

# Investment Guidelines

## Investment Guidelines

- ☛ Set your goals
  - timing
  - amount
  - risk
  
- ☛ Become a regular saver
  
- ☛ Set aside an emergency fund
  
- ☛ Buy the best known companies
  - some studies indicate it is difficult to outperform the market
  - an individual investor is competing against professional investors
  - the potential to earn great profits frequently carries excessive risk
  - bet on companies that have survived
  
- ☛ Invest for the long run
  
- ☛ Avoid fads
  
- ☛ Diversify
  
- ☛ Keep your family informed