

SIMPLE model explained

Description

You need a process for successful investing.

My S.I.M.P.L.E. stock investing process is the process that I use to successfully invest in stocks.

My Stock Market Companion â€“ Stock Investing Course teaches you my S.I.M.P.L.E. process for successful investing.

My process combines knowledge that I gained from years of investing, reading almost every investing book available, The Economist magazine, Investorâ€™s Business Daily, and â€“ VERY SIGNIFICANTLY â€“ what I learned from working at the Aluminum Company of America (ALCOA) during itâ€™s turn-around in the early 1990â€™s.

My process is designed to keep you focused on the essentials, help you quickly discover and quantify what is happening at a company that has captured your attention, and get you to the decision point as to whether the company share price represents a buy, wait, hold, or sell, based on a combination of fundamental and technical analysis.

Hereâ€™s a quick overview of the S.I.M.P.L.E. process that I teach through this valuable course â€“

S = Story (What is / are the key catalyst(s) behind the company of interest?)

I = Institutional Involvement (Is the stock chart showing investor interest = buying or share accumulation? Or is it showing selling or share distribution?)

M = Market (Is the background market favorable for investing at this time? Donâ€™t Fight the Market! The vast majority of stocks move in the direction of the overall market).

P = Person or Product (Is there a particular person or product that makes the story work for this investment?)

L = Leader (Is the company a leader in its industry group or is its product a leader in its market? Have the shares become a leader in the stock market?)

E = Earnings (Are current quarterly earnings and annual earnings growing?)

My course teaches you how to understand the stock market, how to measure and quantify each of the 6 major components of the S.I.M.P.L.E. process, and how to determine the right price and timing for your investment.

Iâ€™ve designed this process (or method) so that it will serve you all your life, throughout the different seasons that often will leave you with precious little time for investing. This tool will help you make quick, purposeful, and focused analysis â€“ to fit into a busy lifestyle.

I am confident that if you learn this process carefully, you will know MORE about global and business finance, the mechanics of individual companies, and the requirements for successful individual stock investing than 95% of the public in America.

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