

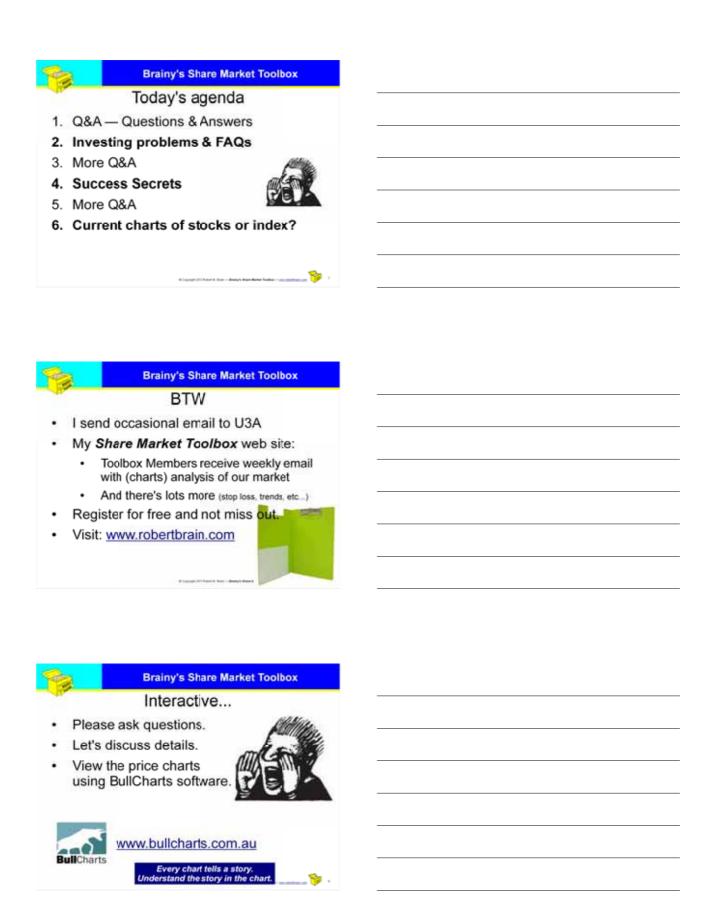


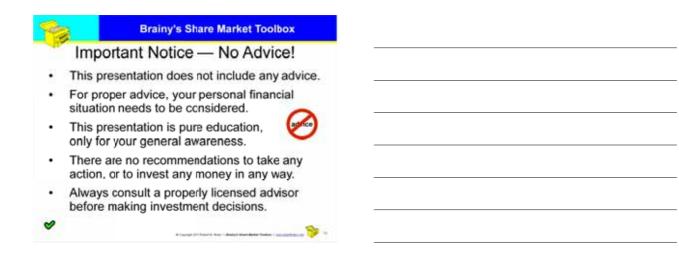






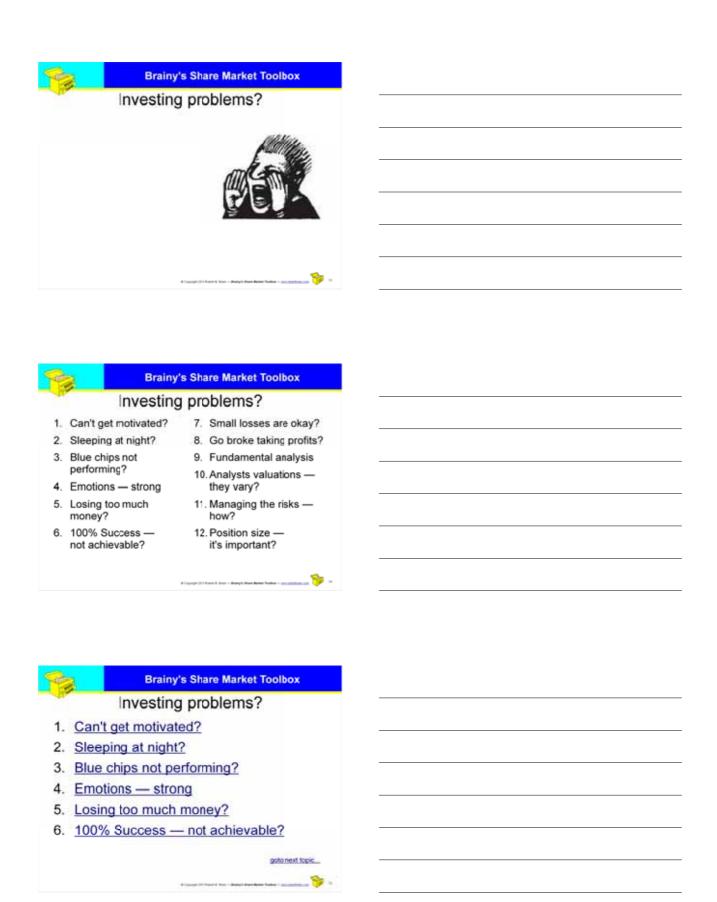
9	Brainy's Share Market Toolbox
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Here a	re the links to those two web pages:
Investir www.rober	ng Problems & FAQs tbrain.com/share-market/investing-problems.html
12 mm 4 2 2 2 2 2	ss Secrets:
2011/02/2015 10:00:00	brain.com/share-market/sharemarket-success-secrets.html
	o the Toolbox Home page, and follow to "The Share Market",
	se the menu options.
	# County I/O have 4 from 1- Broken Street Market Trades 1 as a particular

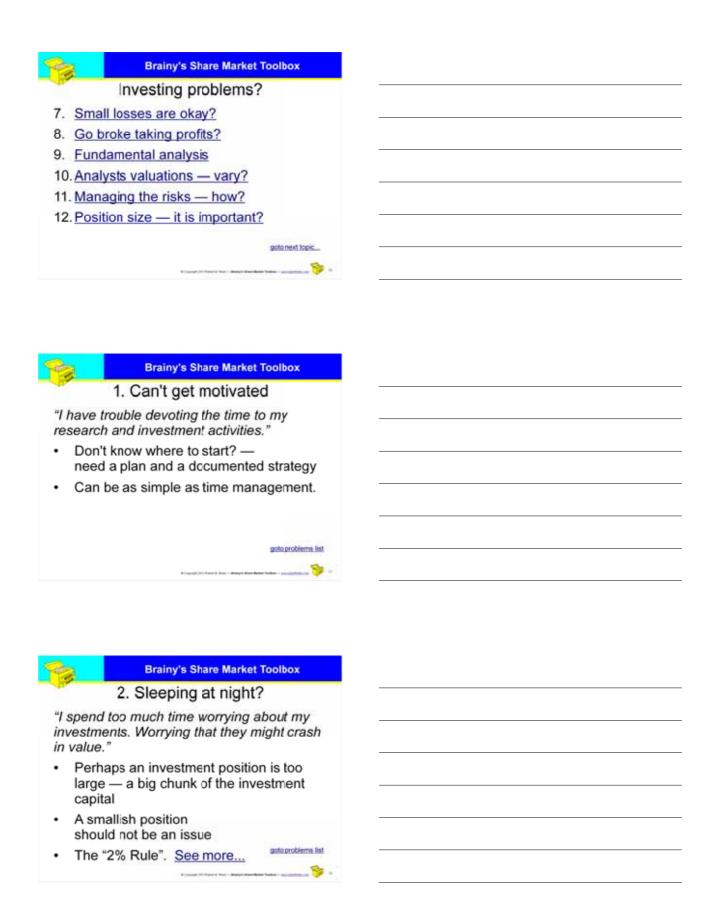












Brainy's Share Market Toolbox Blue chips not performing "I thought that blue chip companies are supposed to be good performers; but I have noticed that their share price fell significantly in the last financial crisis." Blue chips are not a guaranteed pathway to wealth They can be disappointing. See the truth about blue chips... **Brainy's Share Market Toolbox** Emotions — over-powering "I find the underlying emotions make me rather nervous and perhaps over-cautious." Some experts say success is 20% analysis and judgement and 80% controlling the emotions. Read more about emotions... goto problems list **Brainy's Share Market Toolbox** Losing too much money "Some of my investments are simply losing money. From week to week, their face value is falling and falling." "Time in the market" is a myth. Try using a Stop Loss to protect capital. goto problems list

Brainy's Share Market Toolbox Striving for 100% success "I am only starting out with this investing/ trading thing, and I am striving for a 100% success rate. I will always be right with my investing/trading decisions. In life, I am always right." It is NOT possible to be right 100% of the time! We will be wrong on occasions. gato problems list So, get over it! **Brainy's Share Market Toolbox** Losses but still in front "I have heard that even many small losses can put us ahead; but it doesn't seem to be working for me." We can be profitable with a Win:Loss ratio of 40% ... Provided: Wins are large and losses are small We are being consistent (a strategy). goro problems list **Brainy's Share Market Toolbox** 8. Go broke taking profits? "I have heard it said that I can't go broke taking profits. So, I like to cash in my shares after a reasonable profit. Is there something wrong with this advice?" It is possible to go broke taking a profit, if the profits are not large enough to outweigh any losses. goto problems lst

Brainy's Share Market Toolbox Fundamental analysis — complex? "I am trying to get a handle on Fundamental Analysis, but everyone is telling me to focus on different things. eg. Study company annual reports - but I am not an accountant." F/A is a diverse field There are many possibilities Some people enjoy what they do The technical analyst believes it can be more confusing than helpful. goto problems list **Brainy's Share Market Toolbox** Analysts' valuations — vary "I have noticed that at any point in time, six different stock analysts will have six very different valuations for BHP's share price (for example). So, what's the story?" They use a range of assumptions They do price projections for different time periods. goto problems list **Brainy's Share Market Toolbox** The risks — too high "I feel that the risks of investing in the share market are too high." The risks can be managed Watch out for "corrections" and "bear markets" Utilise a Stop Loss Use sensible Position Size. goto problems list

Brainy's Share Market Toolbox 12. Position size? — not the same? "Does it matter how big/small I make the position size? Can I invest as little as just \$500 in shares?" Too small - takes too long to cover the costs Too large — can be difficult to sell (consider: Volume, Value) See more about Position Size... goto problems list **Brainy's Share Market Toolbox** Summary of key problems 1. Can't get motivated? 7. Small losses are okay? 2. Sleeping at night? 8. Go broke taking profits? 3. Blue chips not 9. Fundamental analysis performing? 10. Analysts valuations -Emotions — strong they vary? 11. Managing the risks — Losing too much money? how? 100% Success — 12. Position size not achievable? it's important? **Brainy's Share Market Toolbox** SUCCESS SECRETS Beware "sage advice" Long term? — NOT! 3. Plan and strategy 4. Diversification? 5. Trends - up, down or none? 6. Risk management Stop loss

Technical analysis / "4 Windows"

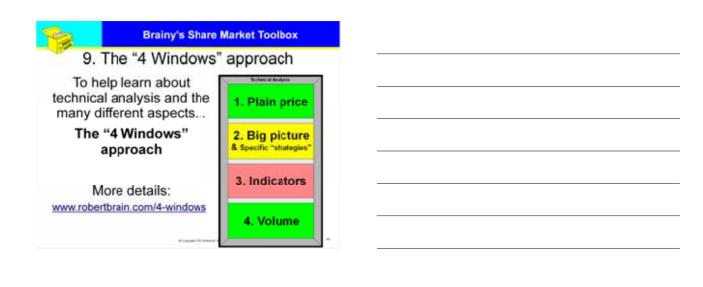
Brainy's Share Market Toolbox Beware sage advice Many clichés and axioms, for example: "time in the market, or timing?" "a rising tide lifts all boats" "When Wall Street sneezes other markets catch a cold" "dollar cost averaging..." "the trend is your friend" Some of the share market gems are actually furphies!! **Brainy's Share Market Toolbox** Long term? or not? Need to accept that many investments are best NOT kept for the long term Even blue chip shares can plunge in value, and result in opportunity costs. More information about how blue chips can disappoint: www.robertbrain.com/share-market/blue-chip.html **Brainy's Share Market Toolbox** Plan and strategy When investing make sure to have some form of investing / trading plan and strategy in place.

4. Diversification Be careful not to overdo it When spreading investments widely, the portfolio performance will be closer and closer to the performance of the index Might as well invest in an index-tracking fund, and ride the roller coaster of bull and bear markets.





Brainy's Share Market Toolbox Risk management Make sure to have effective risk management in place. Recorded in your Investing Strategy Will encompass some rules to limit position size, and the portion of your total investment capital that is at risk. Effective risk management will help to sleep at night. **Brainy's Share Market Toolbox** Stop Loss Make sure to utilise an effective Stop Loss approach. Recorded in the risk management section of your strategy. More details: www.robertbrain.com/share-market/stop-loss.html Brainy's Share Market Toolbox 8. Technical Analysis This is essential to maximise the effectiveness of entry and exit timing The underlying emotions and opinions of investors and traders are summarised in the price charts Every chart tells a story. More details: www.robertbrain.com/ta



-	Brainy's Share Market Toolbox
Na	"Secrets" — 1 to 4
Things li Street ar	the "sage advice" - There are many cliches and axioms to do with investing, se: "time in the market, or timing?", 'a rising tide lifts all boats", "When Wall secres other markets catch a cold", "dollar cost averaging. ", The trend is your some of the sharemarket gems are actually furphies. See Roberts list of Share
	mn7 - NOTI - Accept that many investments are best NOT kept for the long on bare circ shares can plunge in value, and result in opportunity rosts.
	d strategy - If you decide to invest in shares, then make sure to have some investing/hading plan and strategy in place. Read more about <u>plans and</u> \$-
portfolio case you	Scation? - Be careful not to overdo this. If you spread your investments, then the performance will be closer and closer to the performance of the index, in which might just as well invest in an index-tracking fund, and ilde the roler coaster of bear monets.

F		Brainy's Share Market Toolbox
7	19	"Secrets" — 5 to 9
5.		identifying and riding a mino trend. Remember that once a price trend is it is statistically likely to continue.
6.	will be des	sagement - Make sure to have some effective <u>risk management</u> in place. This scribed in your investing/Trading Strategy and will encompass some rules to position size, and the portion of your total investment capital that is at risk, risk management will help to sleep a night.
7.		 Make sure to have an effective <u>Sup Loss</u> approach. This will be covered in anagement portion of your strategy.
8.		chnical analysis - This is essential n order to maximise the efectiveness of exit timing. See more details.
9.		indows approach - if the broad field of technical analysis is a little daunting, if the 4-Vandows approach to get started.
9.		

