



Brainy's Share Market 101 (aka Boot Camp)
2-hour "short" seminar — January 2019
Session Synopsis

A two hour crash course overview of the share market — what it is, how it works, who to believe, and the pitfalls to watch out for.

1 Share market introduction

[slides 14-40=27]

- 1.1 Exactly what are "shares"? (and related terminology)
- 1.2 What is this thing called the "Share Market" and how does it work?
- 1.3 Who are the participants who are in the share market, and why are they there?
- 1.4 Beware the big boys in the market (the "big money") — they are ruthless in taking money from the little guys (and from retail investors).
- 1.5 Who can we trust?
- 1.6 What gains (and losses) are possible? and alternatives.

2 Buying and selling shares

[slides 41-79=40]

- 2.1 Why do people buy and sell shares?
- 2.2 How can you buy/sell shares? — The "tug of war" auction process
- 2.3 Brokers - full-service brokers versus online brokers?
- 2.4 Share portfolio - how to easily keep track of the total value of your shares.
- 2.5 Share market indexes - what do they mean? (eg. S&P ASX/200, ASX All ordinaries, etc.), and sectors and GICS codes.
- 2.6 Insight into some "gems" of share market information.

3 Share price analysis — Fundamental or Technical?

[slides 80-128=49]

- 3.1 What events influence share prices? Blue chip companies.
- 3.2 What is a stock really worth? *Intrinsic value*? How do you work out the real value of a company's shares?
- 3.3 Fundamental Analysis – introduction.
- 3.4 Technical Analysis – introduction and usefulness
- 3.5 Funda-Technical Analysis
- 3.6 Share price charts and charting software.
- 3.7 Daily, Weekly, Monthly price charts.

4 Share Trading — brief overview

[129-148=20]

- 4.1 The Emotions of share trading - Fear and Greed.
- 4.2 Is this for you? Your Risk Tolerance and Profile. Sleeping peacefully.
- 4.3 Stock selection basics – stock universe, indexes, sectors.
- 4.4 Finessing the stock selection (trend, breakout, reversal, chart patterns). How do people use price charts for stock selection?
- 4.5 Charting software - availability, features, costs, price data.
- 4.6 How much time does it take to do this?
- 4.7 How much money do I need to get started?
- 4.8 Where to now? Who else can help me?
- 4.9 Are you Share Market Ready?

Robert Brain (aka Brainy)

Brainy's Share Market Toolbox — www.robertbrain.com

Download the U3A Summer School handouts — www.robertbrain.com/docs/