcribed interviews with The Gold Report, The Energy Report, and Metals News.
- Procure additional speaking engagements: I was an invited speaker at 12 conferences and seminars in 2010 including Cambridge House, Precision IR, PDAC, Chicago Resource Expo, Hard Assets, and the New Orleans Investment Conference. I was honored to be the keynote speaker at Rich Radez' Chicago show in the fall.
- Continue with the mentoring program for geology students, junior geologists, and investors: I spoke on careers in the exploration and mining business at my alma mater, the University of New Mexico, wrote an article on mentoring for the SEG Newsletter, gave two workshops on "Geology for the Lay Investor" at investment conferences, posted two musings in the "Primer for the Lay Investor" series, and wrote an article published by Micro-Cap Review Magazine.
- Launch a television career with appearances on business news programs: I made six live appearances on Canada's Business News Network (BNN), appeared on numerous Business Television clips syndicated to many markets in the United States and Canada, and most recently landed a live appearance on CNBC World.
- Finish the book on speculating in junior resource stocks: I seem to stay busy with all of the above and my book keeps getting shuttled to the side. We did make significant progress with 12

chapters now written and edited and hope to deliver to a publisher for final editing within a year or so.

- Increase our opt-in subscriber base: We added over 2100 subscribers to the Mercenary Geologist website during the first eleven months of 2010. Our subscriber list is growing by leaps and bounds with a notable increase in sign-ups during the fall conference season.

Finally, I could not be the front man without support from my trusted staff, most importantly the guy who makes our internet-based business function on a daily basis, Raffaele Della Peruta of [DomainTrafficMedia.com](http://DomainTrafficMedia.com). Raff's dedication and willingness to work any time day or night is appreciated and his product is unparalleled.

Sincere thanks goes to my Vancouver-based editors Jeff Stuart and Erin Ostrom who clean up my language and keep me tethered to a short line when required. Jeff Phillips of Global Market Development lends valuable advice on our business model and plans for the future.

To my friends and neighbors in the South Valley who handle the more mundane tasks of managing the website, the office, the farm, and me: I appreciate your support of our ever-expanding business.

Most importantly, we are dependent on you, our loyal subscribers, to read, listen, and watch. I hope we continue to garner your attention and interest with our ideas on commodities, macroeconomics, geopolitics, education and mentoring, American libertarianism, and speculating in the junior resource market.

We have grown so rapidly that it is no longer possible to reply to everyone personally but we welcome your input and will strive to answer your emails on a timely basis.

We wish a happy holiday season to you and yours and a prosperous 2011.

Ciao for now,

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