

Investment Guidelines

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- ☛ 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