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ICT Market Maker Sell Model 2023 (MMSN) Training

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ICT Market Maker Sell Model (ICT MMSM) is a trading structure that explains how price transitions from one key **bearish PD Array** to another key **bullish PD Array**.

This model provides a clear framework for price movement, allowing for precise trade **entries** and smaller **stop-loss** levels.

What is the ICT Market Maker Sell Model?

This model illustrates how price moves from a **bearish condition** influenced by selling pressure toward a **bullish condition** [entry points for buyers].

It helps traders better understand trend shifts and price **movement** dynamics.

What are the Components of the ICT Market Maker Sell Model?

The ICT Market Maker Sell Model consists of four main components:

#1 Original Consolidation

Price oscillates within a defined range, forming a **consolidation** or **range**-bound market



#2 Engineering Liquidity

Price forms **higher lows** (HLs) during an uptrend, creating liquidity points for future **downward** moves.



#3 Smart Money Reversal

Upon reaching a significantly higher time frame zone, like a **PD Array**, the price shifts from the **buy-side** into the **sell-side**.

#4 Liquidity Hunt

Price sweeps old lows created during liquidity engineering and returns to the original **consolidation range**.

#5 Key Zones

- ⚡ **Fair Value Gap (FVG): Imbalance** zones for optimal trade entry
- ⚡ **Liquidity Levels:** Key liquidity areas, such as previous **highs** and **lows**

How to Trade Using the ICT Market Maker Sell Model?

Follow these **seven** principles for trading the ICT Market Maker Sell Model:

#1 Identify the Bearish Market Structure

In higher timeframes, confirm the market is forming **lower highs (LH)** and **lower lows (LL)**, indicating a **bearish** trend.

#2 Locate Liquidity Below the Current Price (Liquidity Draw)

Identify previous lows where liquidity resides; Price often moves toward these levels to capture liquidity.

#3 Wait for a Buy Program in Lower Timeframes

In lower timeframes, wait for a temporary **bullish** move that pushes the price into a significant **bearish PD Array** in the higher timeframe.

#4 Confirm Bearish Bias in Higher Timeframes

⚡ When the price reaches a bearish zone in higher timeframes, wait for **Market Structure Shift (breaking of lows)** and **SMT Divergence** to confirm bearish movement.

#5 Enter the Sell Trade

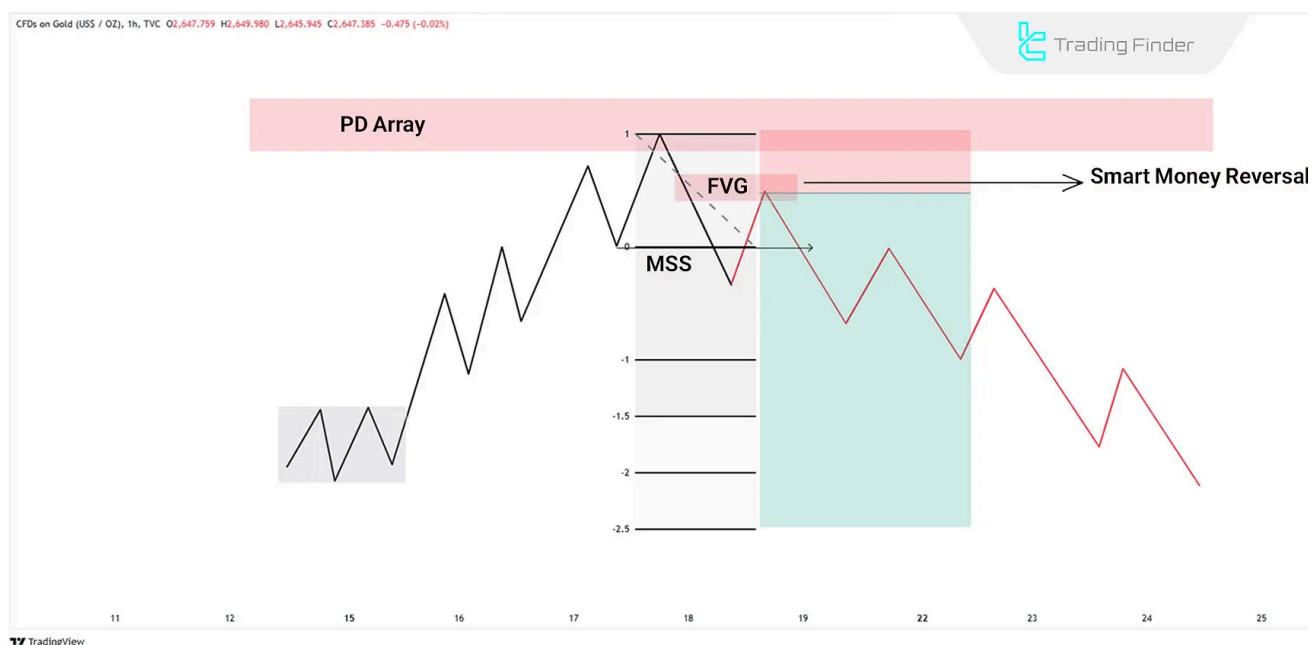
Enter a sell trade after the price retraces **upward** and a market structure shift confirms the bearish trend.

#6 Set Stop Loss

Place your stop-loss **10 to 20 pips above the last swing high**, before the market structure shifts.

#7 Define Profit Target

Use the **Fibonacci tool** to measure from the highest point of the Smart Money **reversal** to the lowest point of the market structure shift (settings: **1 to -2.5**). Alternatively, **previous lows** can be considered as potential **profit-taking** levels.



Schematic Representation of the Market Maker Sell Model

A 5-minute Bitcoin (BTC) chart shows a bearish market shift as market makers enter sell positions.



This picture explains how to enter a Sell Position in the Market Maker Sell Model

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Key Notes Before Using the ICT Market Maker Sell Model

- ⚡ **Bearish Market Structure in Higher Timeframes:** The broader market (**daily** or **weekly**) must exhibit bearish trends to support price declines.
- ⚡ **Bearish Daily Bias or Liquidity:** Daily price direction (**Daily Bias**) should align with bearish targets, such as lower liquidity levels (e.g., previous lows).
- ⚡ **Temporary Bullish Moves on Lower Timeframes:** Before reaching higher timeframe bearish zones (e.g., PD Array), the price may exhibit temporary **bullish**

retracements on **smaller** timeframes like 15 or 30 minutes. These moves often precede the **continuation** of the larger bearish trend.

Conclusion

The **ICT Market Maker Sell Model** is a trading strategy based on **analyzing bearish market structures, identifying liquidity, and entering trades** at optimal zones like the Fair Value Gap.

This **ICT strategy** reduces risk and improves trading outcomes by using confirmations like market structure shifts and **risk management** (stop-loss and profit targets).

You can practice and learn the setups for this strategy using the **MMXM Indicator** [↗](#) (**Market Maker Buy/Sell Model**). In addition, By using **One Shot One Kill TradingView indicator** [↗](#) from **TradingFinder**, you can merge the Market Maker Sell Model strategy with the One Shot One Kill strategy. This combination enables you to develop unique trading setups.

FAQs

Who is this strategy suitable for? ▼

Advanced technical analysts who understand market maker behavior and risk management.

Is this strategy only for bearish markets? ▼

No, ICT also has Buy Models for bullish market conditions.

How are stop-losses set? ▼

10-20 pips above the last swing high before the market structure shift.

How are profit targets set? ▼

Use Fibonacci or previous market lows to set profit targets.

What are the main confirmations? ▼

Market Structure Shift (MSS): Confirms trend changes

SMT Divergence: Highlights weakness in one side of the market

Fair Value Gap (FVG): Entry zones after price retracement



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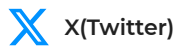


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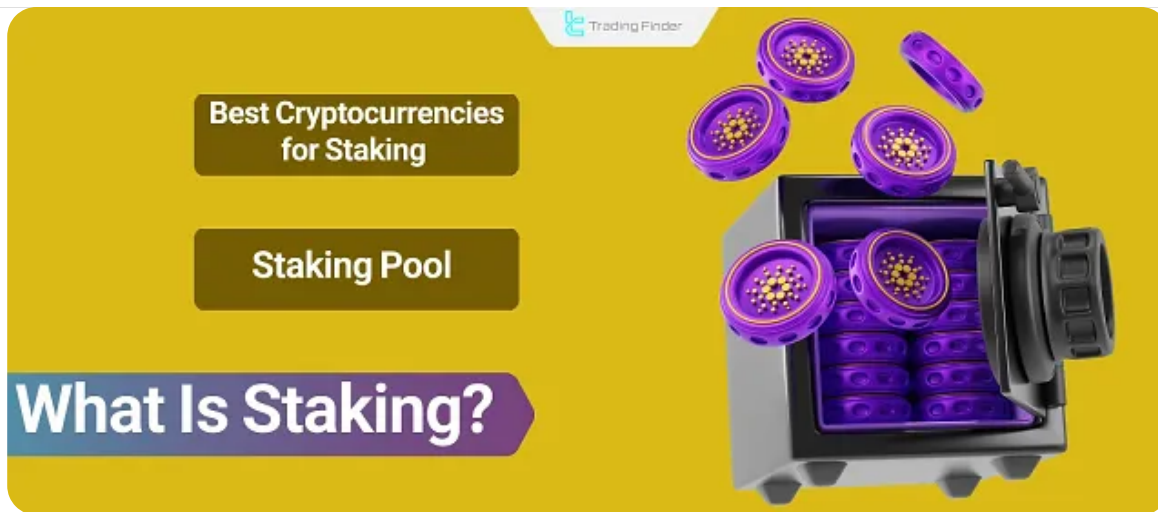


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