

WHY RUMORS MATTER

Markets rarely move on confirmed news—they move on expectations. By the time a headline lands, much of its impact is already priced in. The edge comes from recognizing the whispers, leaks, and speculation that precede the announcement.

Ten Patterns That Drive Pre-News Market Moves



Earnings Whispers

Run-ups ahead of earnings often appear with unusual volume or options flow as traders expect a beat.

Watch call-buying clusters and “whisper numbers.”



M&A Rumors

Targets climb on chatter of a buyout premium—often before confirmation.

Price gaps on high volume with “no news” are a tell.



Policy & Regulatory Leaks

Hints of rate moves or new rules can swing entire sectors (banks, energy, biotech) ahead of statements.



Product Launch Buzz

Hype into events (Apple, Tesla) lifts shares; profit-taking often follows the reveal.



Insider & Analyst Cues

Upgrades, clustered insider buys, or “sources say” headlines can spark speculation and momentum.



Crypto & Altcoin Hype

Social rumor cycles drive fast spikes that often retrace after official confirmation.



Influencer Endorsements

A single tweet or mention can front-run headlines and trigger herding.



Supply-Chain Clues

Supplier order surges or upbeat guidance can telegraph strength in the end product.



The “Sell the News” Profit-Taking

Confirmation removes uncertainty. Early movers lock gains, often causing a reversal—even on “good” news.

The Lifecycle of a Market Rumor

1. Emergence

A leak or odd trading sparks speculation.



2. Amplification

Media/social spread the rumor; herding begins.

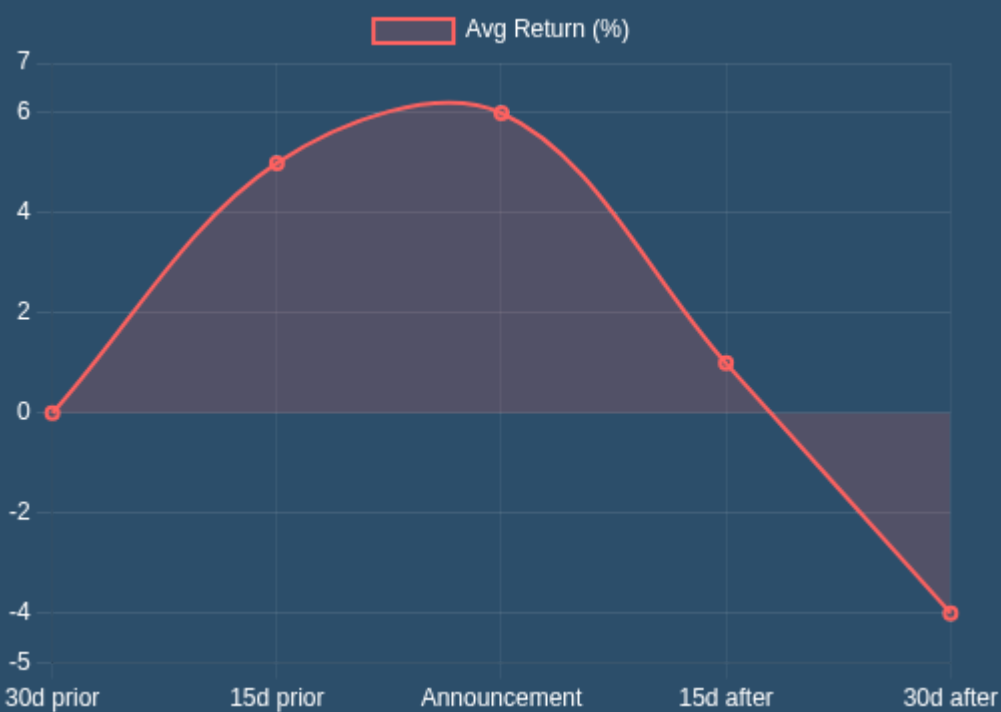


3. Resolution

Official news triggers profit-taking and a reset.

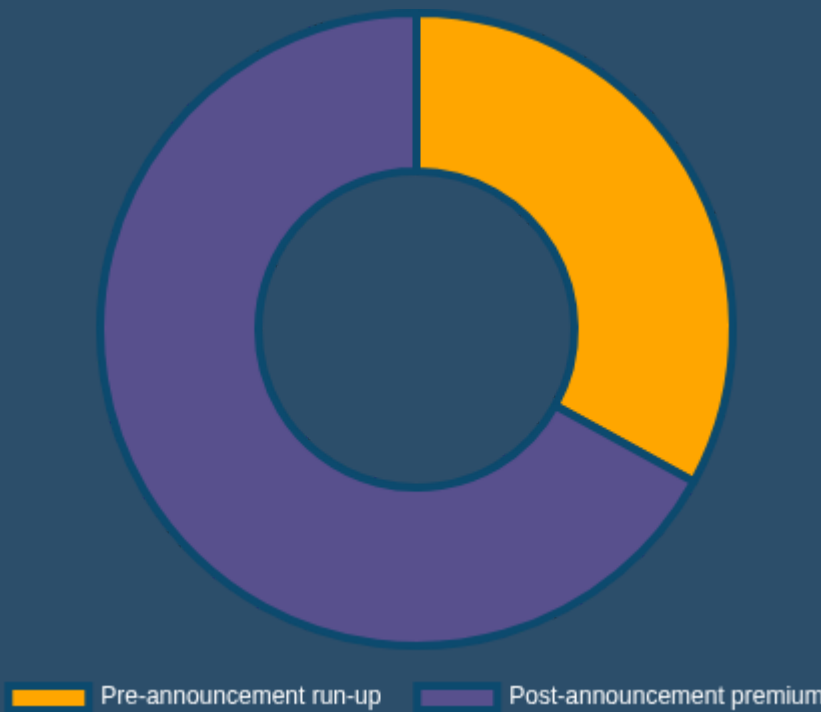
Case Study: “Sell the News”

Average returns around major launch events.



Anatomy of an M&A Premium

How much is priced in before the announcement?



Get Weekly Rumor-to-News Insights

One email per week. No spam. Unsubscribe anytime.

Join Market Rumors Daily — Free