

Educating For Investment Success

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Win Investing

The UK's Top Stock Market Training Company



E-Course

“The 5 Top Mistakes Investors Make And How To Avoid Them”

The stock market has created more Millionaires than any other market, and once mastered can be an excellent way of generating a good monthly income. Many successful investors trade from home in the evening for just a couple of hours a week

- yet many new investors have a tough time getting their share of the riches. We can go even further to say that the majority of uneducated investors will initially start by losing money, and may continue to do so unless they learn the rules for successful trading.

So how do we get on the winning side?

The good news is, there are only a few fundamental mistakes that are common to most investors, and once you know how to avoid these, the door way to wealth swings wide open.

Our natural psychology actually sets us up to do the wrong things in the stock market, unless we take control and get educated in the ‘golden rules’ for investment success.

In virtually any area of life there are certain ‘rules for success’ that if followed by anyone, will ensure that they get the best results possible.

For example: let’s say you ate a great meal at a restaurant, and decided that you wanted to be able to cook the meal yourself. If you were given the exact recipe, and shown precisely how to cook it, you are also likely to be able to produce a great tasting meal.

With investing, if you want to give yourself a kick start on your way to wealth it is useful to begin with the recipe for stock market success – the first part of this recipe is knowing the 5 most common investing mistakes that people make and how to avoid them... we’ll start with some basics and then towards the end we’ll get a bit more advanced

(If you want to learn more we would highly recommend that you attend one of our free live training courses – the most popular investment training course in the UK. If you would like to attend this free live training go to www.wininvesting.co.uk or call 0870 112 1234

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LESSON 1:

Common Investment Mistake Number One:

Acting on advice / a tip from someone without first checking it out yourself –

Share tips from friends, stock brokers or in magazines, can be extremely valuable, but at the same time you need to have the knowledge to be able to evaluate how good (or bad!) the tip is for yourself. Acting on a hot tip without doing your own research can be very dangerous (not to mention costly!) – however once you know what to look for in a share, it can be quick and simple to reach an educated opinion.

How To Avoid : Acting on advise / a tip from someone without first checking it out yourself –

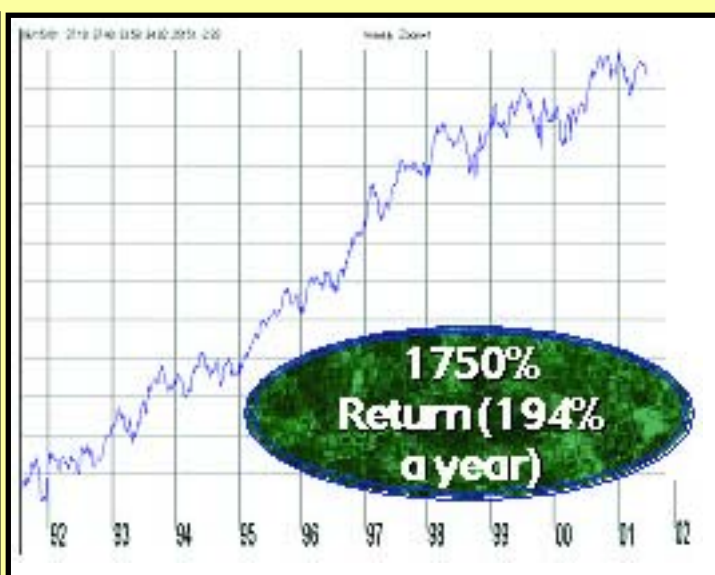
Two things that you would be wise to have a quick look at:

The company's fundamentals: By fundamentals I mean the company's financial facts and figures. At the very minimum, check that the company's yearly profits and sales growth figures are reasonably healthy (i.e. positive and increasing) An easy way to do this is by going to the financial section of any big investment website and getting the data for the company that you are interested in (at our free training courses we walk through exactly how to do this + explain two other important fundamentals). In the past some companies with great fundamentals have produced outstanding returns and although this obviously isn't always the case, good fundamentals do stack the odds on your side..

Quality company 1



Quality company 2



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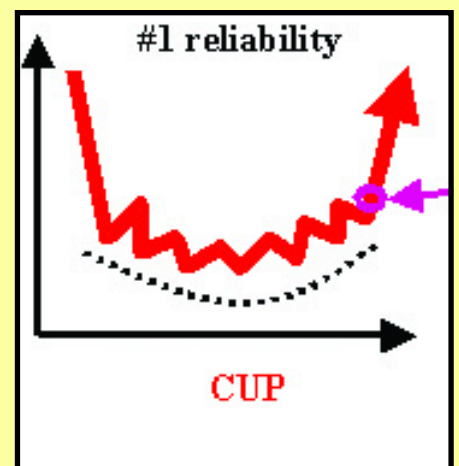
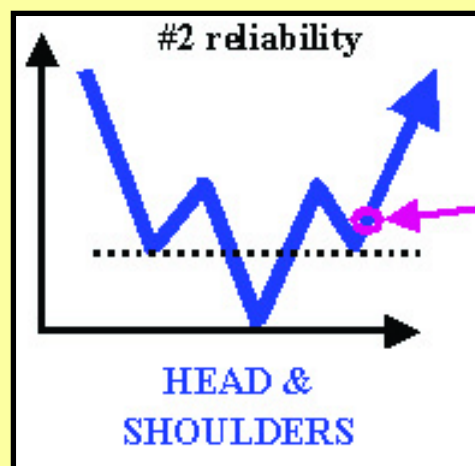
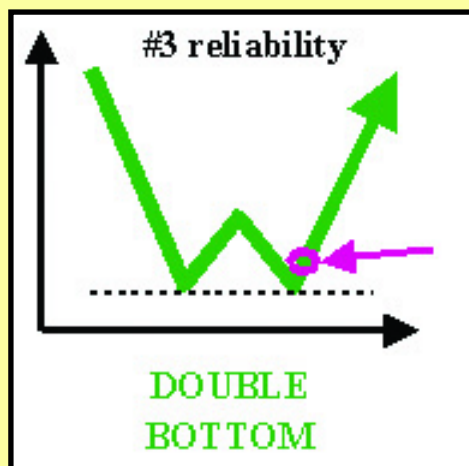
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LESSON 1 CONTINUED:

The other thing that I would consider essential before purchasing any shares is to look at:

The company's share chart. If you see a share chart where the share price has formed a pattern that looks a bit similar to any of the three diagrams below, this is generally a good sign. It means that the share price has more chance of going up than down (you can certainly get more advanced than this, but these will give you something to start with).



The charts are in order of their reliability, with the last chart pattern (the Cup) the most reliable – after you see the section marked on the chart, the share price is more likely to continue going up, than go down. In 'real life' chart patterns rarely look as perfect as these, so you need to look for the general pattern.

These three chart patterns are examples of what are called **reversal chart patterns**: if the share price was coming down and then does one of these patterns, it is now more likely to reverse direction and go back up.

Now turn the page upside down and you have the same three chart patterns, but instead of bottoms, they are now tops. If you see a chart that looks like any of these, the share price is now more likely to go down.

The only other main type of chart patterns you need to know about are called **continuation patterns** – we will be going through some of these at our free live training.

If all you do is check that the company you are considering has strong profits and sales growth and a half decent looking chart, you are already ahead of the vast majority of uneducated 'investors'.

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LESSON 2 & 3:

Common Investment Mistake Number Two And Three:

Letting your losses run, (and cutting your profits short) –

It is our natural human tendency to hold onto a share whose price has dropped, hoping that soon it will go back up – but often it just keeps going down or sideways for a long time. By following a simple step (as explained below) there is no reason why an investor should ever be in such a situation.

The opposite is true when our share goes up. A typical reaction once we have made a small profit is to want to sell the share out of fear that we may lose that profit – although often by holding the share for longer we could make far more money.

How To Avoid : Letting your losses run (and cutting your profits short) –

There is a very simple rule to check that you cut your losses short: **As soon as you buy a share always place a sell stop order.** For those of you who are new investors, what does this mean?

A sell stop is simply an automatic order that you give to your stock broker (a real person by telephone or through the internet online) to sell your shares if they ever drop below a certain level that you preset. By doing this you are minimising your losses should the share go down.

However if your share goes up in price (after doing your fundamental checks / basic chart reading mentioned above, this will hopefully be the more likely scenario) your initial sell stop level won't be reached.

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LESSON 2 & 3 CONTINUED:

The trick is that once you have started to make a profit on the trade, you need to move your sell stop up to a higher price – thereby locking in your profit. Ideally you need a precise method of knowing how much and when to move the sell stop up. The details of how to do this are easiest to explain and understand with a live example and can be learnt at one of our free training courses.

Tips for more advanced traders:

1. Never place a sell stop at a round price figure e.g. £3.00 or £5.00. Lots of people do this and so market makers are keen get these stops actioned.
2. If using a share price bottom to set your sell stop always place the stop slightly below the lowest point on the share price bottom - this will help prevent you being stopped out too soon.

LESSON 4:

Common Investment Mistake Number Four:

Not having a strategy –

Many people start investing in shares without really knowing what they are doing, and then wonder why they lose money – or if they make money without using a strategy, they then don't know what to do to repeat their success.

How To Avoid : Not having a strategy –

An investment strategy is just an exact step by step method of investing that anyone can follow once they know and understand the steps. There are different strategies aimed at producing different results e.g. **immediate cash flow, capital growth, regular monthly income**. The first step is to decide which of these (or combination of these) you want.



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LESSON 4 CONTINUED:

Many strategies are very simple, and so even beginners would find them easy to use. The best strategies have proven track records, and can require as little as £500 to get started.

So why don't all investors use good strategies? – because most investors (and even many so called “professionals”) simply don't know any good strategies. At our free live training course, amongst other things you will learn a number of very powerful strategies:

Capital growth

- A simple strategy, suitable for complete beginners, that has averaged over 20% return for the last 30 years (which is an excellent track record) and only takes 1 hour a year to trade.

I attended the Win-Investing course in Nov 2002 and to date (Nov 2003) I have increased my portfolio value 22%. I would recommend the free training as very good
Win Investing course graduate - Jose Salles

Regular Monthly Income

- A monthly cash flow strategy that takes just 1 hour per month, and once mastered could produce a regular monthly income.

On average I make £400-£ 500 per week, and best thing of all I am only using £2000 of my original investment.
Win Investing course graduate - Afzal Chaudhary

Immediate Cash Flow

- Several techniques and strategies for producing immediate cash flow. Some of our course graduates have used these to start making money the very next day!

Using just one tip from last night I managed to make over £200 in a few short term day trades this morning.
Win Investing course graduate - Nick Elmer

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LESSON 5:

Common Investment Mistake Number Five:

Not investing the time to get educated –

As you can imagine, we are passionate about this one! We see so many people jump into the stock market without taking the time to first learn the skills that will help them to become successful.

For example, if you wanted to fly an aeroplane, would you jump into the pilots seat without having taken any lessons, and say to your passengers, “don’t worry, I’m sure I’ll pick it up as we go along!” – of course not, you’d make sure you got some good training first. If you are serious about making money in the stock market, you owe it to yourself to learn the skills that will give you as many advantages possible.

How To Avoid : Not investing the time to get educated –

Decide to put in the time to learn – The small investment of time that you make now, could be far out weighed by the potential returns that these skills could bring you.

Think about how it would feel to know that you did not have to rely on your job any more.

“After doing this seminar, I have now left my job and successfully trade for a living”
Win Investing course graduate - Mr J Painter

... that you could choose when you worked and for how long – maybe just trading from home for a few hours a week. What would it feel like to be totally debt free, even having paid off your mortgage?

“After having done the WIN Investing course 3 years ago, I have since left my job and now trade full time. I have also paid off my mortgage and am currently looking to buy another house.”
Javid Shaik

Now obviously we can’t promise you’ll make the same returns as these course graduates because ultimately that’s down to you... however we can promise to teach you exactly what we taught them. Once you have the same skills, potentially you could do the same things, the key will be for you to commit to learning this material.



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LESSON 5 CONTINUED:

So what is the best way to learn?

- learning from books is ok, although a bit slow, but some investment books are a waste of time, so you need to know which books are good.
- The internet tends to give too much information and can take forever to find what you are looking for, and even then you don't know which material is the best. We have seen many strategies and so called 'trading systems' on the internet that don't even work.
- Learning from trial and error is slow and expensive, and just not necessary

From experience we have found that by far the fastest and most effective way to learn is from a live training course – it means you get to see how everything works for real and then after the course you can ask any questions that you have and really get to understand how everything works in practice. Complete beginners and advanced traders have told us that they found our free live training course extremely valuable.

Why is our training course free?

We hope that if we invest in you now and help you to become a successful investor, that some of you may in the future choose us if you want to further your training – of course you have absolutely no obligation to do that, it's completely up to you.

5 Good Reasons To Do Your FREE Training With Win Investing:

Reason 1: Win Investing is the **Top Stock Market Training Company In The UK.** We have successfully trained more people to invest than any other stock market training company in Britain. This is backed up by hard facts. Training with the market leader means that you can be confident that you are getting the best quality training available.

N.B. If any other company claims to be top or number 1 you need to ask yourself whether they can back this up (we're confident they won't be able to, but we most definitely can).

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5 GOOD REASONS TO TRAIN WITH WIN INVESTING

Reason 2: **Win Investing** has been **Number One For Over 5 Years**. Other companies have tried to imitate our course and have even made false claims about being number 1.

Our training course is the **most popular live stock market training course in Britain...** for a good reason – we are the most successful at training people how to invest.

Reason 3: **Win Investing** is a completely independent training company so we **can give you unbiased information and training**. Other training companies often have some kind of link or tie-in with a stock broker or other financial company and so they may have to push their sponsor's services.

With Win Investing you simply get the best training and we provide an independent and unbiased view of what services and stock brokers are available to you.

Reason 4: Unlike most other training companies, **Win Investing offers every course attendee the chance to have a successful trader coach them 1 to 1 in person** for 2 full days followed by **life time support** by telephone and email i.e. you have 1 to 1 support for as long as you want it.

Our graduates have commented that our improved trader's support system is by far **the best support in the industry** with many aspects simply not offered by any other company.

This is one of the reasons why we believe **Win Investing has more graduate success stories** and client endorsements **than any other stock market training company in the UK** (all originals on file at our offices). Many of our course attendees are referrals from our successful course graduates.

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Reason 5: Often, other courses have been developed based on just a professional industry background or simply converted from a course used to train professionals. The thing is, what works for professionals, often doesn't work for private individuals. Plus do you really want to be learning from a course based on what most professionals do, when about 80% of fund managers do worse than the market?

The Win Investing course is based on what successful investors do (professional or individual) and has been **designed specifically to teach private individuals how to be successful in the stock market.**

Take action now and register for one of our free stock market training courses ...



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