



# HOW TO INVEST IN THE STOCK MARKET



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01



# INTRODUCTION





## RATIONALE



Since the pandemic, small businesses have risen in numbers. One of the reasons is the higher rates of unemployment. **Poverty** is a global issue that isn't easy to fix. It is evident that Filipinos are striving to save money. Some of us are willing to work multiple jobs just to provide their family's needs. However, only less than 1% of Filipinos are actively investing in stocks according to Manila Bulletin. Little did we know that the stock market is actually a great source of income. The **stock market** is a place where shares of public-listed companies are traded. Companies sell shares to the public to raise their capital. If you buy those shares, that's where you become a shareholder. **Why we didn't know about this if it's an effective way of growing money?** Because there are a lot of misconceptions about it that we believe in, such as "stock market is for the rich and for finance graduates", "investing in stocks is gambling", "stock market is a scam", etc. Filipinos need to have financial literacy and educate themselves to understand thoroughly. **Why should we invest in stocks?** To beat inflation, have freedom and control over our money, and achieve financial freedom.



# OBJECTIVES



TO PROMOTE  
FINANCIAL  
LITERACY



TO INTRODUCE  
THE STOCK  
MARKET



TO PROVIDE  
GUIDANCE TO  
INVESTING



# WHAT YOU NEED



## TIMEFRAME

There are different types of investing based on your personal preference of the time period

## MATERIALS

Money  
Device  
Internet Connection



02

STEPS





# 1. STUDY AND WORK HARD AND SMART

Develop the right mindset, good work ethic, and good habits that you can use in any situations in your life. The most important investment is in yourself. Seek continuous improvement and find ways to be a better person everyday.







## 2. BUILD THE FUNDS YOU NEED

**Debt Freedom Fund** – To be spent on all debts

**Emergency Fund** – Spend at any time of emergency

**Retirement Fund** – To be spent when you retire

**Savings Fund** – To be put on a bank savings account

**Investment Fund** – Money that is fine to lose

**Self-Care Fund** – To reward yourself





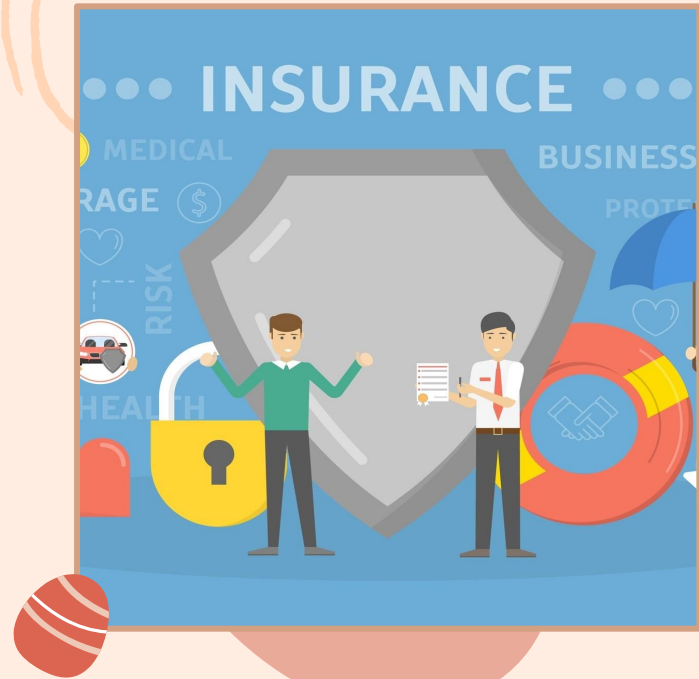
### 3. IMPROVE CASH FLOW

Be responsible with your personal finances. Inflow of cash (income) should be higher than outflow of cash (expenses). It is important to budget, cut down unnecessary expenses, and getting side-hustles to grow your income.



## 4. GET INSURANCE

Prioritize insurance because life insurance is actually more than just medical protection as it is a form of wealth protection. With insurance, your life savings wouldn't be wiped out because of S.A.D events (sickness, accident, death).





## 5. BE A PASSIONATE AND LIFELONG LEARNER

Familiarize yourself how does stock market works and what are the common terminologies used. Read books, watch videos, and attend seminars and courses about it to prepare yourself for financial losses and never-ending process of learning. You can also look for mentors.





## 6. KNOW AND ASSESS YOUR GOALS

You need to look at the opportunities and risks that come with it. Be prepared so you have a low probability to fail and shift strategies along the way. Evaluate your risk appetite and your available time when it comes to investing.



## 7. CREATE A PLAN AND SYSTEM

Have a plan for:

- where to get out
- where and what signs of re-entry
- criteria for selling into strength
- when to sell into weakness
- how to handle sudden catastrophic events





## 8. TRY VIRTUAL TRADING

Virtual trading is investing but using not real money online. In that way, you can practice and experience various situations that you can encounter in real-life investing.





## 9. WHEN YOU ARE READY, CHOOSE A BROKER AND OPEN A BROKERAGE ACCOUNT

To find legit online brokers, go to [pse.com.ph](https://pse.com.ph), go to trading participants, and click online brokers. To open a brokerage account, go to the website of your chosen online broker, find the webpage to open an account, sign up, submit requirements, and wait for approval.





## 10. CHOOSE YOUR STOCKS WISELY

Ask yourself which companies will stay in business in the next decades, get to know the company, check the management stability, check your broker's recommendation, check the chart, validate good earnings, and check the P/E ratio of the companies.





03

TIPS





LEARN BOTH  
TECHNICAL AND  
FUNDAMENTAL  
ANALYSIS



# USE THE CANSLIM METHOD FOR CHOOSING STOCKS

 **MONEY EXCEL**  
ACHIEVING EXCELLENCE FOR MONEY

C A N S L I M

C - Current Earnings increasing quarter over quarter

A - Annual earnings increasing year over year

N - New Product/service/management providing catalyst

S - Supply & Demand supply is less demand is more

L - Leadership position of the company

I - Institutional ownership or interest in the stock

M - Market Trend in Positive direction

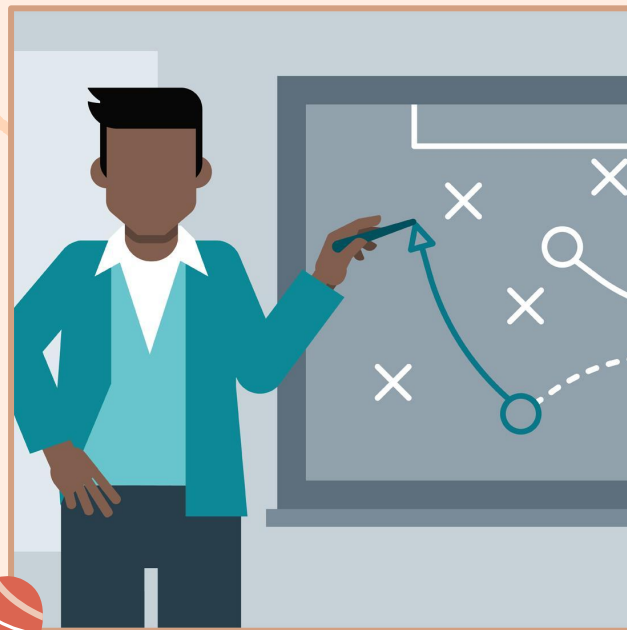


# APPLY RISK MANAGEMENT AND POSITION SIZING





FORMULATE A  
RELIABLE AND  
STABLE STRATEGY  
THAT WORKS FOR  
YOU





STAY UPDATED ON  
NEWS ABOUT  
COMPANIES





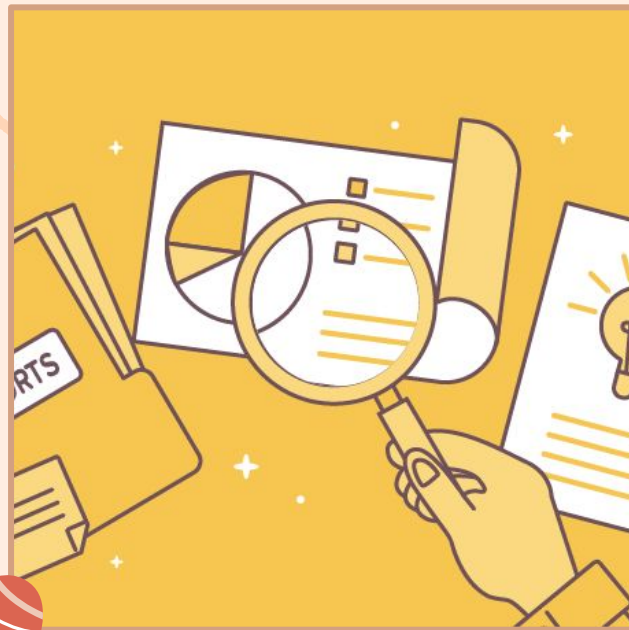
DISCIPLINE YOURSELF  
TO MINIMIZE YOUR  
LOSSES, AVOID GREED,  
AND NOT BE CONSUMED  
BY YOUR EGO





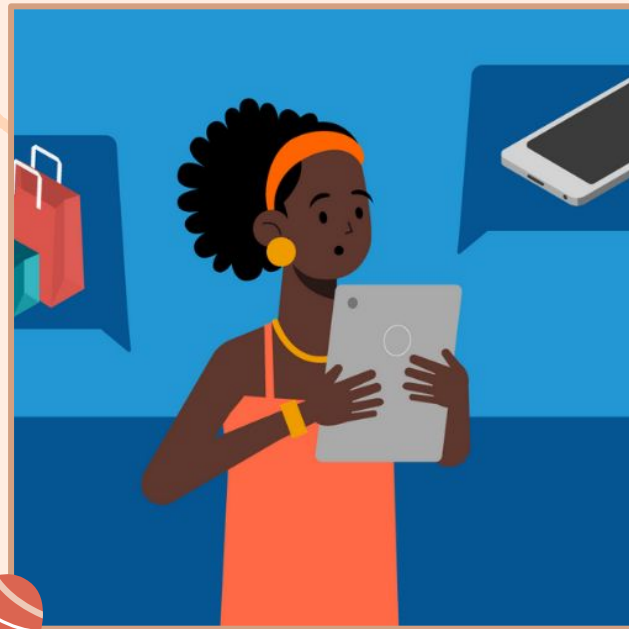


DO NOT RELY ON  
RUMORS, TRUST  
YOUR ANALYSIS





IDENTIFY NEEDS VS  
WANTS TO AVOID  
UNNECESSARY  
SPENDING





LIVE A LIFE OF A  
MINIMALIST, NOT A  
STREET PAUPER





04

# RECOMMENDATIONS





## BOOKS



RICH DAD  
POOR DAD

CASHFLOW  
QUADRANT

BEATING  
THE STREET

THE 4-HOUR  
WORKWEEK

THE 10X  
RULE

THE POWER  
OF HABIT



# WEBSITES



pse.com.ph

investagrams.com

stocksed.com

he





# YOUTUBE CHANNELS



MARVIN  
GERMO

COL  
FINANCIAL  
GROUP, INC

RAYNER TEO

TRADE WITH  
CHI

COL  
PREMIUM

BOH SOCIETY



# APPLICATIONS



PSE EDGE

Investa

BusinessWorld  
Philippines

he







## MOVIES



HIDDEN  
FIGURES

DEAD POETS  
SOCIETY

FORREST  
GUMP

THE WOLF  
OF THE  
WALL STREET

PURSUIITS OF  
HAPPINESS

THE BIG  
SHORT



“Someone is sitting in the shade today because  
someone planted a tree a long time ago.”

— WARREN BUFFET





THANK YOU!

#RoadToFinancialFreedom

