

# Writing Portfolio

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# SPX Option Trading

## Push Notification

Title: Want to know more about SPX option trading?

Content: Webull and CBOE have teamed up to tour SPX option trading on Webull. Tap here to watch the video!

## Community Post

We've teamed up with CBOA to explore SPX option trading on Webull! Learn the basics of placing SPX option orders with Webull. Click here to take the tour. #Webull Options Trading #SPX Options #CBOE

## Email

Subject: Tour Webull SPX Options with CBOE

Dear Client,

We've teamed up with CBOE to explore SPX option trading on Webull!

Join CBOE's Henry Schwartz, VP and Global Head of Client Engagement, as he walks you through options trading on Webull. Schwartz takes you on a tour of Webull's platform and demonstrates the steps to place an SPX option order.

SPX is an index option product that is European style, meaning they have no early exercise, and are cash settled based on the settlement price of the index.

To learn more about SPX options, click here to take the tour.

Sincerely, The Webull Team

## Social Media (X Post)

Content: Want to learn about SPX options? Check out CBOE's tour of SPX option trading on Webull! Watch here 👉 [link to video]

## YouTube

Title: Tour Webull SPX Options Trading with CBOE!

Description: Join Henry Schwartz, the VP and Global Head of Client Engagement at CBOE, as he explains the index option product SPX and shows you how to trade SPX options on Webull.

# Options Put Seller Tool

## Push Notification

Title: Ever thought about selling options?

Content: The new Put Seller Tool makes learning to sell options easy! Click here to learn more about this trading strategy.

## Community Post

We are excited to introduce the Put Seller Tool! This screener helps you find contracts using custom filters to enhance your selling experience. Selling the right put contracts can put your idle cash to work! To learn more about if selling puts could be the right strategy for you, click here.

## Email

Subject: Introducing the new Put Seller Tool!

Dear Client,

Now introducing the Put Seller Tool!

We're proud to launch the Seller Center, which features our new options screening tool, the Put Seller Tool. This tool streamlines finding contracts to sell using custom filters tailored to your trading experience. The Put Seller Tool is helpful for any level of trading experience, even if you're new to selling options!

If you're interested in learning more about how put options can put your idle cash to work, and if this strategy might be right for you, click here to find out more from our Learning Center.

Sincerely,

The Webull Team

## Social Media (X Post)

Content: Introducing the Put Seller Tool! 🎉 This screener can help option sellers with any level of experience find contracts to sell. Tap here to find out if this strategy could work for you 👉 [Selling Cash-Secured Puts for Income: Put Your Idle Cash to Work!- Webull Learn \(webullapp.com\)](#)

## Webull Celebrates Fifth Anniversary

*Leading mobile brokerage continues to innovate products to meet the evolving needs of retail investors*

New York, NY – May 21, 2023 – [Webull](#), a leading commission-free trading platform, is proudly celebrating the fifth anniversary of its founding today. Since May 2018, Webull has offered its users professional level tools, analytics, and execution speeds, while allowing for an enjoyable investing experience at no cost. Webull remains committed to continued growth and fulfilling its mission of changing the way retail investors trade through greater accessibility and optimized user experiences, with no cost or subscription barriers.

In the past year alone, Webull has had several announcements showcasing the company's growth and new products, such as:

- **Crypto Wallet:** With over 41 coins on the platform, the offering signified an important step forward in simplifying crypto transactions.
- **Webull 8.0:** The latest version of Webull's mobile app that provides more educational and customizable content for traders.
- **Recurring Investments:** A tool which allows users to automatically invest in stocks and ETFs.
- **Cash Management APY:** The latest offering allows eligible users to earn 4.1% interest on their uninvested cash.
- **New York Nets & Liberty Partnerships:** As part of Webull's jersey patch sponsorship, the company has made commitments to New York Community initiatives like opening a STEM center in Brooklyn in partnership with Digital Girl, Inc.

The company also opened an office in St. Petersburg, Florida, further highlighting their growth.

"This milestone anniversary is not only a time for reflection on Webull's accomplishments, but also motivation for us to be at the forefront of the future of retail investing," said Anthony Denier, CEO of Webull. "These past five years have been incredibly rewarding and I am proud of the work the Webull team has put in to create a more accessible platform for retail investors. I look forward to the future and continued company growth."

For more information on Webull and its offerings, please visit [www.webull.com](http://www.webull.com).

## [Webull Hosts Community Members at Nets AAPI Night](#)

Every year the Brooklyn Nets host an Asian American Pacific Islander (AAPI) Heritage Night United Game that aims to celebrate the diverse array of ethnicities and cultures that form the AAPI community. This event is put on in conjunction with Asian-founded companies and provides opportunities to support Asian non-profit organizations based in New York.

Webull, as a proud partner of the Brooklyn Nets, was excited to participate in this event by inviting AAPI community representatives to come together in a celebration of heritage. Eventgoers received tickets to the game in the Webull suite and Webull section, Brooklyn Nets AAPI night merch, and the opportunity to meet and celebrate with other community members.

Webull is proud to support the Brooklyn Nets United Games! The Nets Unite Platform aspires to build unity across Brooklyn, as the Nets embrace, celebrate, and foster equity by amplifying the rich traditions of the community. These initiatives align with Webull's own goals to provide accessible personal investment services, and Webull looks forward to continuing to support all efforts to give back to the community.

## Cash Management Accounts Blog

A cash management account is an alternative type of account to standard checking or savings. This type of account that is often offered by brokerages or robo advisors rather than physical banks. Cash management accounts are ideal for clients with large cash holdings, because they provide easy access to funds while keeping the money safe. Additionally, these accounts have the benefit of earning interest.

### **What is a Cash Management Account?**

Cash management accounts have similarities to both savings accounts and checking accounts. Much like a savings account, this is an account where you can hold large amounts of funds to keep your money safe and earn interest. On the other hand, they are similar to checking accounts because the money in your account is easy to access and has fewer withdrawal restrictions.

### **How do Cash Management Accounts Work?**

Typically when you deposit money in a cash management account, the money is divided into smaller sums that are distributed amongst multiple banks for higher security. When money is withdrawn from your account, there is a custodian who directs which accounts the funds are drawn from. Similarly, when money is deposited the custodian determines where the money should be placed. Much like a checking account, many cash management accounts have their funds accessible through a debit card or check book.

### **Cash Management on Webull**

Cash management accounts on Webull are linked to your broker account. This means you do not need to open a new account for cash management. Webull is offering a starting APY of 4.1%, which is higher than most rates offered by banks. The annual percentage yield from accounts opened with banks are generally below 4%. Webull currently only supports generating interest on cash balances. In addition, there are no fees required to open or maintain your account. To ensure a smooth withdrawal process, Webull uses the bank reserve pattern. However, we do not currently support bill payments through cash management accounts.

### **Is a Cash Management Account Right for You?**

Before opening any new financial account, it is important to consider if this account type is right for you. Carefully weigh the various pros and cons before making any decisions.

### **Cash Management Pros:**

- Cash management accounts typically have higher interest rates than traditional checking and savings accounts that can be opened with a bank.

- Even if a bank does offer higher interest rates, this account type also is more flexible, like a checking account.
- Accounts provided by brokerage firms allow you to invest using the money in your cash management account, making it easy to manage all of your financial needs in one place.
- Cash management accounts allow for easy fund withdrawals. You can often write checks or use a debit card to withdraw cash from ATMs.

**Cash Management Cons:**

- To combat inflation devaluing your savings, it is important to compare rates to maximize your earnings. Savings accounts may have better rates in some circumstances, or using a CD may have less risk.
- Many checking accounts have bill paying features, which is not offered with Webull's cash management account, so it is not a perfectly suitable replacement for a checking account.
- Webull's cash management accounts are only found online, which may not be preferable if you prefer to bank in person.
- Cash management accounts may not be necessary based on how much money you are depositing. This account type is ideal if you have large amounts of money you want to deposit to keep safe and earn interest on.

In short, consider what you want from an account and if a cash management account aligns with your needs. This may be an ideal account if you prefer to bank online, don't need to use this account for paying bills or transferring money, and have a large amount of money you want to be protected while still flexible.

## The Producer Price Index

### **What is PPI?**

The producer price index (PPI) is a measure of the average change of what prices domestic producers receive for their products and services. The PPI is calculated and released at 8:30 a.m. monthly by the U.S. Bureau of Labor Statistics (BLS). It is calculated from many indexes across many industries and types of products in order to capture the full picture of domestic output and the types of goods being produced.

See the release schedule on [Webull Calendar](#).

Similar to [CPI \(consumer price index\)](#), PPI is also used as a tool to measure inflation on a wholesale level. The number is reported in MoM and YoY change. For example, the 2022 November PPI increased 0.3% for the month and 7.4% from a year ago.

### **How are the PPI and CPI connected?**

The PPI is similar to the CPI (consumer price index) in that it measures the average value of products and services, but they are measured at opposite ends of the supply chain—price received by producers as opposed to prices paid by customers.

Though PPI and CPI data can be different, producer prices can indicate what prices will be like for consumers. When there is a recorded increase in the cost of producing a good or service, then the semi-finished and finished goods will also have a price increase.

As a result, the PPI is considered a leading indicator, meaning a rise in PPI will usually directly correspond to a rise in the CPI.

### **How are PPI and inflation connected?**

PPI can be used to examine inflation through the lens of industries and businesses, which measures price changes on the production level. Being able to look at inflation before goods and services are purchased by consumers can be a way to predict levels of inflation ahead of the CPI.

When business input costs continually rise over time, wholesale inflation is occurring. Conversely, when the PPI goes down because input costs are decreasing, then wholesale deflation is occurring.

### **How does PPI impact the market?**

When monitoring levels of inflation, policymakers will watch the PPI to try to maintain a degree of stability in prices, which can in turn impact monetary policies.

When the PPI is hot, indicating a rising inflation level, the Fed may increase the interest rate, causing the market to go down.

### **What does PPI mean to investors?**

#### **Short-term trading opportunities**



As the PPI measures the rate of inflation from the perspective of businesses, it could impact Fed's decision to adjust interest rates. PPI releases often lead to fluctuations in the stock market immediately, which may generate trading opportunities for short-term investors.

For example, the PPI rose 0.2% in October 2022, lower than the 0.4% estimate. The market went up on the release date with market anticipation that the rate hike would slow down—the Dow Jones index jumped almost 1.4% in ten minutes after market open.

Short-term investors can make a prediction before the release time and enter a position accordingly to make a profit. During times of inflation, if they expect the PPI to be lower than its estimate, they can go long to profit from the expected rise in index prices.

### **Long-term investment outlook**

Moderate inflation can stimulate the economy, and stocks are likely to thrive as corporate profits are boosted. On the other hand, high inflation leads to less spending, higher interest rates, lower corporate profits, and stock market decline.

Long-term investors can look at the YoY change in PPI to predict where the market might be heading. When a bear market is expected, investors may wait to buy stocks until this phase is about to end. When a bull market is expected, they may increase their positions to profit from the long-term uptrend.

### **The Bottom Line**

The PPI is a leading indicator that can be used to forecast the CPI and inflation rate. As a result, PPI releases often cause stock market fluctuations as changes in interest rates may soon follow. YoY changes in the PPI can also indicate the long-term outlook of the stock market.

## Family Meal: A Hunch at Brunch

### Email 1:

Subject: Family Meal: A Hunch at Brunch

Dear [name],

We're thrilled to invite you to [Family Meal: A Hunch at Brunch](#). Come together with fellow Fordham English alums as well as students and faculty at this celebration of literature across generations. We will gather at The Library at the Public Theater for a chance to form new bonds, reconnect with old classmates, and eat great food. But there's more! Inspired by the mysterious atmosphere of The Library, you'll receive tools to help you crack the case through connecting with your fellow alums.

Sunday, September 24th

12:00–2:30pm

The Library at the Public Theater

[425 Lafayette Street](#)

[New York, NY 10003](#)

Dress to Theme or Festive Attire

Open Wine & Beer Bar

Limited Tickets!

*Alumni tickets are available until 8/31. We are grateful to the estate of distinguished Fordham alumna, Mary Higgins Clark for making this event possible.*

We can't wait to see faces new and old at this mysterious familial occasion. Get your tickets soon, and get ready to sleuth!

With bated breath & love,

Isabel Daniel & Shan Rao

FCLC '22

**Email 2:**

Subject: Celebrate with Alums!

Have you gotten your tickets to [Family Meal: A Hunch at Brunch](#) yet?! We hope you can join us for this mysterious and delightful afternoon at The Library at the Public Theater. We're looking forward to gathering with the Fordham English community to share delicious food and notes on the case—no need to split up to look for clues!

*[Event details omitted]*

Grab your tickets and magnifying glasses, and get ready to celebrate!

Mysteriously,

Isabel Daniel & Shan Rao

**Email 3:**

Subject: A Hunch at Brunch: One Week Left!

There's only one week left to get your tickets for [Family Meal: A Hunch at Brunch](#)! Join your fellow alums and feast on a selection of delicious dishes from french toast to herby frittatas while sipping on a glass of rosé or orange juice. As you dine and investigate you'll get to connect with new friends to decode the mystery of The Library.

*[Event details omitted]*

Gather your notepads. We can't wait to see you there!

From the hidden passageway,

Isabel Daniel & Shan Rao

**Email 4:**

Subject: Last Chance: Family Meal Tickets!

Tomorrow is the last day to get your tickets to [Family Meal: A Hunch at Brunch](#)! Join your fellow classmates and feast on a selection of delicious dishes from french toast to herby frittatas while sipping on a glass of rosé or orange juice. As you dine and investigate you'll get to connect with new friends to decode the mystery of The Library.

*[Event details omitted]*

We hope you're clued-in to the case at hand. Grab your tickets before they're gone!

Tipping our fedoras,

Isabel Daniel & Shan Rao

## Confessions of a Hopeful Novelist [Excerpt]

When I took the plunge into recounting my imperfect journey of writing a novel, of course I was always going to make myself sound the best I possibly could. Yes, I would tell tales of my struggles, often devoid of any astonishing epiphanies, but I try to wrap it up with some positive spin. However, there is one major thing I'd like to get off my chest without the pressure to offer a solution.

Today I stand before you in a confessional box, your computer screen the divider between my sinful face and your priestly ears.

Perhaps the most ghastly thing I could confess: I hardly read.

This is perpetually shameful, and has been for years and years. It's hard to understand how someone like me, who reveled in reading an entire book in a day as a child, would drop something that was so formative to my dreams. I could easily read a couple books a month, but I only read a couple in a year. I've had many years to speculate why this is, but I still have no satisfactory reason.

The problem began after I graduated high school. At first I assumed I'd fallen into a rut when I started college and no longer felt it would be socially acceptable to read young adult books. I was surrounded by pretentious Connecticut socialites and Long Island snobs, of course I should prefer Hemingway and Dostoyevsky to Adam Silvera and Nina LaCour. I was a university student in New York City, not some pathetic small town high schooler, so surely I'd never relate to those books.

Except those tender stories of boys figuring out who they are in this world and falling in love still melted my heart. They're what I really wanted to read, and I didn't know what genre could fill in that gap. I do feel that now I am actually too old to still read YA, but romances and "beach reads" remain my favorite. This is an admission: my favorite books are the "fake ones" that "don't count as reading."

I like reading about love and happiness, the two best things in the world, is that so wrong?

Whenever I get back into the swing of reading, it's usually because I started with a romance novel. That's not to say that's all I want to read; imaginary people falling in love is a gateway drug to remembering how excited reading can make me. In fact, my favorite book I've read this year was *The Curious Incident of the Dog in the Night-Time* which is about the next best thing in the world, autism.

Perhaps the most distressing piece of the puzzle is that I know I love reading, and I know it makes me feel good, so why can't I just get myself to do it? Even if I found a perfect solution to all of my problems, I feel like I would still keep myself from it somehow. Am I afraid to let myself experience joy? Am I trying to self-sabotage by not reading? Do I secretly want to feel inferior to my writer peers? What deeper psychological issue is at play here?

Everyone says that reading is one of the most important parts of writing. I know this is true, because every time I write I ask myself, “is this a normal thing to say? How do other books start all of their paragraphs? How often should I include this or that or whatever else?”

The thing that always comes to mind when I think about the importance of reading is one summer when I plowed through a whole book in one evening, then immediately started another the next day. In those days my thoughts were narrativized: I could see everything I was experiencing how they would be written. I wasn't just in the car talking to my step dad, I was listening to the jazz radio play faintly in the car, both comfortable in his presence, yet on edge waiting for him to ask something that would haunt me for years with its incomprehensible and amusing nature. I would answer his questions with an uncertain conviction, desperate for respect. He could see right through me, but still paused to consider what I said, debating if he understood my reasoning enough to agree with me. He never did, but that was never important.

I wished I could write as fast as I thought, because I would love to have immortalized that moment when it felt like writing was as simple as breathing: all I had to do was think.

# Upsprings Atlantis

## Mission Statement

Upsprings Atlantis is a space to develop community, healing, and reconnect with your soul's purpose. We are focused on a form of healing centered around self initiation, meaning you hold the power to build your reality. Through expanding our consciousness, letting go of restrictions, and embracing our knowledge and abilities, we can understand our soul's purpose in this lifetime. We hope that our multidimensional and multimedia practices will create a living collection of works that honor this moment in time of remembering, reignition, and intuition. Along with the spiritual guidance you might find in our offerings, our mentors are here to connect with you and encourage you in your journey. Upsprings Atlantis is a point where paths merge to recognize that building a community of love and healing will reveal the magic already within us. May we all grow in our infinite possibilities.

## Slogans and Taglines

*A Cosmic Grove for Seeds to Grow*

Growing is something we all do repeatedly throughout our lives. Though it may feel daunting to rediscover yourself and your beliefs, you are never alone at Upsprings Atlantis. We believe in fostering an accepting environment you can firmly plant yourself in. Nurture yourself, and we will nurture you back.

*Land, Learn, Launch*

Upsprings Atlantis is a landing space for people seeking inspiration, connection, healing, and a place to grow into the unlimited possibilities that await within you.

Through the nature of duality, a landing space is also a launching pad. We hope your growth will take you to new terrains, unrestrained and infinite, bounding towards your soul's purpose!

## COMMaUNION

### **Mission Statement**

COMMaUNION is a collaborative art showcase that will foster relationships between different types of creators. Writers and visual artists will be paired up to create original work in response to the idea of "communion." We urge you to endeavor to go outside of yourself and push your creative boundaries! This is a celebration of art without restrictions. Community is a vital part of the creative process and we encourage you to lean into the support of your fellow artists. Rely on your partner in the spirit of artistic unity—cultivate COMMAraderie!

### **Slogans and Taglines**

*Cultivate COMMAraderie*

The most important thing we can have as creatives is a community. No matter your medium or skill level, we want to know you as an artist. Join in the festivities and be inspired by the spirit of camaraderie!

*Come Together, Create Together*

If you've been feeling stuck, uninspired, or just want some variety in your craft, join us in creating together! Explore different ways to make art, discover new perspectives, and challenge yourself to try something new. Share in the communion of artists and writers who want to create with you.

## Emo Girlboss Poetry Is Older Than You Think

We've all been there: it's 3 am and the world feels like it's ending, so you decide to unleash all your worst metaphors about life and love in the notes app. In the morning you go to check your masterpiece, only to find something so melodramatic you can barely understand it. Pretty much all young writers have experienced something like this before (whether they want to admit it or not), but we're not the first ones to voice these extreme desires and discontentments.

It's important to know the poets who came before you, since poetry is one of the oldest, most emotional forms of storytelling. The bad news: learning history is hard. The good news: I'm taking a Medieval literature course so you don't have to. Medieval poetry is more relatable and progressive than you would think; these women not only knew that they were being oppressed, but figured how to take advantage and profit off of it.

The poets I will discuss were part of the Courtly Love Troubadour movement in 12th Century France. The movement began as a way for men to praise noblewomen who were married to elite men, seemingly reversing gender hierarchies by elevating the status of women over men. Of course there was still rampant misogyny, but the paradox of being simultaneously lauded and oppressed meant the women were in a tight—but not immobile—spot.

As a result, the Trobairitz, or women Troubadour, movement began. Women recognized the powerless yet honored position they were in and responded with their own writing, taking control of being subjects by directing their own narratives. Many of the poems include lines about how they are the fairest, most intelligent, or sweetest woman that the man has ever met. If the poem is a sad one, they write that the man is a fool for letting go of the best thing he will ever have. These poems were largely about finally having an avenue to express their discontent with the gender disparity in their society, as well as their wish for genuine love.

Since marriage was organized explicitly for social mobility, women were unable to marry based on love. As a result, the troubadour poems often focused on these desires for a romantic, and even sexual, partner who could give them the love they craved. Despite how dangerous it could have been for them to show their discontent with their lives and marriages, they were determined to write their truths, consequences be damned.

As empowering as this movement was, these unfiltered desires resulted in what I think resembles modern-day notes app poetry. I respect the bravery to call men out for their lies, obsession with power, and misogyny. However, these women were already of a higher class, so they didn't have as much to lose by doing this. Regardless of if that should be considered feminist or not, it is very much in line with a "girlboss" mentality of female empowerment, which tends to be very self-oriented.

For example, the poet Isabella writes, "Elias Cairel, you're a phony / if I ever saw one, / like a man who says he's sick / when he hasn't got the slightest pain." The first time I read this poem I was



shocked by her forwardness of calling the man out for being a “phony.” *Good for her!* But overwhelmingly as I read this piece, I want to laugh at how dramatic she is in her honesty.

It made me realize that when people are in situations of high emotions, no matter the time period, our writing will always reflect that tension. This is not something new, which we only do now that we can write on our phones. The need to express ourselves is inherently human. Sometimes our feelings are stronger than our senses, but luckily we can always revise our work and tone down the emo. And crucially, the more we write the easier it becomes to be honest about our emotions. So treasure your notes app poems. They’re probably not going to win any awards any time soon, but that’s not what they’re for. They are a mark of your humanity and your progress, what you have been through and felt, and putting that down in words is invaluable.