



Chart of the Day

Here's your trade on Apple (\$AAPL). Lots of great stuff happening to this ~\$4 trillion stock.

October 20, 2025

The meeting focused on Apple's stock performance and market analysis, including discussion of its technical patterns, market cap milestones, and positive research reports indicating strong iPhone sales. Dan provided detailed analysis of the stock's price movement and potential breakout opportunities, suggesting specific entry points and risk management strategies. The session concluded with a promotional discussion about Stock Market Mentor's trading services and recent successful trades, including a special offer for new members.

Next Steps:

1. Acknowledge Breakout: The stock has executed a breakout from a long-term base above the \$260 resistance level.
2. Use a Tight Stop: Since the stock is extended, traders should use a tight stop, risking about 3.25%, placed just below the 8-day EMA (\$approx\255\$).
3. Hold for Upside: The ultimate target for the rally is potentially \$300 and beyond, based on analyst targets and the perceived multi-year iPhone upgrade cycle.
4. Manage Earnings Risk: Be aware that Apple is scheduled to report earnings on Thursday, October 30th. Scott suggests the stock will run into this event.
5. Re-evaluate Strategy: If the stock retraces the entire breakout move and closes back down near \$255, the breakout attempt should be reassessed.

Transcript:

WEBVTT

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00:00:01.890 --> 00:00:21.510

Dan Fitzpatrick: Hey there, Dan here, StockMarketMentor.com, and I want to talk about Apple today. Now, the stock broke out really above 260. You gotta say 260 was, was resistance here. You can see, the pattern. So, this was really kind of a fairly deep.

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00:00:22.790 --> 00:00:32.220

Dan Fitzpatrick: cup here. If you call 32% deep, this is a weekly chart here, by the way, you can see it here. But...

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00:00:33.150 --> 00:00:48.409

Dan Fitzpatrick: it... it rallied back, and then kind of hovered here in consolidation for a while before coming up and attacking last December's high. Now, let's look at it on the daily chart. You can see it kind of looks a little more orderly.



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00:00:49.050 --> 00:00:55.420

Dan Fitzpatrick: I mean, the weekly chart looks like it was going straight down to hell, and then went to confession.

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00:00:55.420 --> 00:01:19.859

Dan Fitzpatrick: those of you that are Catholic know what I'm talking about. Anyway, but so here you see the same thing, like, this really, really zigzagged down, fell down, like, with everything else, but then the thing that I like about it, and we'll get to the reason why in just a sec, the thing that I like about it is that it really traded in this base. It was a little choppy, but, for over 3 months.

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00:01:19.860 --> 00:01:26.719

Dan Fitzpatrick: And then, since that time, has really been making these, like, Davis boxes.

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00:01:26.830 --> 00:01:28.960

Dan Fitzpatrick: Where it's up here.

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00:01:29.580 --> 00:01:39.679

Dan Fitzpatrick: And then up here, and then finally it looks to me like it's running up here. Now, why did it do that today? It did that... well...

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00:01:39.830 --> 00:01:50.310

Dan Fitzpatrick: it did that because buyers were more aggressive than sellers. That's the only reason. It's the only reason any stock, goes higher. It has to do with the relative aggressiveness

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00:01:51.000 --> 00:02:07.789

Dan Fitzpatrick: of buyers versus sellers. But, the thing that really pushed this thing, I think, is, CounterPoint Research, it's a... guess what? It's a research firm, reported that iPhone 17 is selling 14%

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00:02:07.790 --> 00:02:18.670

Dan Fitzpatrick: above iPhone 16. Now, as a guy who owns iPhone 16, I have absolutely no reason why anyone would want to be upgrading

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00:02:18.670 --> 00:02:41.259

Dan Fitzpatrick: from 16 to 17. So it's... maybe it's the 15 holdouts, I don't know, but the bottom line is, yippee-ki-yay, people are buying the iPhone 17, and so then that just really gives us a sense that what had been feared as maybe not a great upgrade cycle actually is gonna be. And so, since the market anticipates

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00:02:41.260 --> 00:02:42.360

Dan Fitzpatrick: future...

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00:02:42.360 --> 00:02:57.569

Dan Fitzpatrick: developments or future events, the stock is starting to climb up there. Be mindful now. This is just conjecture. This is consensus. It's not even consensus. It's based on early research, so we don't know whether that's true.

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00:02:57.570 --> 00:03:09.489

Dan Fitzpatrick: the market will ultimately tell us whether that's true. The stock, if it is, the stock will continue to run and run right into, their results, which, by the way.

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00:03:09.490 --> 00:03:17.339

Dan Fitzpatrick: is on the 30th. Now, this is for last quarter, and so they probably won't disclose

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00:03:17.810 --> 00:03:20.980

Dan Fitzpatrick: much about what's happened in October.

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00:03:21.090 --> 00:03:31.939



Dan Fitzpatrick: But I'm sure they'll say some stuff. So then also, like, their market cap is above, or it's almost at, \$4 trillion bucks.

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00:03:31.940 --> 00:03:41.630

Dan Fitzpatrick: That's a really big deal. I remember a time when no company was at a trillion, and people were wondering which one it was gonna be. Now...

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00:03:41.630 --> 00:03:52.160

Dan Fitzpatrick: all these mega caps are above \$1 trillion, and if you're not, people are looking at you like, what the hell's wrong with you? So, anyway, and then Luke, excuse me, Loop...

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00:03:52.160 --> 00:04:06.870

Dan Fitzpatrick: Capital upgraded this to a buy. Okay, that's fine. Munster's been bullish on Apple for a long time, but they raised the price up to \$315. It's not even on this chart. So they raised the target price.

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00:04:10.260 --> 00:04:11.060

Dan Fitzpatrick: Up.

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00:04:11.060 --> 00:04:34.079

Dan Fitzpatrick: to here. Now, this isn't gonna go up here in a straight line. It's gonna zip back and forth and all that. You can see, where this is. But ultimately, this stock is going higher, so why am I doing this? I'm showing you this because I don't think this moves over. I prefer, just so you know, I prefer to get a head start on stocks like this.

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00:04:34.080 --> 00:04:36.720

Dan Fitzpatrick: like... Frankly.

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00:04:40.480 --> 00:04:52.059



Dan Fitzpatrick: Friday would have been a good day to buy. I just wasn't looking at it, and frankly, I probably wouldn't have bought it anyway. It wasn't a great setup, but it was a good risk-reward, where

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00:04:52.170 --> 00:05:16.119

Dan Fitzpatrick: you're buying the stock here right at the close, and then you can put a stop just below this little cluster here, and you're just risking a little over 3%, 3.5%, so it would have given you a low-risk entry, as long as you were setting your stop here, and then you'd have participated in this. But as it is even now, I'm looking at this stock as an opportunity to buy

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00:05:16.120 --> 00:05:18.549

Dan Fitzpatrick: But this time, it would be a different stop.

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00:05:18.550 --> 00:05:24.760

Dan Fitzpatrick: Rather than putting your stop down here, instead you say, alright, if this breakout is real.

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00:05:25.090 --> 00:05:34.660

Dan Fitzpatrick: then the stock will not retrace the move. It will not come back down to 26... excuse me, 255.

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00:05:34.660 --> 00:05:53.499

Dan Fitzpatrick: 255.63 was the intraday low, okay, whatever. But it won't come back down to that level. Frankly, it won't even really pull back to this middle Bollinger Band, which is the blue line there. So, I know I'll buy it now and risk about 3.25%, and...

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00:05:53.500 --> 00:06:04.120

Dan Fitzpatrick: put your stop right about there. Just a real, real tight stop, because you're buying a breakout. If that holds, though, we'll go back to the weekly.

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00:06:04.840 --> 00:06:14.470



Dan Fitzpatrick: Okay, if that holds, then all of this price action, like everything that has owned... everybody that has owned this stock is a winner. And it's Apple.

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00:06:14.470 --> 00:06:29.850

Dan Fitzpatrick: People don't like to sell Apple, and so I think you can expect this to really, as long as earnings are okay, as long as the stock holds up after earnings, I think you can expect this to run, to \$300, probably...

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00:06:29.850 --> 00:06:38.399

Dan Fitzpatrick: pretty easily, and that's just a 15% rally. So, anyway, I'm gonna be tracking that. Now, one other thing before you go.

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00:06:38.400 --> 00:06:46.800

Dan Fitzpatrick: At, Stock Market Menture, we've had a monster, trade, list, and, I mean, some of our trades have made it, like.

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00:06:46.800 --> 00:06:59.329

Dan Fitzpatrick: to one even 300% higher. So we're kind of on fire over there. If you are not a member, you can join for \$7. You can get in for \$7 for 2 weeks.

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00:06:59.330 --> 00:07:00.919

Dan Fitzpatrick: If you don't like it.

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00:07:01.310 --> 00:07:20.110

Dan Fitzpatrick: email us, and you know what? We'll take care of you. But check it out. Again, \$7 for 2 weeks, and if that doesn't work for you, then I don't know why these free charts videos are working for you. Though I will say, it's really okay if all you do

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00:07:20.110 --> 00:07:31.450



Dan Fitzpatrick: is trade off of these free chart videos. I actually have a lot of members who have told me, hey, Dan, you know, I watched your free charts,

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00:07:32.230 --> 00:07:56.890

Dan Fitzpatrick: I mean, I'll just tell you, I'm gonna take this off my sharing here. I've had a lot of members who came up, or who have... some of them have talked to me at live events, but who've emailed me or put in our trading room, hey, I was on your free charts for, like, a year or more, some of them, until I finally felt guilty, and so I decided to join, and I'm happy I did and all that.

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00:07:56.890 --> 00:07:58.330

Dan Fitzpatrick: But the point is.

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00:07:58.540 --> 00:08:16.949

Dan Fitzpatrick: Don't feel guilty about just watching these free chart videos. They're for you. If you like what I do and you can make money, then sure, go ahead and join. But if you don't, it's really okay, too. I love you. As I say, I love my lurkers. So, if this works for you, awesome.

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00:08:16.950 --> 00:08:21.010

Dan Fitzpatrick: In fact, do me a favor, just email... let me know. Here's my personal

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00:08:21.010 --> 00:08:25.409

Dan Fitzpatrick: My, quote, personal business email address, it's dan.

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00:08:25.410 --> 00:08:45.310

Dan Fitzpatrick: at stockmarketmentor.com. Those get to my personal email box. Let me know if you like what I'm doing here. Give me any suggestions, anything that you'd like, that you think would work. I'm happy to read it, and hopefully, maybe, we can do that, alright? I'm doing this for you, alright? I'll see you next time.

Sam Fawaz: CPI on Friday, but not much else. Just a bunch of volatility. Be careful out there if you're doing short-term trading. Take your profits quickly, or the market will take them for you. In any case, I'll be back in the forum tomorrow. Hope you have a great rest of your weekend, and thanks for watching. Bye-bye.

