Linton Price Targets™ on Bloomberg
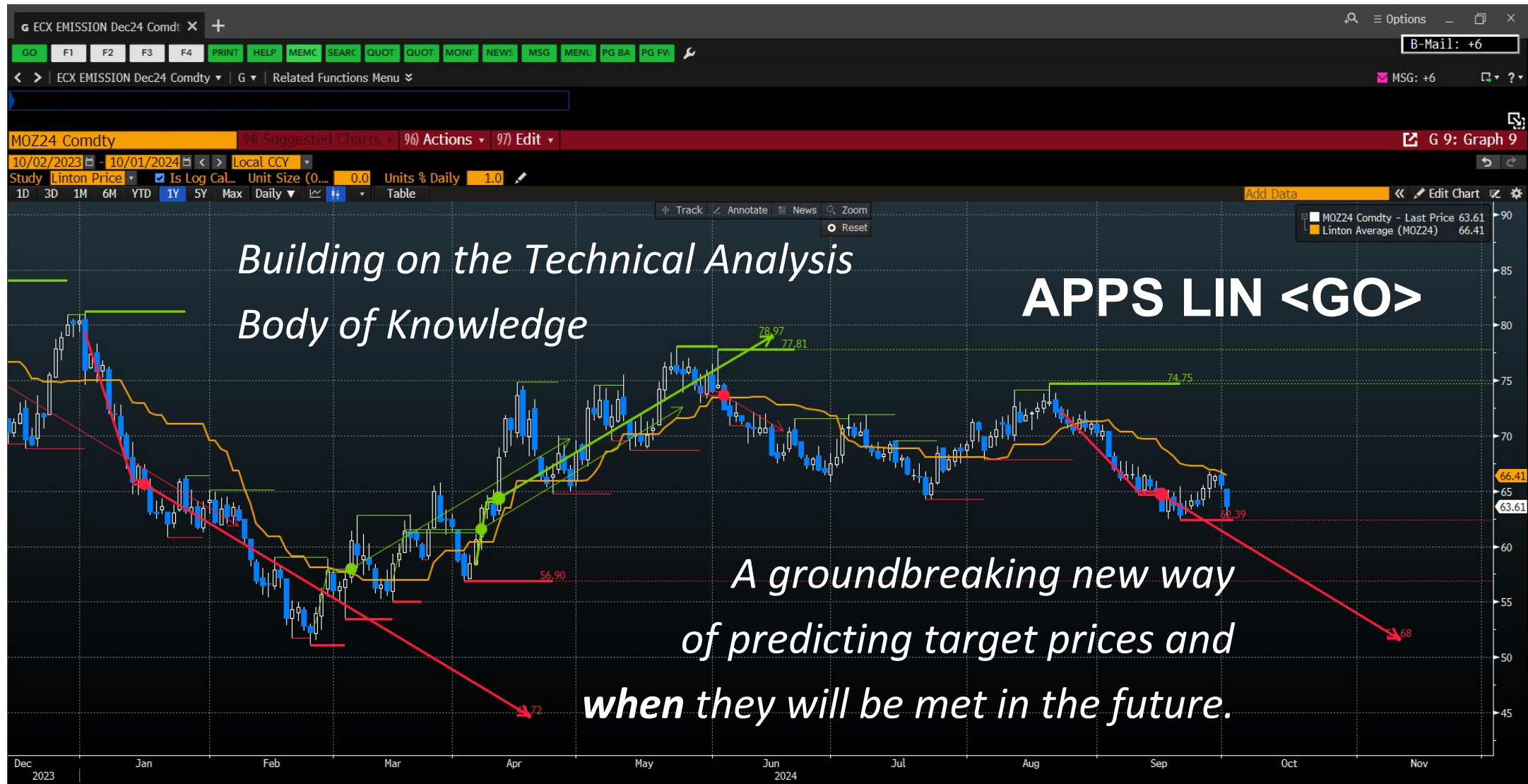
Presentation

1. Where these Price Targets come from

2. Understanding Time Horizon

3. Using Key Price Levels

4. Mid-Point Averages for Trend Definition

5. How to interpret Linton Price Targets

Demonstration on Bloomberg

Watch this Presentation and Demo at:
www.updata.co.uk/bloomberg-targets

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About David Linton

- 1980s - Started out trading London Traded Options

- 1990s - Founded Updata Technical Analysis Software

- 2000s – Qualifications CFTe, MSTA, MFTA

- 2010s - Training – STA, Courses, Cloud Charts

- Regular Commentator and Conference Speaker
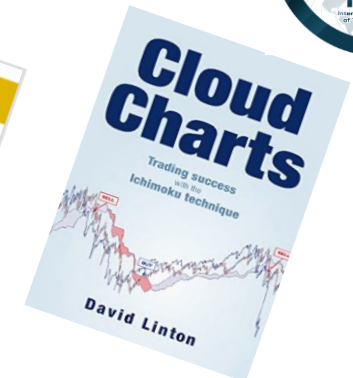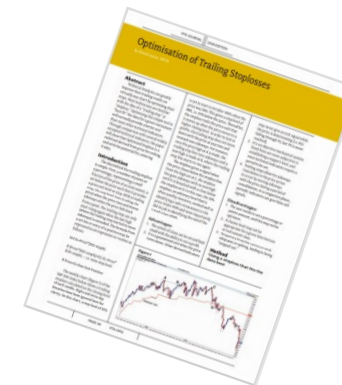
More Recently

- Announced Linton Price Targets at IFTA 2023

- Launched Linton Price targets on Updata Analytics

- Joined Trevor Neil - ex Head of TA at Bloomberg

- Launched Linton Price targets on Bloomberg
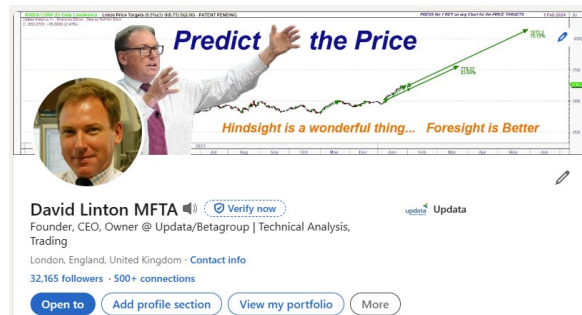
33,000 Followers on LinkedIn

Technical Analysis has been my life!

Targets have been Peer Reviewed

Linton Price Targets - IFTA Journal 2025

Where the Price Targets come from

An old Technical Analysis technique reimagined

APPS LIN <GO>

The Point and Figure Chart

THE VERTICAL COUNT
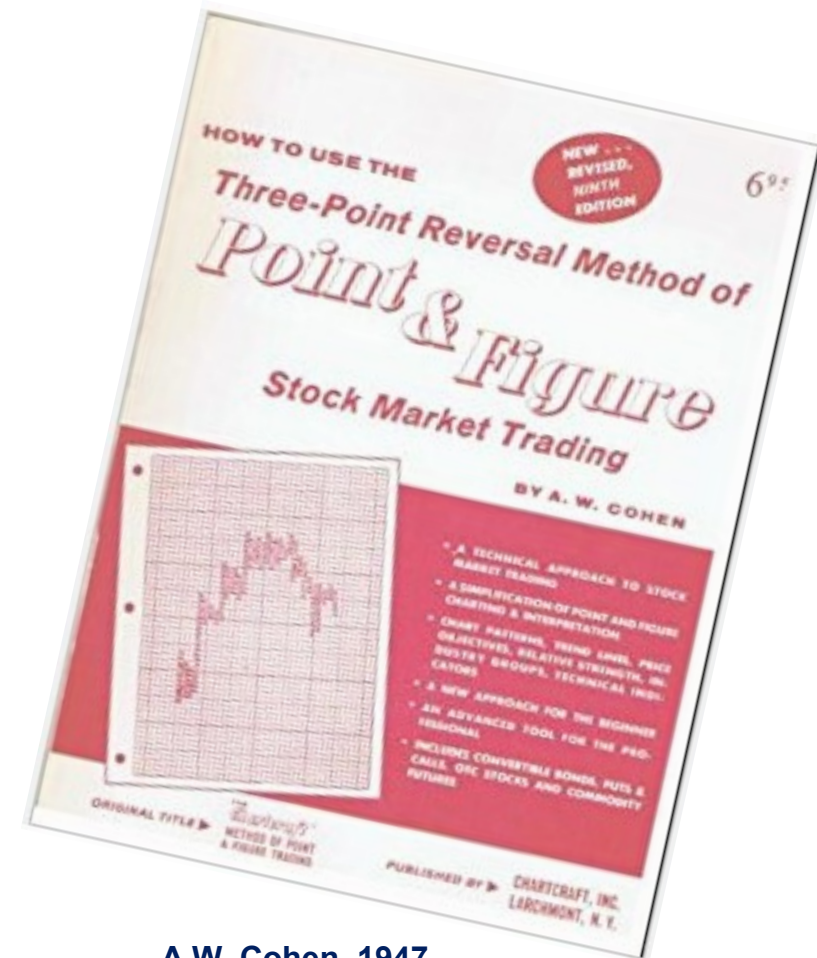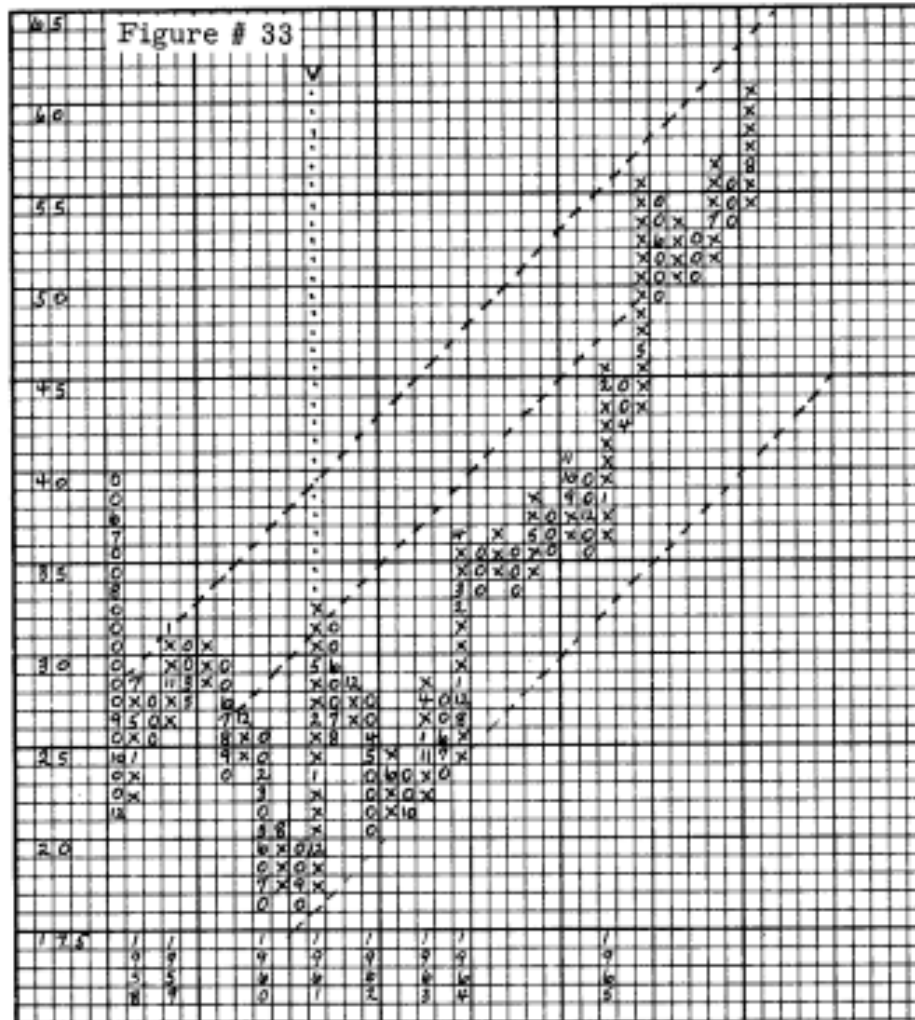
A.W. Cohen, 1947

Recording Price Data over 100 years ago

The method of keeping the records of the fluctuations in the price of stocks as shown on the charts in this book is as follows :

Suppose St. Paul sells at 85 then goes to 86 and to 87. Then the price turns and reacts to 85 again. Then it turns again and goes to 86, 87, 88, 89. Then reacts to 87. Then goes up to 90 and down to 89. The record should be made each day in the order in which the changes occur,

```
                          90
               89        89      89
               88  88    88
         87        87    87
         86  86    86
         85  85
```

the corresponding quotations should always be on the same horizontal line.

A little study and practice will soon make it an easy matter to keep this record.

We have records complete on the active pool stocks since 1893, which can be furnished on application.

Address all communications to

" HOYLE,"

Care of J. S. OGILVIE PUBLISHING CO.,

57 Rose Street, New York.

Hoyle, 1898
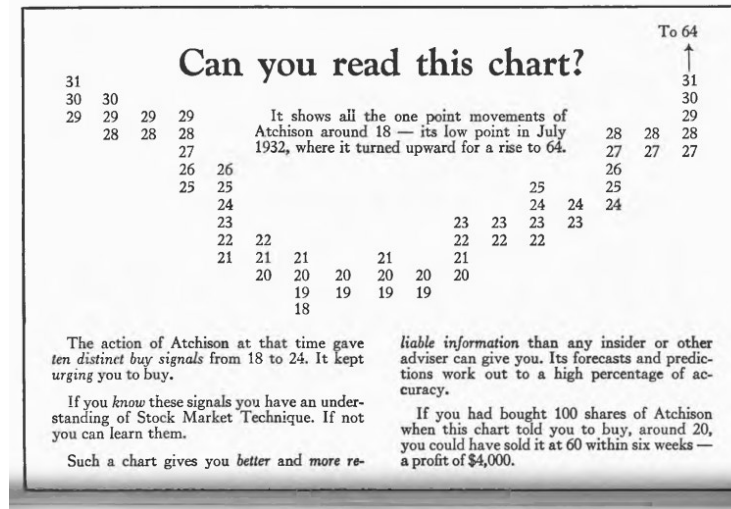
Wyckoff, 1933

Fig. II.10
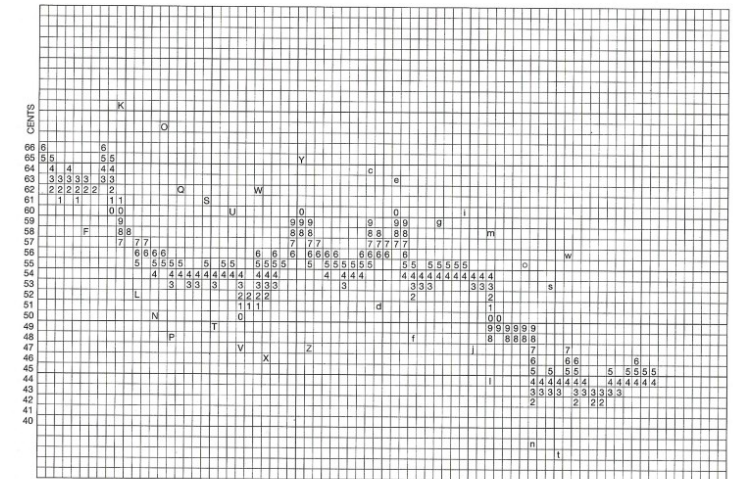
Figure Chart

Cole, 1933

DeVilliers and Taylor, 1933

'*Just as you measure anything in inches, feet, or miles without recording the fractions, so Figure Charts take into consideration the moves from one full figure to another'.*

Richard D Wyckoff, *Stock Market Technique Number One*, 1933
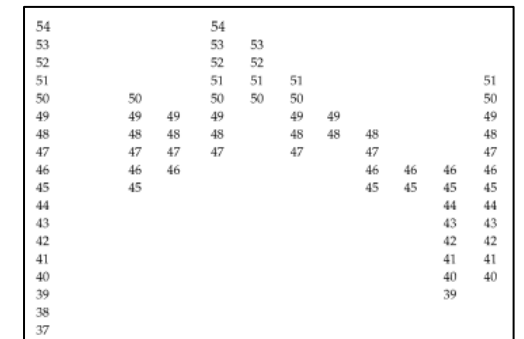
Early ideas exploring price congestion and thrusts

DeVilliers and Taylor, 1933

Chart of the actual price record of an active stock
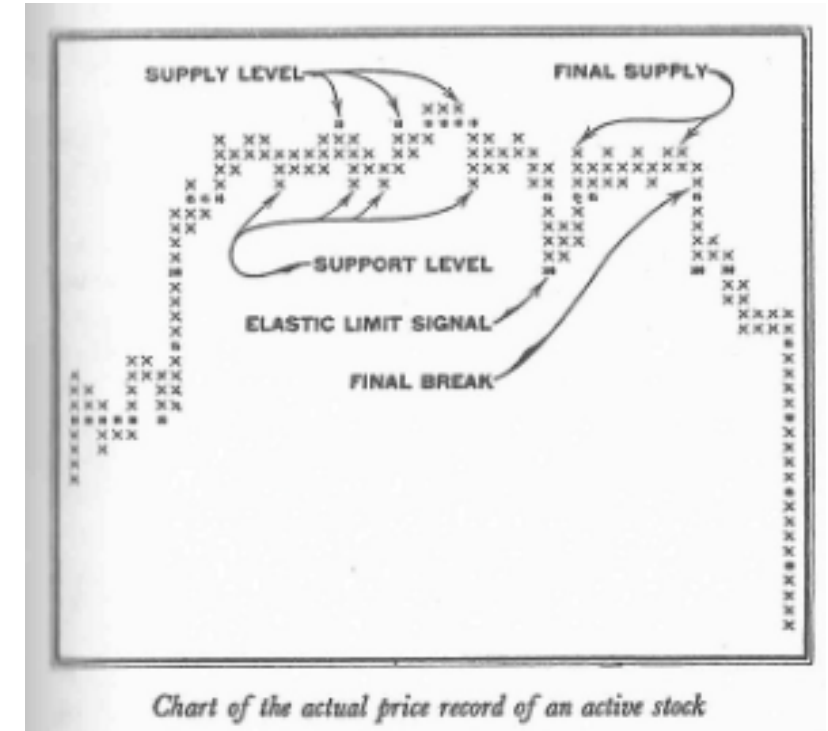
Wyckoff, 1933

'Exterior ballistics is that part of the science of ballistics in which the motion of the projectile is considered after it has received its initial impulse.'

DeVilliers and Taylor 1933

A Necessary Shorthand
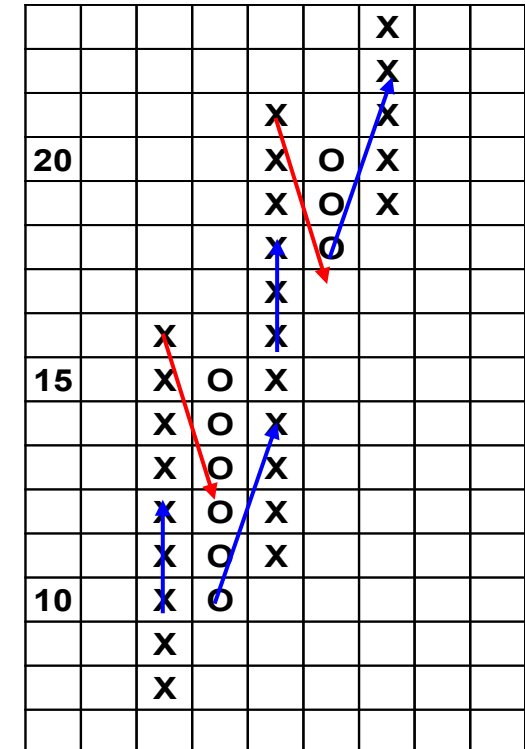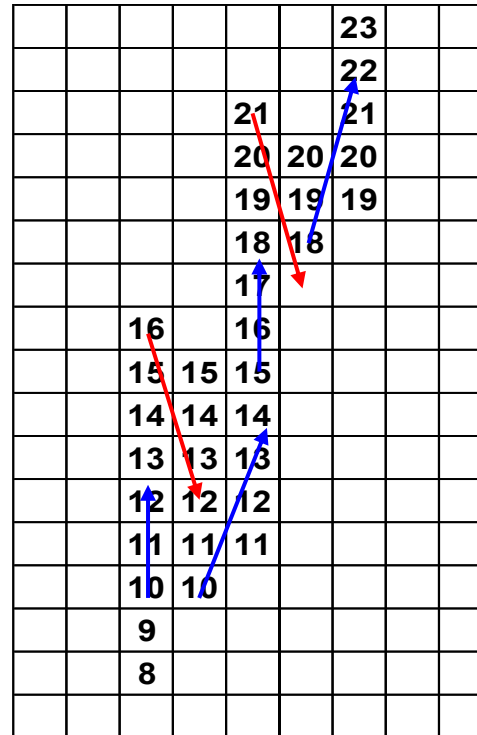
A necessary trading shorthand, became a noise filter

Unambiguous Buy and Sell Signals

Double Top **BUY**

Double Bottom **SELL**

A.W. Cohen, 1947

Not to be confused with

Double Tops and Double Bottoms Patterns

The Vertical Count Target Method
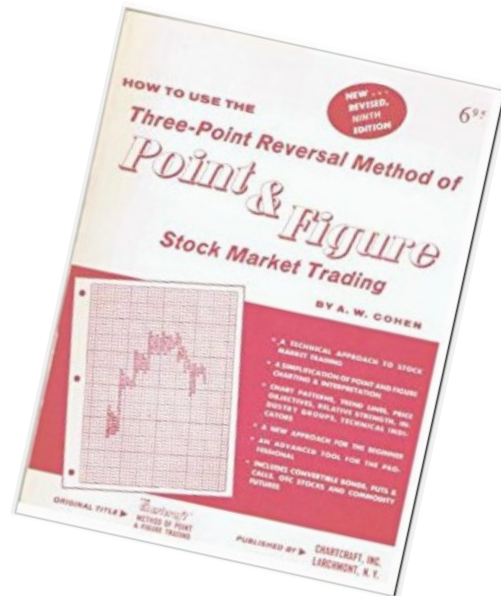
A.W. Cohen, 1947
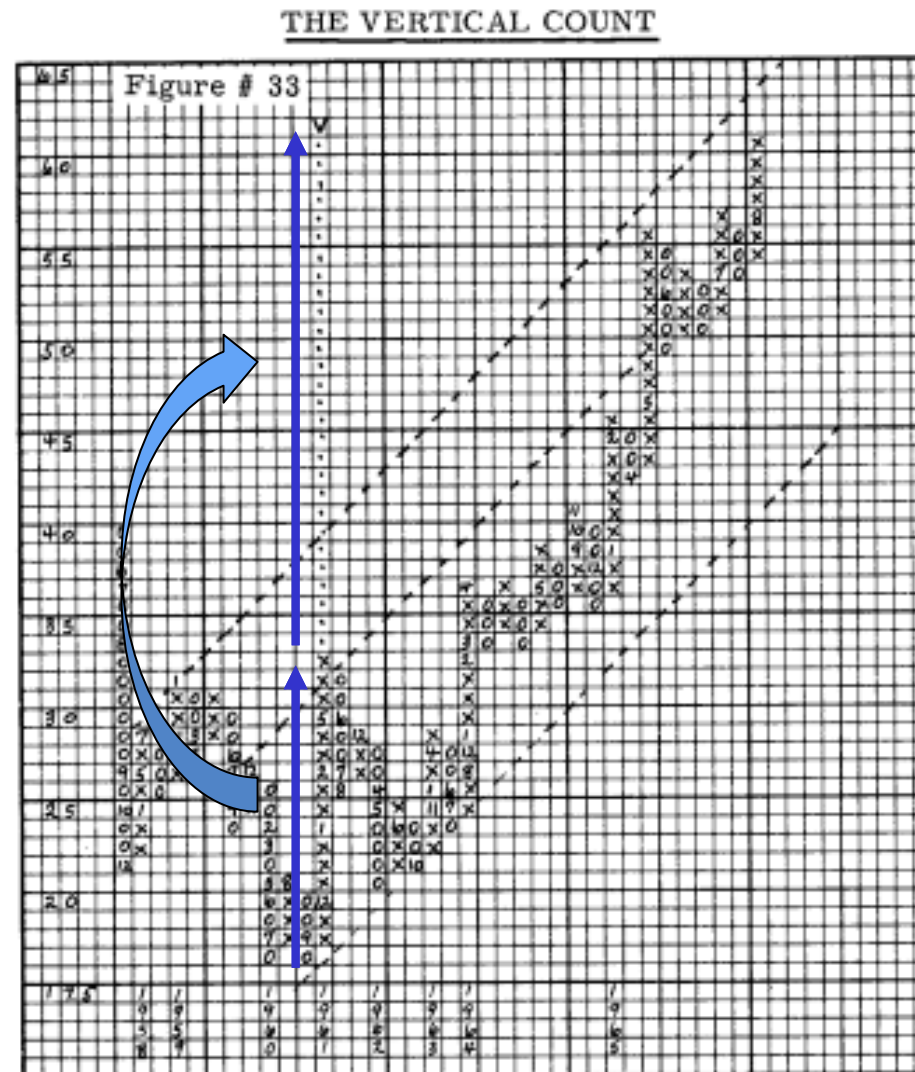
Point and Figure Charts
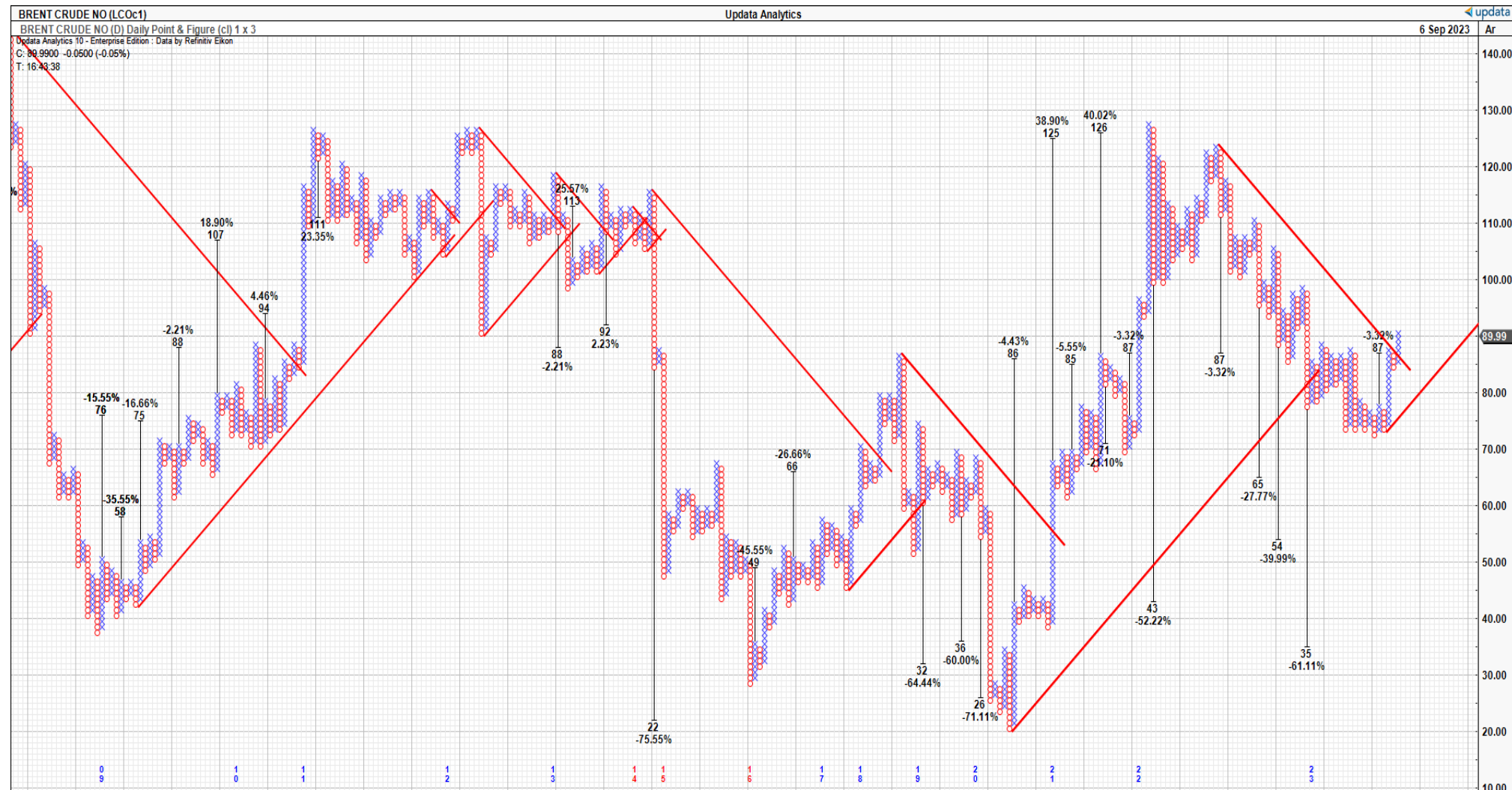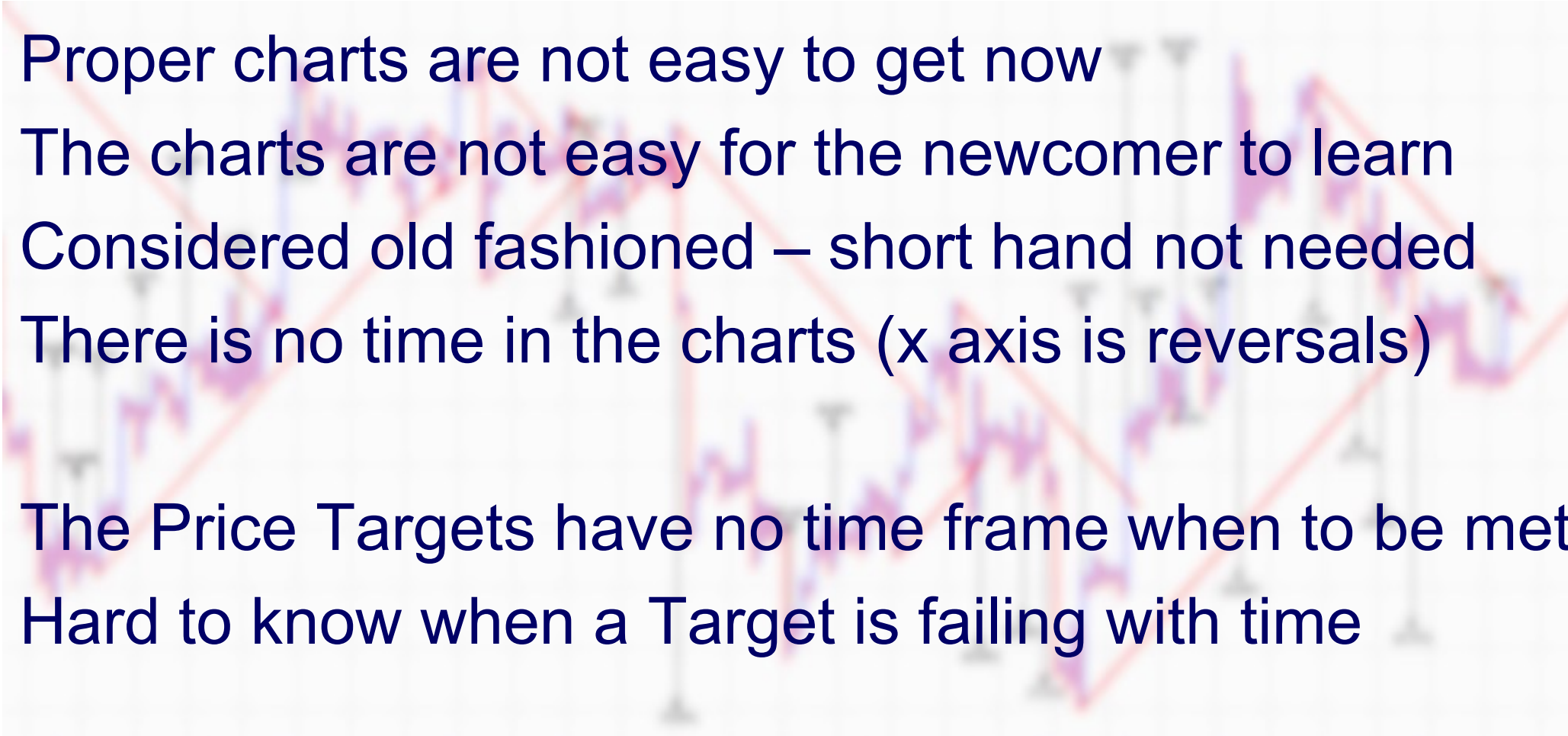
But Point and Figure was much harder to computerise…and construct properly

The Internet changed everything

Every price and trade could be recorded, no need for a shorthand…

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The Problem with Point and Figure Charts

1. Proper charts are not easy to get now
2. The charts are not easy for the newcomer to learn
3. Considered old fashioned – short hand not needed
4. There is no time in the charts (x axis is reversals)

5. The Price Targets have no time frame when to be met
6. Hard to know when a Target is failing with time

Nothing wrong with the method, just deemed to have been largely superseded

updata
Predict the Price

Applying the Targets to Time Based Charts
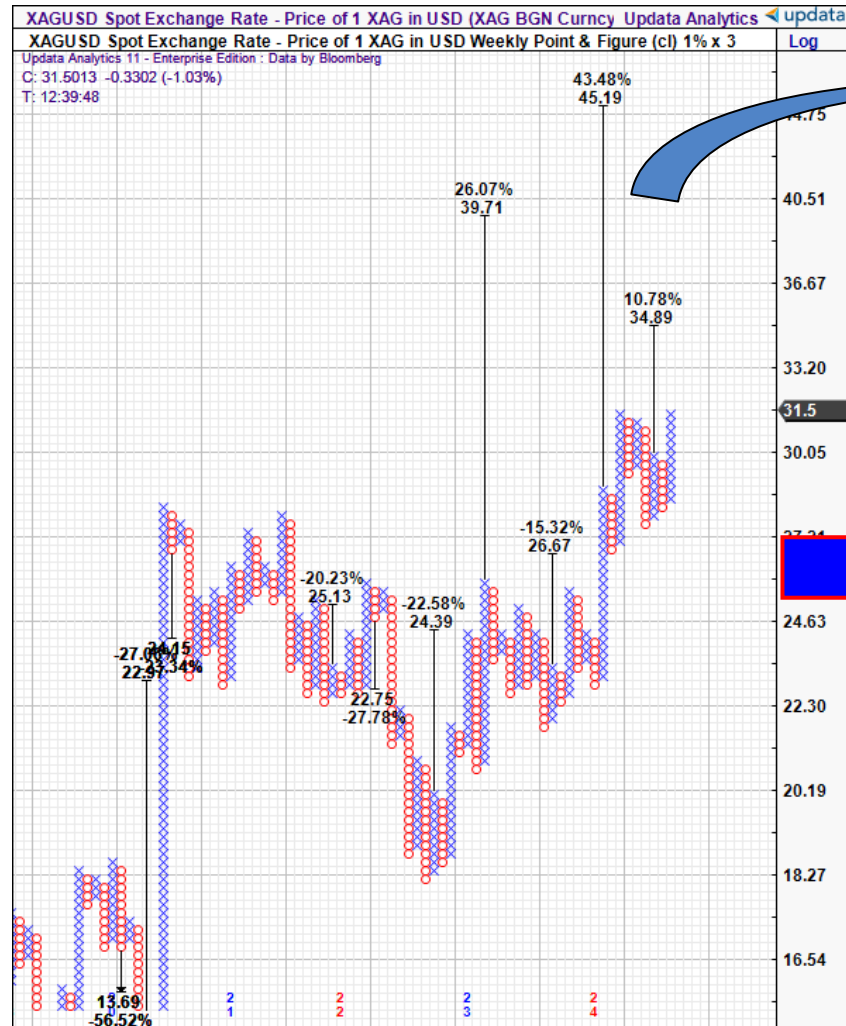
Which chart is easier to understand?

Understanding Time Horizon

Important when considering Price Targets

What's your Time Horizon?

	ULTRA SHORT	VERY SHORT	SHORT TERM	MEDIUM TERM	LONG TERM	VERY LONG	ULTRA LONG
Chart Interval*	Tick-1 min	5-10 mins	Hourly	Daily	Weekly	Monthly	Quarterly
Predict Forward	Minutes	Hours	Days	Weeks	Months	Years	Many Years
Lookback	Hours	Days	Weeks	Months	Years	Many Years	Decades

SHORT TERM TRADER	SHORT TERM	MEDIUM	LONG TERM	VERY LONG			
LONG TERM INVESTOR				SHORT TERM	MEDIUM	LONG TERM	VERY LONG

Chart Time Frame is also a filter

Identifying Key Price Levels

Important when they line up with Price Targets

How do we define Support/Resistance?

Increase the number of bars for more significant turning points in price

Watch for Levels lining up with Targets

Settings are fairly straightforward

APPS LIN <GO>

Two levels either way is a good number

Trend Definition and Targets

Price Targets with the prevailing trend should be favoured

The Mid-Point Average

Plots the Mid-Point of the Trading Range of the last 'n' Bars (Here 21 days)

Settings are Very straightforward

APPS LIN <GO>

21 Days a good period on Daily Charts

Interpreting the Price Targets

Taking Time Frame, Linton Levels and Trend into account

- Time Frame
- Support & Resistance
- Trend State

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Part of the Point and Figure Technique
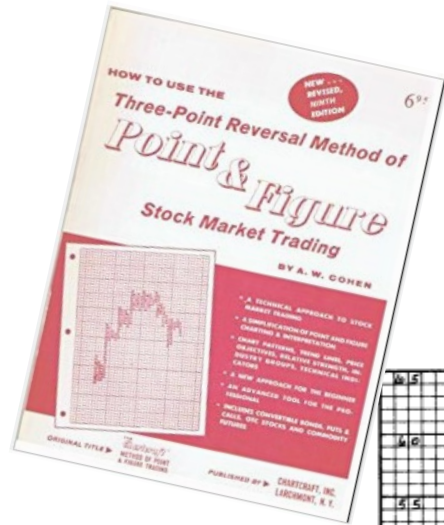
A.W. Cohen, 1947
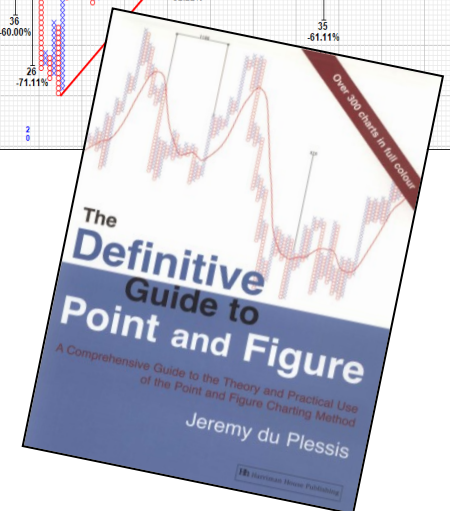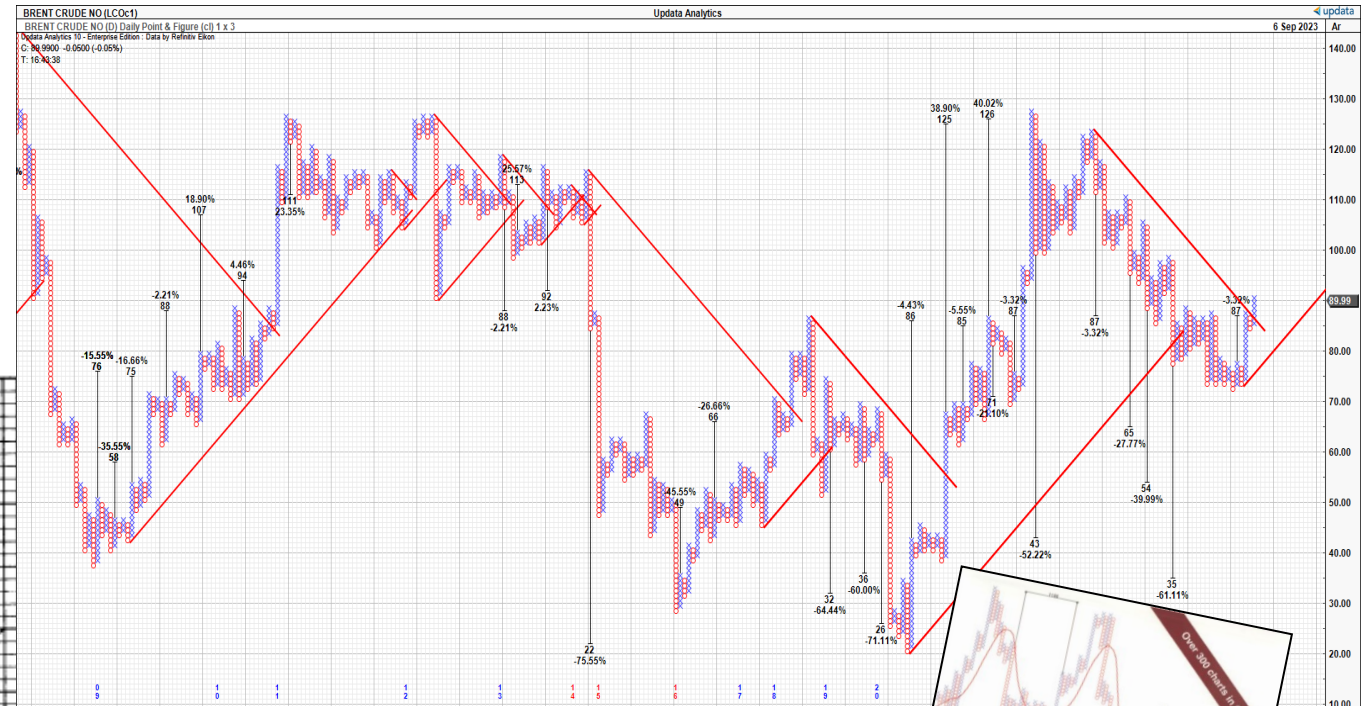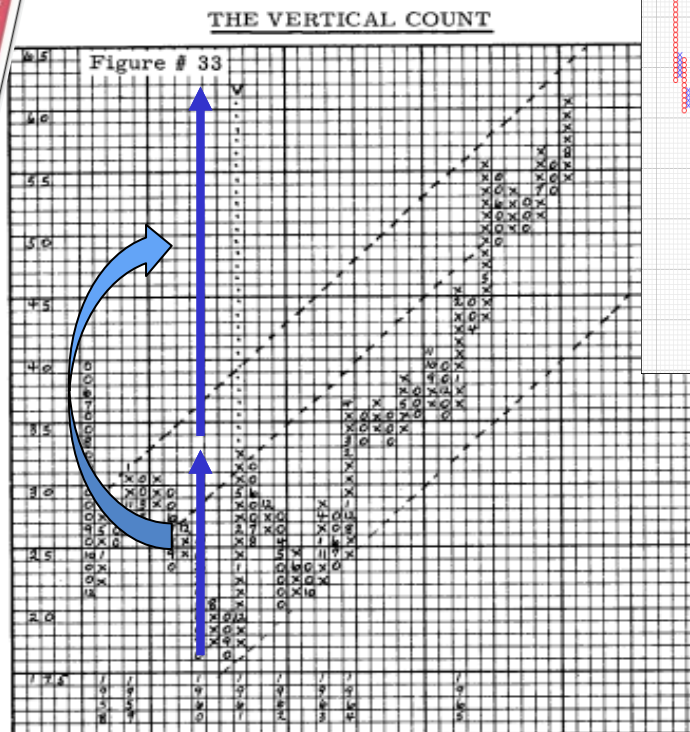
Jeremy du Plessis, 2005

Definition of a Point and Figure Breakout/Breakdown

Double Top **BUY**
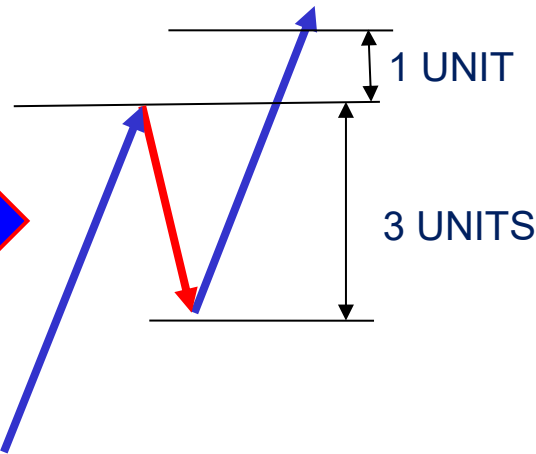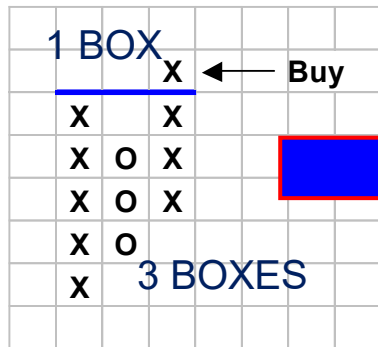
Double Bottom **SELL**
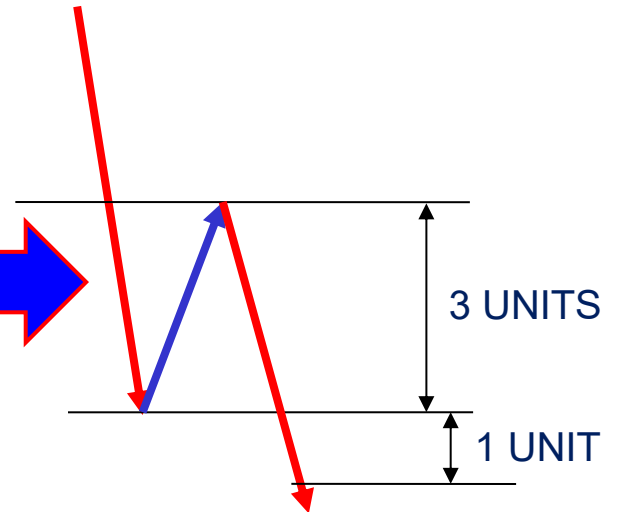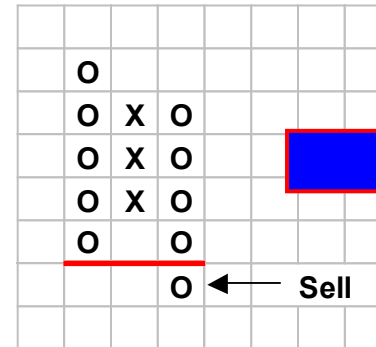
BOXES replaced with UNITS of Price
Reversal (by 3*) and Break (by 1) a filter
Becomes Rules Based *variable

Targets are about Thrust

KEY INGREDIENTS

The Bigger the Initial Buying Move

The Greater the Upside Potential
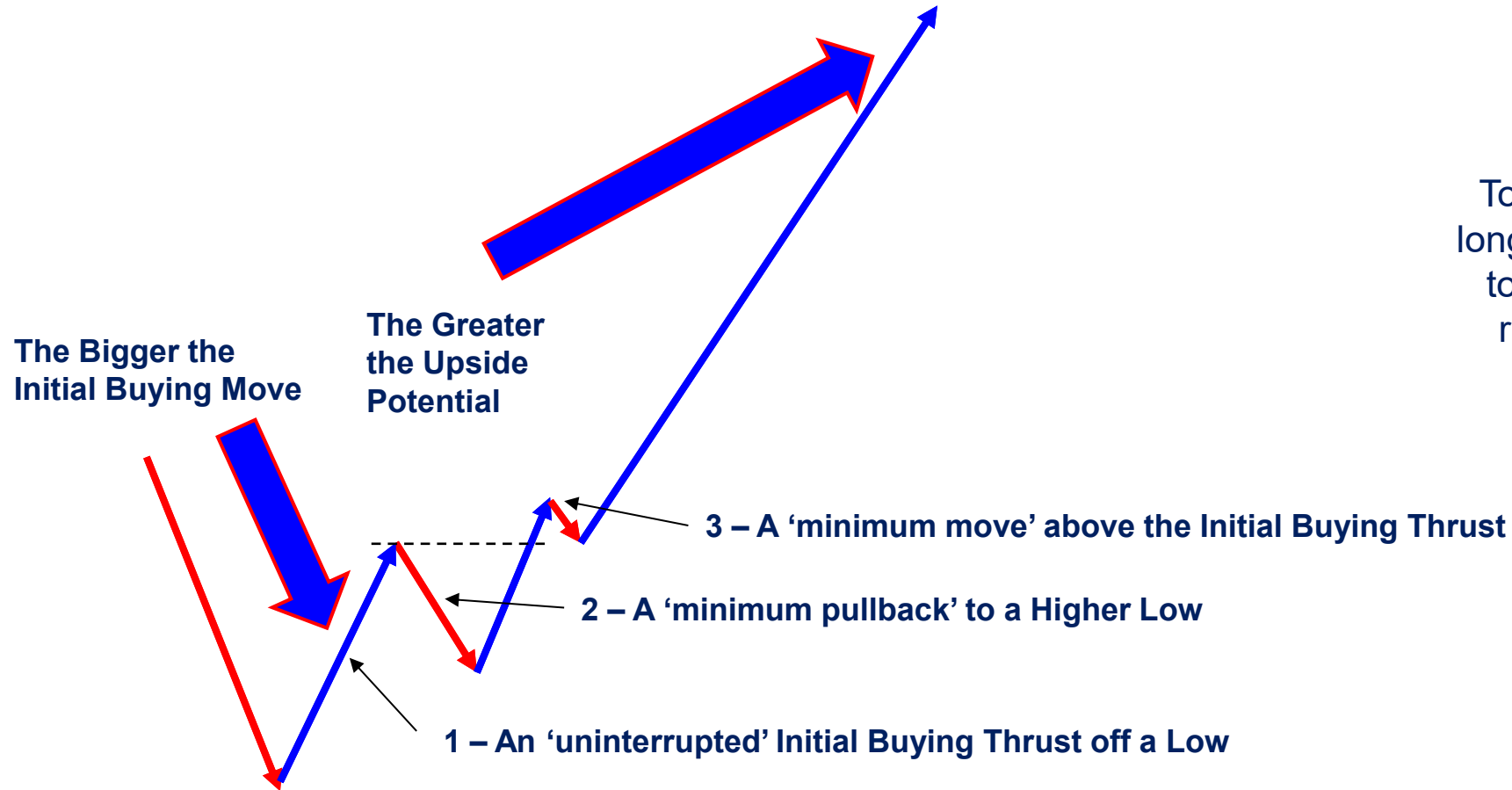
To throw a ball a long way, you have to pull your arm right back first

3 – A 'minimum move' above the Initial Buying Thrust

2 – A 'minimum pullback' to a Higher Low

1 – An 'uninterrupted' Initial Buying Thrust off a Low

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Predict the Price

Target Structure - Rules

Price Target
Thrust Potential

Resultant Thrust

TREND

Min 1 Price Unit (Box)

Bulls Confirmed
Target 'Activated'

Min 3* Units

Pullback 'locks' column
Creates Target (*n units)

Initial Buying Thrust
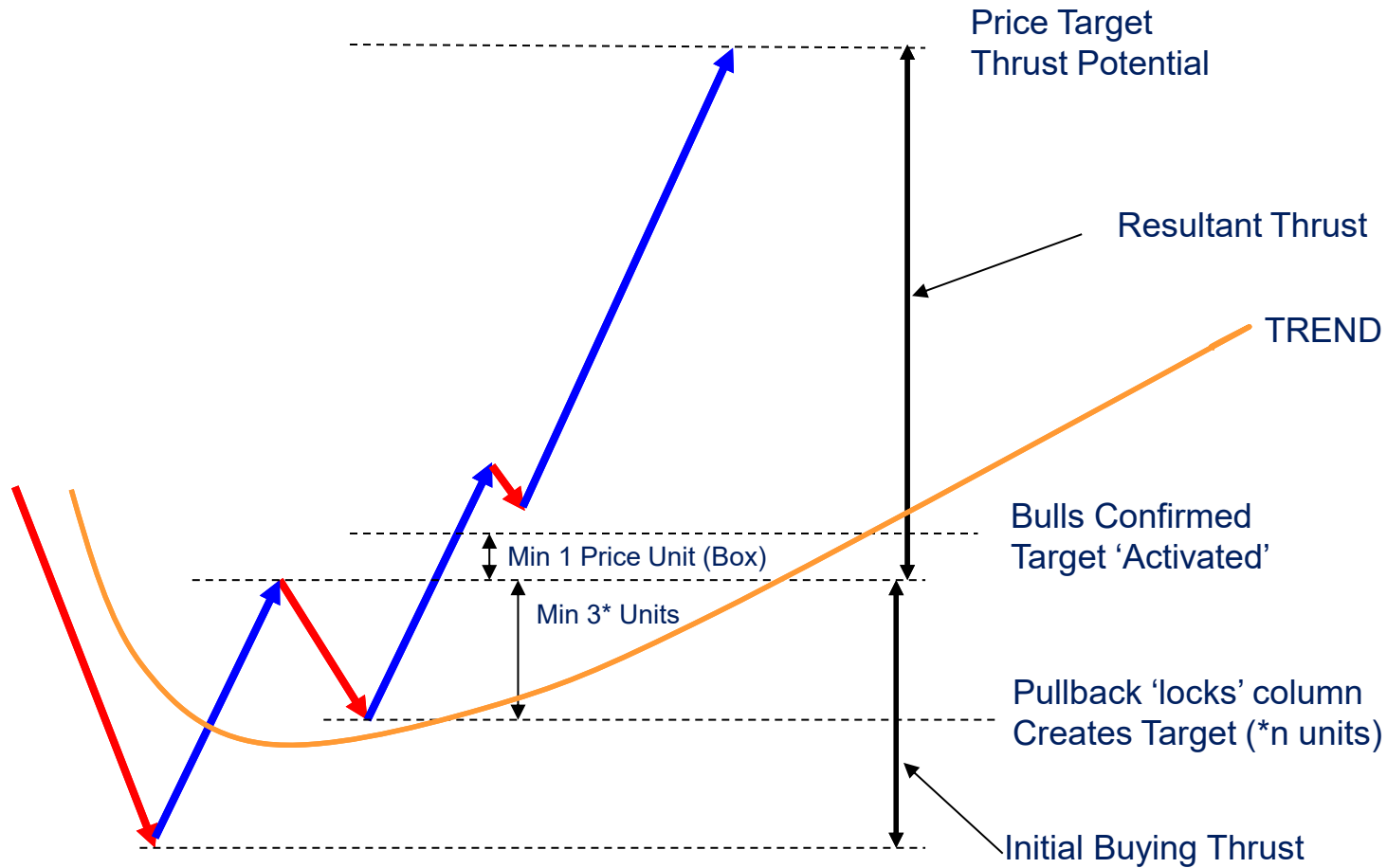
The 'Setup'

The Target principle is simple

These Buying Thrusts lead to **These Price Targets**

Target Price

Dot is the activation point

Thrust and Activation Levels

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Upside Targets

Target Price Factor (F) x Initial Thrust (F x t)

Target Price Level (T)

Time to Target (x)

Time to Activation (a)

Initial thrust move off a low in price

Resultant Price move to Target

Activation 1 Price Unit (U)

Reversal in number of whole Price Units (r)

Price (P) line

Price Low Level (L)

Initial Trust in whole Price Units (t)

How High and How Long – Where and When

updata
Predict the Price

Downside Targets

Price High Level (H)

Price (P) line

Initial Trust in whole Price Units (t)

Reversal in number of whole Price Units (r)

Activation 1 Price Unit (U)

Initial thrust move off a High in price

Resultant Price move to Target

Time to Activation (a)

Target Price Factor (F) x Initial Thrust (F x t)

Time to Target (x)

Target Price Level (T)
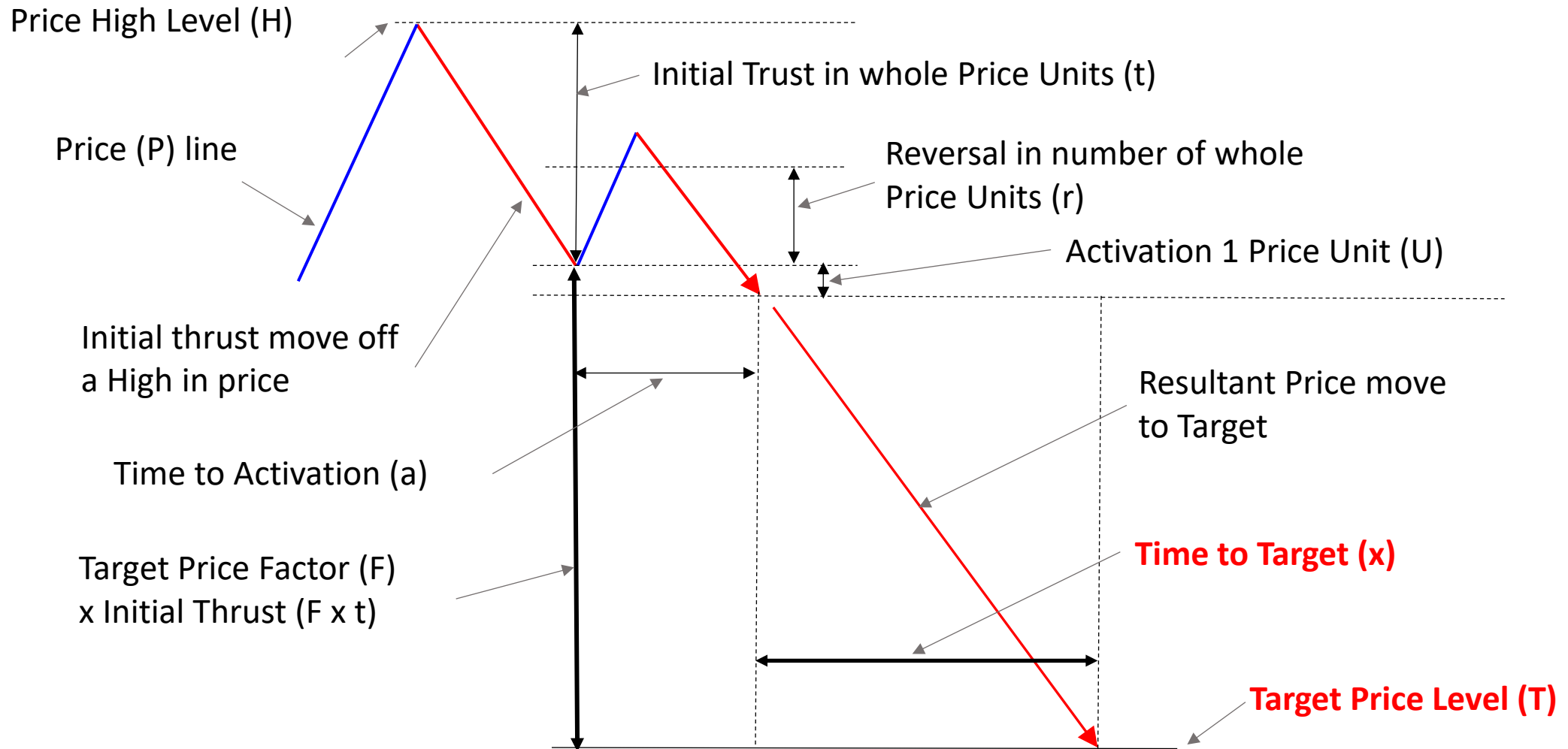
How Low and How Long – Where and When

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Predict the Price

Linton Price Targets Explained

1. Understanding Target Status

2. Unit Size – Sensitivity and Time Horizon

3. Target Price Projection Variables

4. Time to Target Methods

5. Price Targets – Increasing Accuracy

6. Recommended Settings - Default

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Understanding Target Status

More recent targets are of greater importance

Target Notation

All configurable in Bloomberg Settings

Status of Upside Price Targets
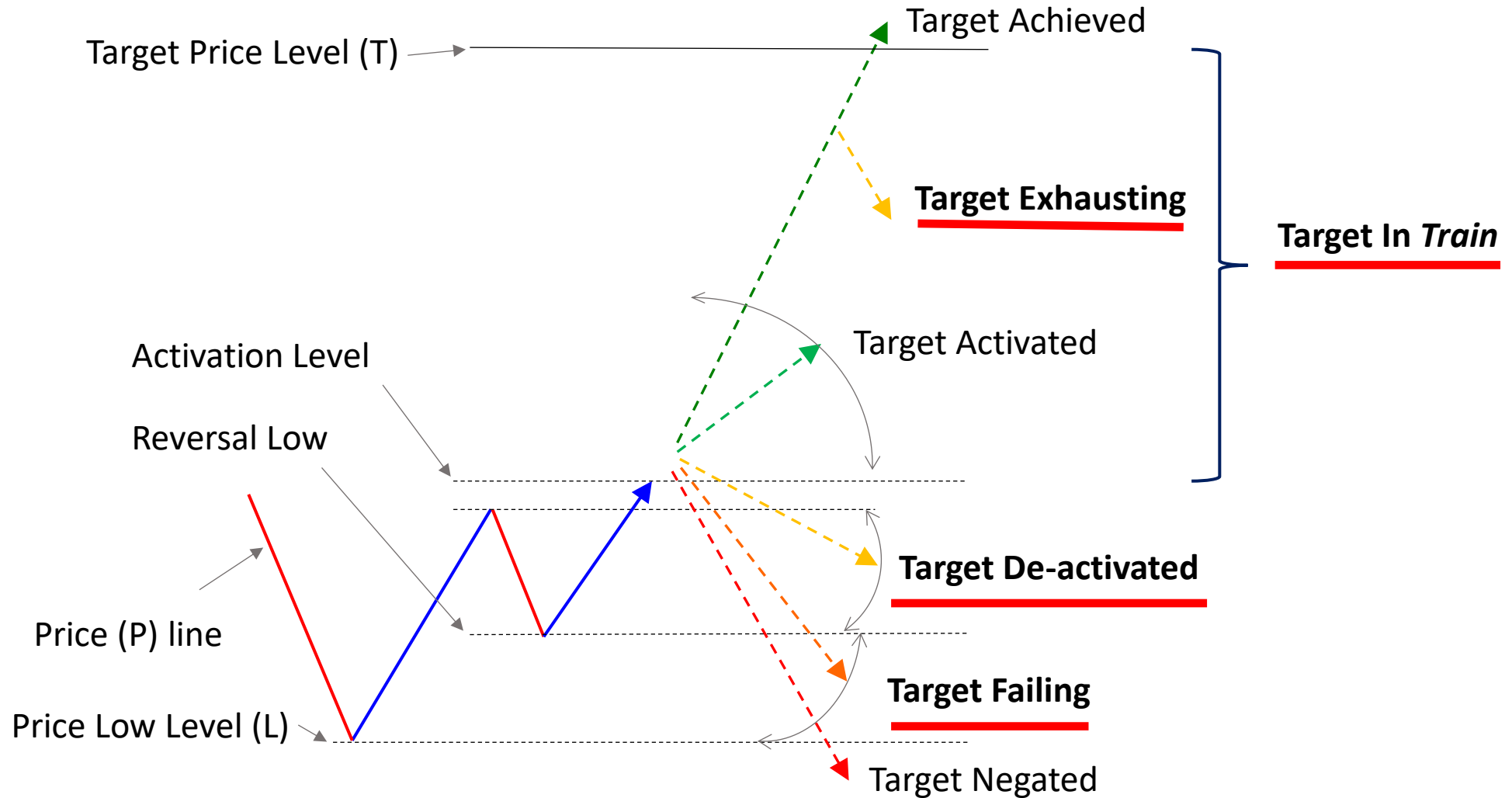
Status of Downside Price Targets
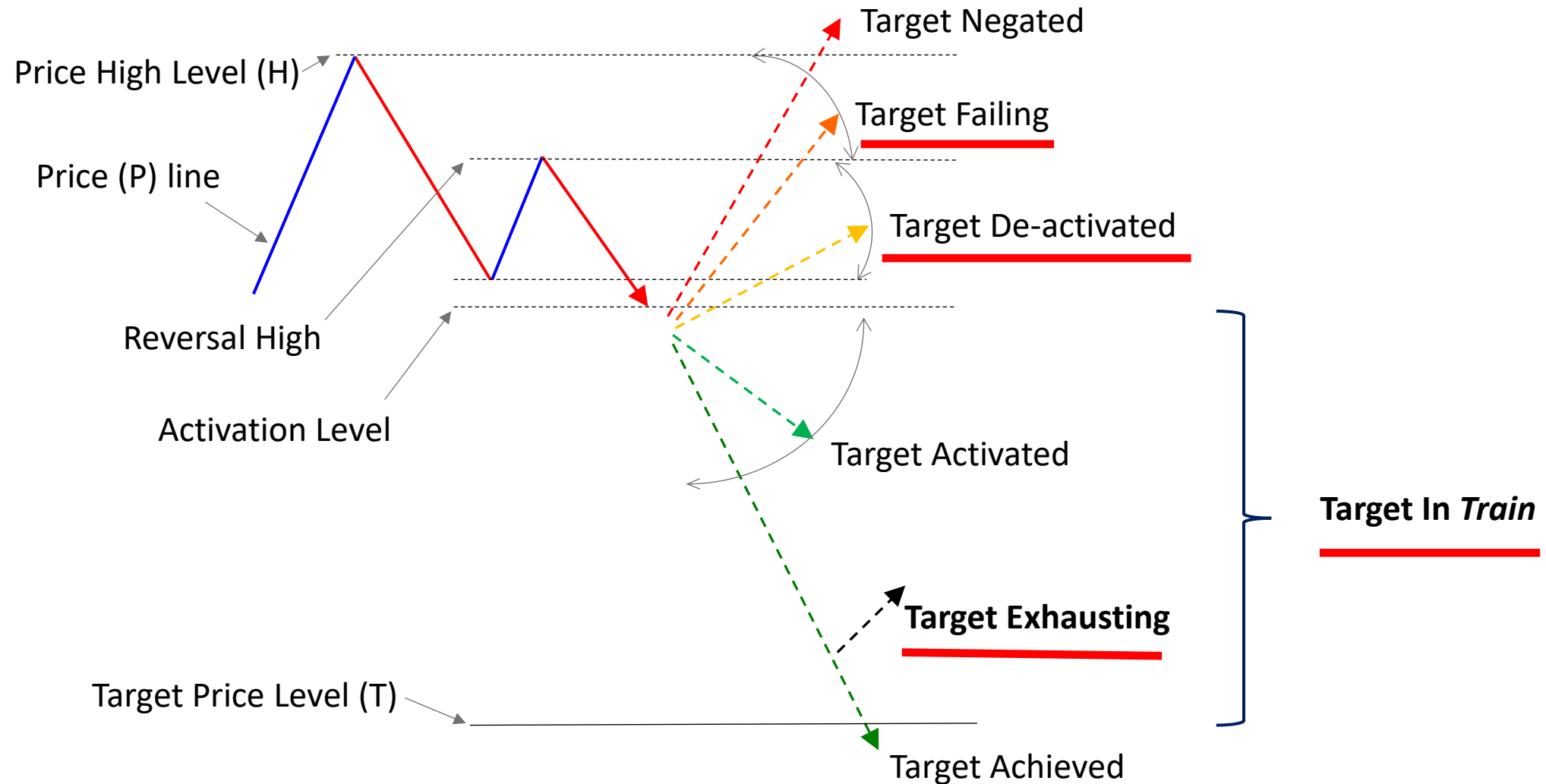
Target Status Settings on Bloomberg

Target Activation

Will change from Orange to Green when Activated

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Always best to wait for a Price Target to be activated

Target Negation AFTER Activation

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Turned from Red to Grey here when start of initial thrust is exceeded

In reality Negated best not shown on charts – Negated Targets will then disappear

Target Negation BEFORE Activation

More common than Negated after Activation – hence always wait for Activation

Unit Size
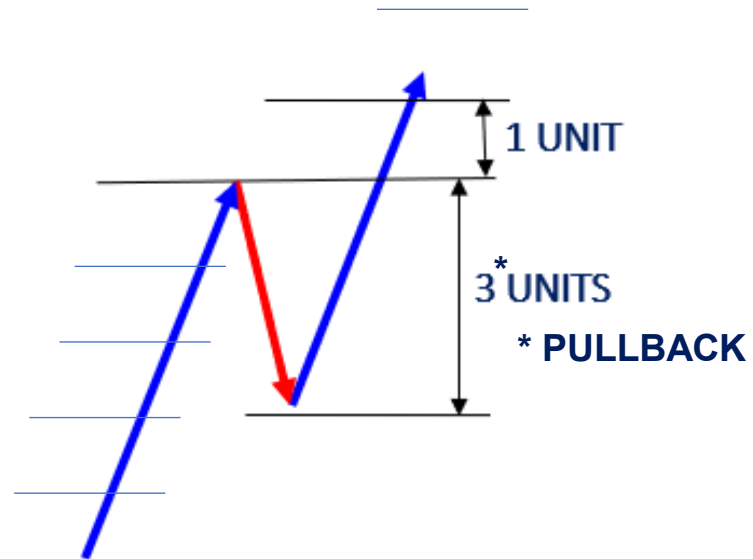
Unit Size is based on Price

GBP: Price = $1.31
Unit = 0.01 (1c)

XAU: Price = $2,658
Unit = $25

APPS LIN <GO>

Arithmetic Unit Size – the rule of thumb is start with a sensible Unit Size near 1% of the price

Unit Size – Sensitivity

XAU: Price = $2,658
Unit = $25

XAU: Price = $2,658
Unit = $5

APPS LIN <GO>

Small Unit Size means more small thrusts and reversals generating more targets

Using True 1% Log of Price

Unit Size varies as Price changes which can lead to exaggerated Upside Price Targets

Close Prices v High/Low Prices

Using Close Prices

Using High/Low

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1 UNIT

3 UNITS

Point and Figure traditionally recorded every price tick – High/Low gets closer to that

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Predict the Price

Unit Size and Time Horizon

	ULTRA SHORT	VERY SHORT	SHORT TERM	MEDIUM TERM	LONG TERM	VERY LONG	ULTRA LONG
Chart Interval*	Tick-1 min	5-10 mins	Hourly	Daily	Weekly	Monthly	Quarterly
Predict Forward	Minutes	Hours	Days	Weeks	Months	Years	Many Years
Lookback	Hours	Days	Weeks	Months	Years	Many Years	Decades
		0.05%	0.1%	0.5%	1%	2.5%	
SHORT TERM TRADER / LONG TERM INVESTOR	SHORT TERM	MEDIUM	LONG TERM	VERY LONG / SHORT TERM	MEDIUM	LONG TERM	VERY LONG

Chart Time Frame is also a noise filter

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Predict the Price

Daily Chart – Medium Term

XAU: Price = $2,620
Unit = 0.5%

APPS LIN <GO>

0.5% seems to work best on Daily charts

Hourly Chart – Short Term

XAU: Price = $2,620
Unit = 0.05%

APPS LIN <GO>

Highlights the different picture between medium and short term charts

Weekly Chart – Medium Term

XAU: Price = $2,620
Unit = **2.5%**

APPS LIN <GO>

Would not normally use Weekly for Point and Figure but has value with Time Projections

Target Price Factor

The Bigger the Initial Buying Move

The Greater the Upside Potential

How Far?
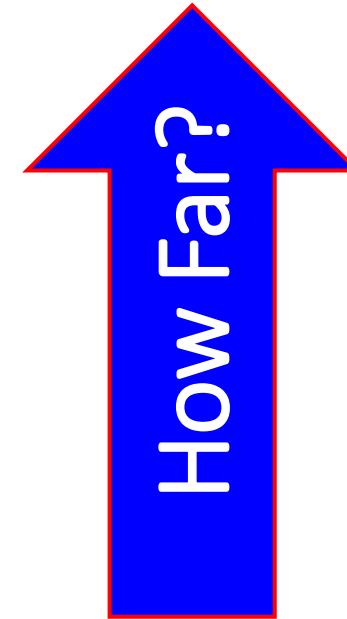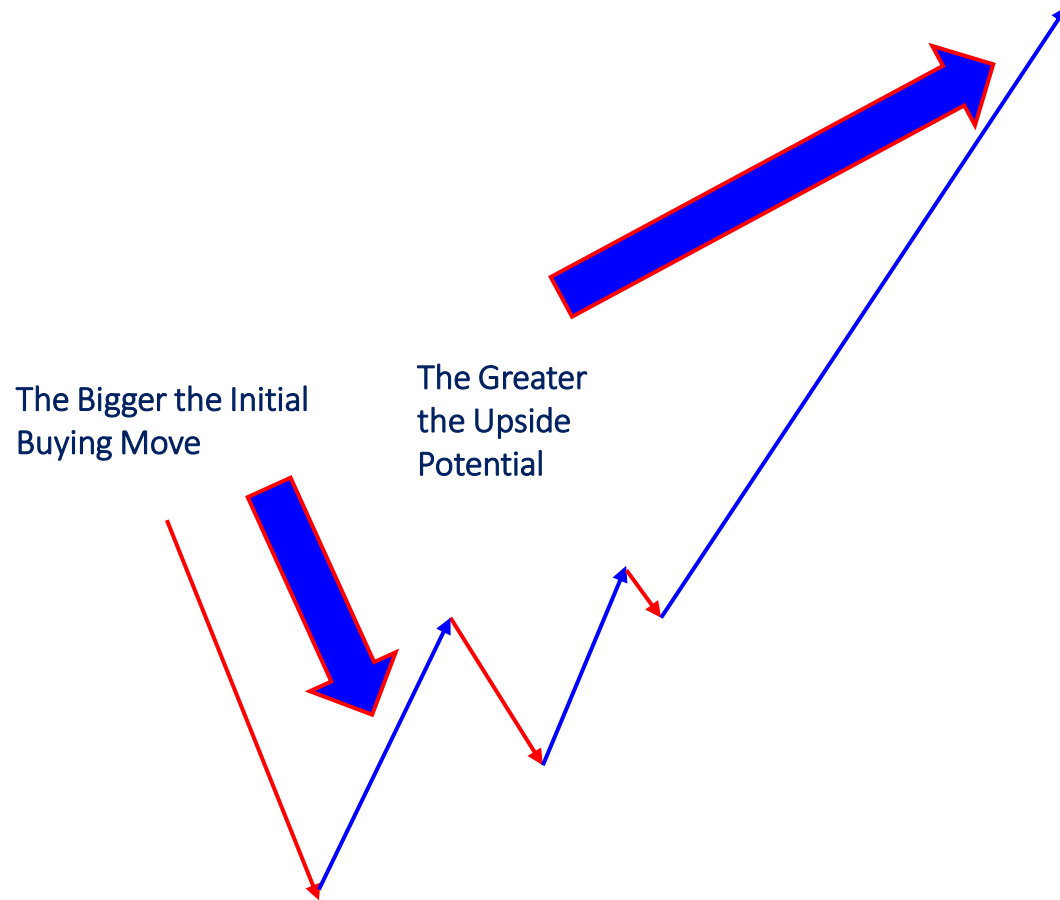
- 1 X
- 1.618 X
- 2 X
- 2 %Log X
- Any Factor X

- Pullback Factor

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Predict the Price

Target Factor 1X – 'Pattern'

XAU: Price = $2,620
Unit = $25

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TA Rule of Thumb – 'Move out of the Pattern roughly equal to the move into the pattern'

Target Factor 1.618X – 'Fibonacci'

XAU: Price = $2,620
Unit = $25

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This is effectively Rules Based - 'Automated Fibonacci Extensions'

Target Factor 2X – 'Classic P&F'

XAU: Price = $2,620
Unit = $25

Target Values will be a multiple of unit size

APPS LIN <GO>

The original Point and Figure 3 Box projection method

Target Factor 2X – 'Log Scale'

XAU: Price = $2,620
Unit = 1%

Note: Target Values will not be round numbers

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Log Scale means upside targets over exaggerated, Downside Targets under

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Predict the Price

Adjusting The Pullback

1 UNIT
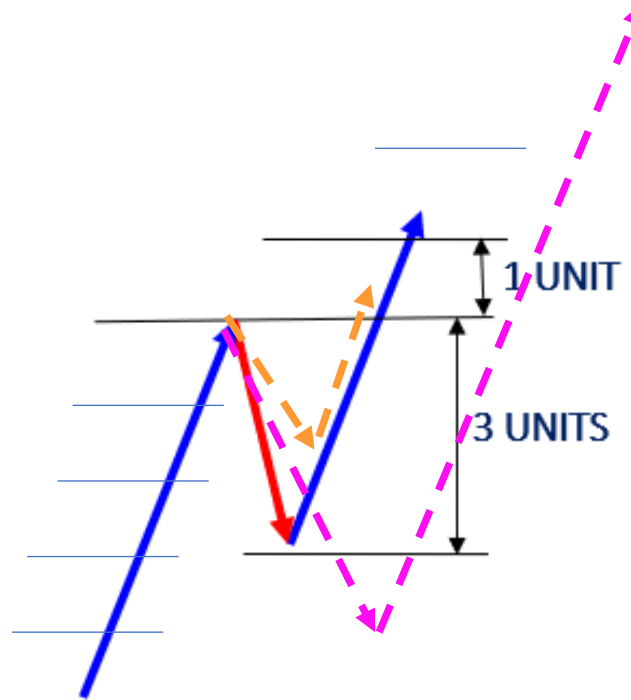
3 UNITS

The Pullback is like a coiled spring or elastic

3 Units comes from P&F 3 Box Method – The Bigger the Reversal the Bigger the Target
Smaller Reversals means more Targets, Bigger means Fewer

Targets and Varying the Reversal

3 is probably the sweet spot, 2 produces more targets, 5 too few and too exaggerated

So should you use
Arithmetic or Log Scale Price Units
for the Targets?

ARITHMETIC

LOG

Crude Oil - Daily 10c

CO1: Price = $78
Unit = $0.1 (10c)
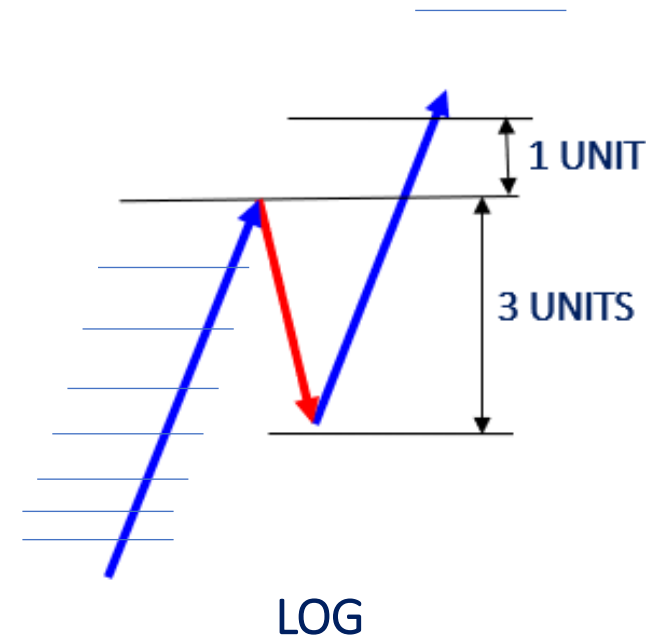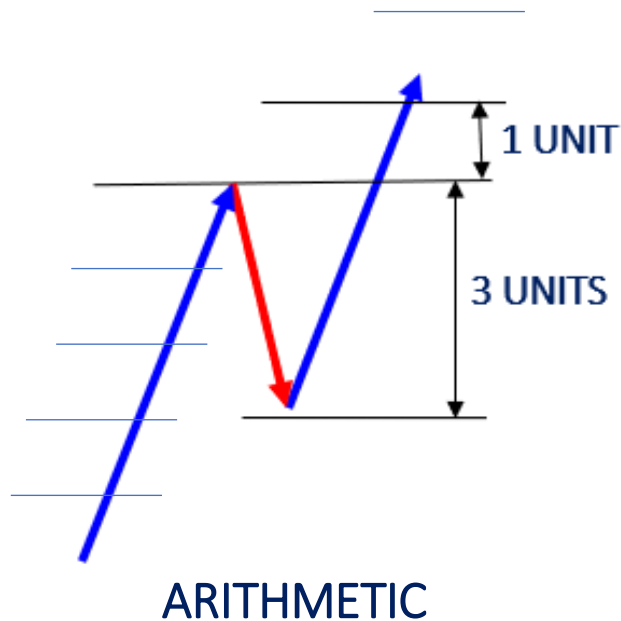
APPS LIN <GO>

Moves through psychologically important round $ levels are important to traders

Crude Oil - 60 Minute 5c

CO1: Price = $78
Unit = $0.05

APPS LIN <GO>

Can go right down to 1c for very very short term trading

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Predict the Price

US Tech Stocks – Daily 0.5%

AAPL

AMZN

GOOG

MSFT

META

NVDA

APPS LIN <GO>

If in doubt use % Log - The defaults will choose Unit Size for you

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Predict the Price

Key Points about Targets

- Targets are approximate – not all targets are achieved

- Targets pointing to key price levels increase likelihood R/S

- Multiple Targets pointing to same price area – ***clustering***

- Nearest Targets must be met first, beware improbable ones

- Targets not reached/exceeded - indicate bullish/bearish

- Can have opposing targets – favour with trend

- Understand Negation and Activation

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Predict the Price

Time to Target

The Greater the Upside Potential

The Bigger the Initial Buying Move

And probably the longer it will take

Target Price is about 'Factor'

Target Time is about 'Method'

How Long?
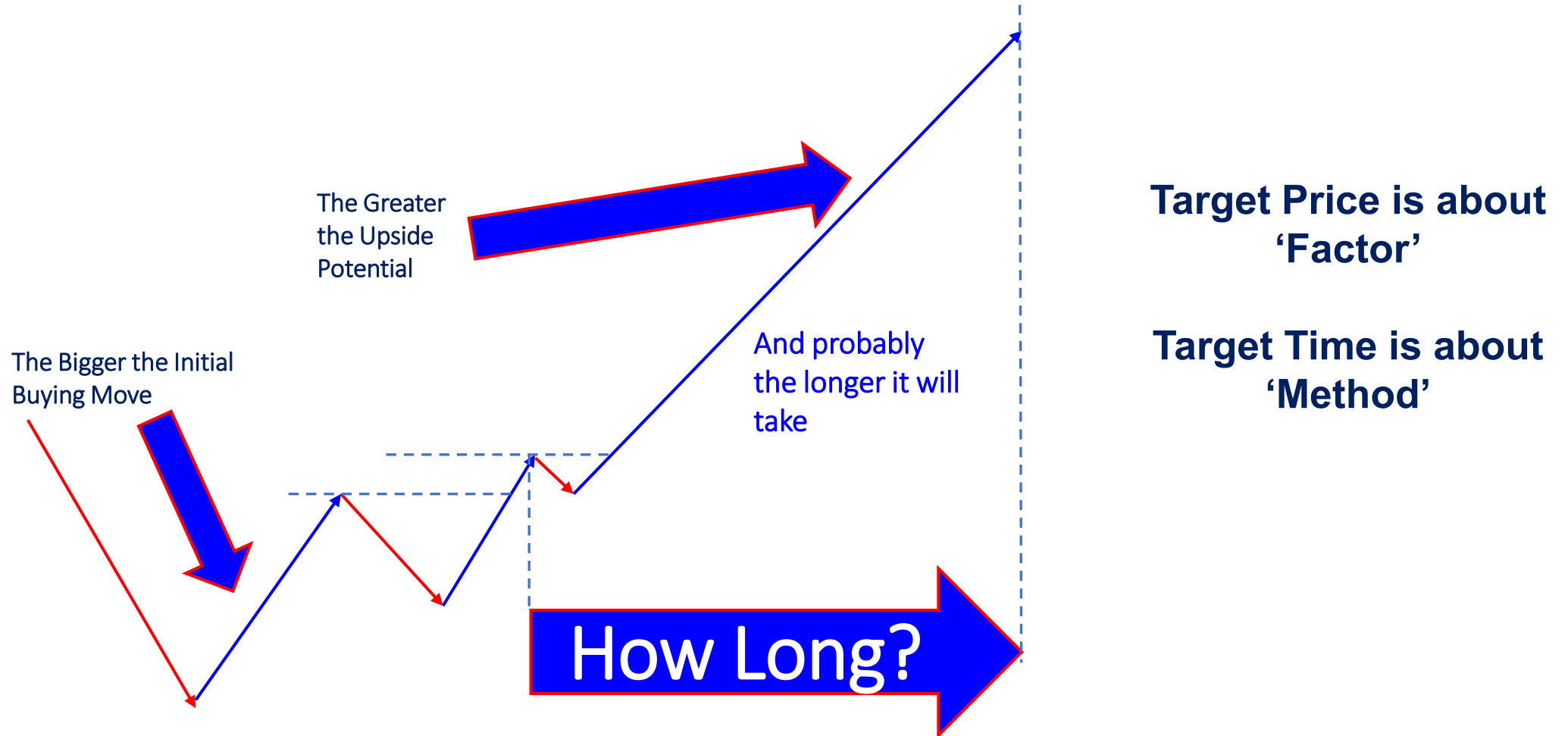
In Point and Figure charts – First Rule - Targets have no time scale

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Predict the Price

Five types of Time to Target Projection

1. **Price/Time Ratio –** *simplest and preferred*

2. Thrust Angle

3. Time to Activation

4. Follow the Price

5. Historical Average of Achieved Targets

Resultant Move

How Far?
Target Factor

Initial
Thrust

How long?
Time to Target
'Method'

Study Property Manager - Linton Price Target

1) Settings   1 2) Display   1 3) Description

Percentage (Log Scale)
Unit % Daily   0.5
Unit % Intraday   0.05
Mode   Time Price Movement
Calculate Using
Reversal
Target Price Factor
Show Last X Targets
Number of targets to show
Price / Time
Calcuate Unit Size From C...   ☑ Enabled
Save Current Properties as your Defaults

Time Price Movement
Thrust Angle
Thrust Time Factor
Follow Close Price
Historical Time To Target Average

Update   Cancel

There will be more

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Predict the Price

1 - Price/Time Ratio*

HG1: 0.5%
Price/Time Ratio 2

Mode=TmPrc
Unit=0.5%
TmUp=2
TmDn=2

APPS LIN <GO>

*Default - A Unit of price/Unit of Time (a Bar) – This is 1 to 2 (1% every 4 days) – Has that been right?

Price Time Ratio

A Unit of price/Unit of Time (a Bar) – This is 1 to 1 (1% every 2 days) – Better?

2 – Thrust Angle/Target Angle

HG1:
Thrust Angle
Up 3, Down 6

Target Slope is 1/3 x Thrust Slope

APPS LIN <GO>

Takes no account of time to activate – Targets not parallel

3 – Time to Activation

Nothing to do with speed of Thrust, a function of Time taken to Activate

4 – Follow the Price

Here we just adjust the target as we go, ignoring last n bars so we see divergence from target

5 – Historical Average

HG1:
Ave Time to Target

APPS LIN <GO>

Mode=HisAv
Unit=0.5%
AvUp=1.406
AvDn=1.611

Average of number of Targets – uses number of targets configured – Up and Down

Gold – Average last 50 Targets

When were Targets met historically – How long did it take – Slope?

Gold – Average last 50 Targets

Up Targets 2.2 units a day (1.1%) – Down Targets 6.9 units a day (-3.5%)

How Many Targets to Show?

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This normally depends on chart zoom or if you want to look back and see how well they worked

Increased Accuracy of Targets

Taking Time Frame, Linton Levels and Trend into account

- Time Frame
- Support & Resistance
- Trend State

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Clusters of Price AND Time

Multiple Price Targets pointing to the same Price Area and at Similar Times

Multiple Targets are Stronger

Coffee: Price/Time 2

APPS LIN <GO>

Targets in Train - Follow the 'Train Tracks'

Resolving Conflicting Targets

Coffee: Price/Time 2

APPS LIN <GO>

The Trend is your Friend – More upside Targets, but we fall before we rise – Remember Target Achievement

Always note Key Price Levels

Coffee: Price/Time 2

APPS LIN <GO>

And get a handle on Resistance and Support

More Recent Targets Stronger

Nasdaq: Price/Time 2

APPS LIN <GO>

Targets taking longer – New highs or new lows will favour targets

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Predict the Price

More Recent Targets Stronger

Nasdaq: Price/Time 2

APPS LIN <GO>

Break of levels will change everything. And Trend is an early clue.

When Targets no longer valid

Corn: Price/Time 2

APPS LIN <GO>

Targets took much longer, not quite met – new Target with Trend…but

Target Exhausted

Coca-Cola:
Price/Time 2

APPS LIN <GO>

Target not quite met, bearish confirmation – trend change, level break

Beware Improbable Targets

US 10YR Yield:
Weekly 2.5%

APPS LIN <GO>

Likely either box size or time frame exaggerating targets

Careful with Long Term Charts

Gold:
Monthly 5%

APPS LIN <GO>

Log Scale will dramatically exaggerate upside targets

Beware charts with big moves

Bitcoin:
Weekly 5%

APPS LIN <GO>

Likely either box size or time frame exaggerating targets

Use with other Techniques

Brent Crude: Price/Time 2

'New ways to move technical Analysis into the modern age without abandoning value created over the past 100 years'   John Bollinger

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All the time based indicators become available – unlike Point and Figure

Settings on Bloomberg

- Time Up/Down - Slope
- Unit Size
- Log or Arithmetic
- **Show Unit Size on Chart***
- Default Unit Sixes
  Daily/Intraday/Log/Arithmetic
- **Time to target Mode***
- Close/High-Low
- Reversal
- Target Price Factor

Price/Time*, Thrust Angle, Time to Activation, Follow the Price, Historical Average Time Taken

Each of these have been covered in the Presentation - *Recommended

Settings Visualised

We have back tested the Targets

Better results with money management - stops

See the Targets for Yourself

Take a Trial
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Watch this Presentation and Demo at:
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