STOCK MARKET MENTOR

Chart of the Day

Here's your trade on Apple ($AAPL)

July 29, 2026

Dan Fitzpatrick returns from a week-and-a-half vacation to analyze Apple ($AAPL) ahead of its upcoming earnings report, comparing its performance to other major technology equities. Speaker Dan Fitzpatrick notes that while peer stocks like Microsoft, Tesla, Meta, Micron, and SanDisk are struggling, in sloppy ranges, or falling, Apple has stood out by hitting all-time highs within a well-defined uptrending channel. Although Apple remains on the active trade list with a small profit, Dan Fitzpatrick warns that holding the stock through earnings is risky because the market has already discounted a great quarter. Ultimately, Dan Fitzpatrick outlines a strict strategy for Apple post-earnings: he advises avoiding the stock if it breaks out on strong results, but expresses interest in buying it if a earnings sell-off causes a pullback toward its 50-day moving average.

Next Steps:

1. Avoid Buying an Earnings Breakout: Refrain from establishing new long positions if Apple pops toward or through $350 on earnings, as the price is expected to fall back into its broader channel.
2. Monitor for a 50-Day Moving Average Pullback: Watch for potential entry opportunities if an earnings sell-off drives Apple down toward its 50-day moving average baseline.
3. De-risk Holding Positions Over Earnings: Exercise extreme caution when holding existing active trade positions over the earnings release due to high downside risk from high market expectations.
4. Filter Out Weak Tech Charts: Avoid attempting to buy pullbacks in non-uptrending technology stocks like Lattice Semiconductor, Nvidia, Microsoft, Tesla, or Meta.

Transcript:

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00:00:01.780 --> 00:00:18.520

Dan Fitzpatrick: Alright, hey everybody, Dan here. And, I want to look at Apple today. Now, we got… they report earnings tomorrow, right? Tomorrow, evening. But we got Microsoft today that reported strong earnings, stock went up,

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00:00:18.580 --> 00:00:27.859

Dan Fitzpatrick: it kind of did what I would have expected it to do, which is still be in a trading range. I don't think there's any opportunity here.

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00:00:29.210 --> 00:00:43.089

Dan Fitzpatrick: Period. It's just a sloppy chart. It's below the 200-day moving average here. Was below the 50, but this is kind of in no man's land. We've got Tesla, which is…

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00:00:44.230 --> 00:00:58.910

Dan Fitzpatrick: That's only awesome if you're short. Don't be looking at this. It's a… it's a falling knife. We've got meta with cash flow issues, guidance issues, not a whole lot, good going for them.

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00:00:58.910 --> 00:01:05.550

Dan Fitzpatrick: Right now. And so, most of this stuff is just bleh. And then we've got Apple.

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00:01:05.650 --> 00:01:12.389

Dan Fitzpatrick: And Apple has been hitting all-time highs, even while all these other stocks, like

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00:01:13.000 --> 00:01:24.399

Dan Fitzpatrick: Micron, SanDisk, have been just absolutely blowing chunks. Apple is doing great. So, here's the deal. For their earnings.

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00:01:24.820 --> 00:01:33.380

Dan Fitzpatrick: Okay, they've been running up. Now, we're long the stock in the active trade list, not really very profitable on it, but we are profitable.

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00:01:33.380 --> 00:01:48.790

Dan Fitzpatrick: I think that at this point, just because of the nature of the market, I think that this is gonna be a real risky stock to be holding over earnings, because the market's already discounting

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00:01:48.790 --> 00:02:06.600

Dan Fitzpatrick: great earnings. If it wasn't, then the stock wouldn't be running higher, like this. And so, as I mentioned in my strategy session just a couple minutes ago, that the market discounts the future, it doesn't wait for it. And so, the market has already been discounting

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00:02:06.600 --> 00:02:09.959

Dan Fitzpatrick: a real great quarter.

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00:02:09.960 --> 00:02:33.120

Dan Fitzpatrick: And you probably know, but maybe not, Apple's raising, the price of their phones. It won't matter. People will still buy them. But they're raising the price of their iPhones because memory's going up. Like, there's a lot of inflation there, and they gotta deal with that, which means you and I have to deal with that. Okay, well, the stock's still been running up. My bet is that if earnings are

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00:02:33.120 --> 00:02:39.069

Dan Fitzpatrick: really, really awesome. The stock's gonna pop, and then it'll drop. It'll just kind of stay.

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00:02:39.120 --> 00:02:47.920

Dan Fitzpatrick: Within this pattern. We can… we can go out to the weekly chart. You can see, I mean, this is… I'm gonna get… I'll start over again.

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00:02:47.980 --> 00:02:55.009

Dan Fitzpatrick: This has been a really, really nice zig-zaggy stock, but, this is the channel.

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00:02:55.120 --> 00:03:07.180

Dan Fitzpatrick: Right here. And so, if the company reports good earnings, I could see the stock popping maybe to $350, but then it's gonna fall right back into the channel, unless something really, really

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00:03:07.680 --> 00:03:23.050

Dan Fitzpatrick: amazing happens, and so I wouldn't be longing this stock into earnings. If the stock fell, like, let's say it fell back to the 50-day moving average, okay? If it did that, I would be inclined

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00:03:23.050 --> 00:03:28.310

Dan Fitzpatrick: To pick this up, because it's in an uptrending,

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00:03:28.310 --> 00:03:36.050

Dan Fitzpatrick: position. These other stocks have not been, like, to look at, not to… well, just look at any of them.

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00:03:36.050 --> 00:03:49.679

Dan Fitzpatrick: Lattice Semi. Oh, when this comes down to the 200, that'll be a great time to buy. No, it's not in an uptrend. NVIDIA, no, it's not in an uptrend, okay? Microsoft, not in an uptrend. Google.

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00:03:49.690 --> 00:03:52.520

Dan Fitzpatrick: Not in an uptrend.

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00:03:52.860 --> 00:04:06.769

Dan Fitzpatrick: None of these stocks are in real uptrends. I mean, Google, kind of, but not really. But Apple, this still is. And so, the uptrend is giving… that's… its bona fides are pretty much

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00:04:06.770 --> 00:04:21.789

Dan Fitzpatrick: you know, established here within this uptrend. And so, as long as you've got an uptrend in one of the MAG7s, and the rest of them are just, like, not really so good, this is one that I would want to be considering buying if the stock

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00:04:21.790 --> 00:04:27.380

Dan Fitzpatrick: pulls back. If the stock, on the other hand, breaks out, I wouldn't go near it.

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00:04:27.430 --> 00:04:41.639

Dan Fitzpatrick: wouldn't touch this thing. I wouldn't short it, but I wouldn't go near it. So, anyway, that's the way I am looking at Apple, and you may either agree with me or disagree with me, but

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00:04:41.710 --> 00:04:57.279

Dan Fitzpatrick: There's no ambiguity in the way I'm seeing this right now. So, anyway, see y'all later. I've been on vacation, a lot of you know, for the last week and a half. It's good to be back, and I hope everybody's done well in my absence, okay? I'll see you.