Financial analysts implicitly convey their convictions about future returns of firms they cover through their target price forecasts. We use the ratio of target price to current price of all covered companies by an analyst to discern those that the analyst perceives will do the best or worst to identify the analyst's strong convictions. We find stronger immediate and drift returns to target price revisions about strong-conviction companies than those of mild-conviction companies. Aggregation of strong-conviction target price revisions across analysts for the same firm yields trading signals that obtain significant statistical and economic portfolio returns.