

Trading & Investing Online Course

***Learn to invest the profitable way...
The hands-on, practical 'as long as it takes'
workshop for 'beginners'
Marcus de Maria***

Investment Mastery Ltd Kinetic
Business Centre Theobald Street
Elstree Herts

support@investment-mastery.com
www.investment-mastery.com



Investment Mastery Trading and Investing Online Course Unit 1 of 5



© 2015 - 2022, Property of Investment Mastery. May not be reproduced in any way without written permission

Unit 1

- Introduction to stock market
- Trading and Investing
- The Power of Compounding and 4 ways to speed up the process
- Meet Steve, the worst stock market timer in the world
- Difference between Fundamental and Technical Analysis
- The first strategy – Price Cost Average
- Introducing the PCA Calculator

How does share investing come into this equation?

The 5 pillars of financial wealth

1. Owning property
2. Owning stocks and shares
3. Owning your own business
4. Marketing on the internet
5. Career



Definitions

- What is the Stock Market?
- Why US Stock Market?
- What is a Stock?
- What is an IPO?
- What is the stock price?

Why the stock market

- No staff or customers or boss
- Anyone can do it
- Very low starting capital required
- **Time: Strategies – total flexibility**
- **Location: Internet – total flexibility**
- Minimal training required
- Guaranteed to exist in the future
- No competitors: more the better
- **Recession proof**
- No product/stock holding
- Low overheads, easy admin
- Get paid dividends
- Don't have to borrow money
- No meetings
- Huge profit margin
- No physical labour
- **You are in control at all times**
- Passive income: earn €€ sleeping
- Challenging and fun
- You can teach your children
- Develops an abundance mentality
- **Better you get, more €€ you make**

Why the US market?

- Largest market in the world
- The most liquidity
- The most volatility
- Open when you are at home

There are 5 reasons why we have MORE chances of success than professionals

1. We can invest in any companies ... they can't
2. We can get in & out & in again ... they can't
3. We can be in cash when we want ... they can't
4. We can make money when markets go down ... they can't
5. We can take medium term decision ... they can't

Introducing Einstein's 8th wonder of the world – COMPOUNDING

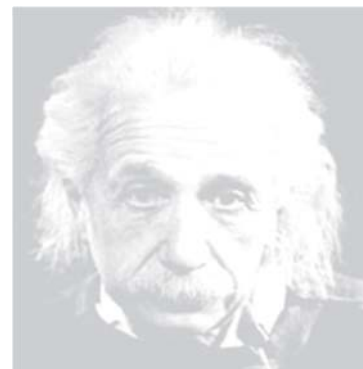
Do you prefer £1 million or a magic penny that doubles every day for 4 weeks?

1	128	16,384	2,097,152
2	256	32,768	4,194,304
4	512	65,536	8,388,608
8	1,024	131,072	16,777,216
16	2,048	262,144	33,554,432
32	4,096	524,288	67,108,864
64	8,192	1,048,576	134,217,728

© 2015 - 2022, Property of Investment Mastery. May not be reproduced in any way without written permission

Another way of looking at it ...

‘exponential’, not linear growth on investments



£10,000 investment growing over a 6-year period at various monthly rates of return

3% a month => £ 84,000

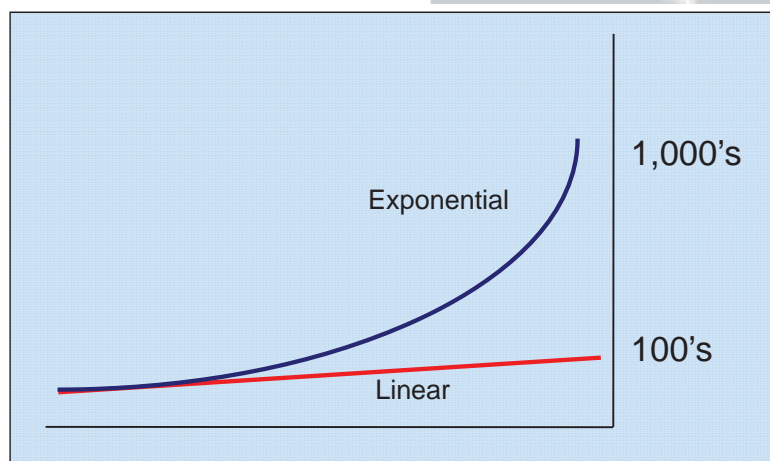
4% a month => £168,423

5% a month => £335,451

6% a month => £663,777

Compare this with an annual 4-5% from the banks

(Demonstration purposes only - taxes & commissions not included)



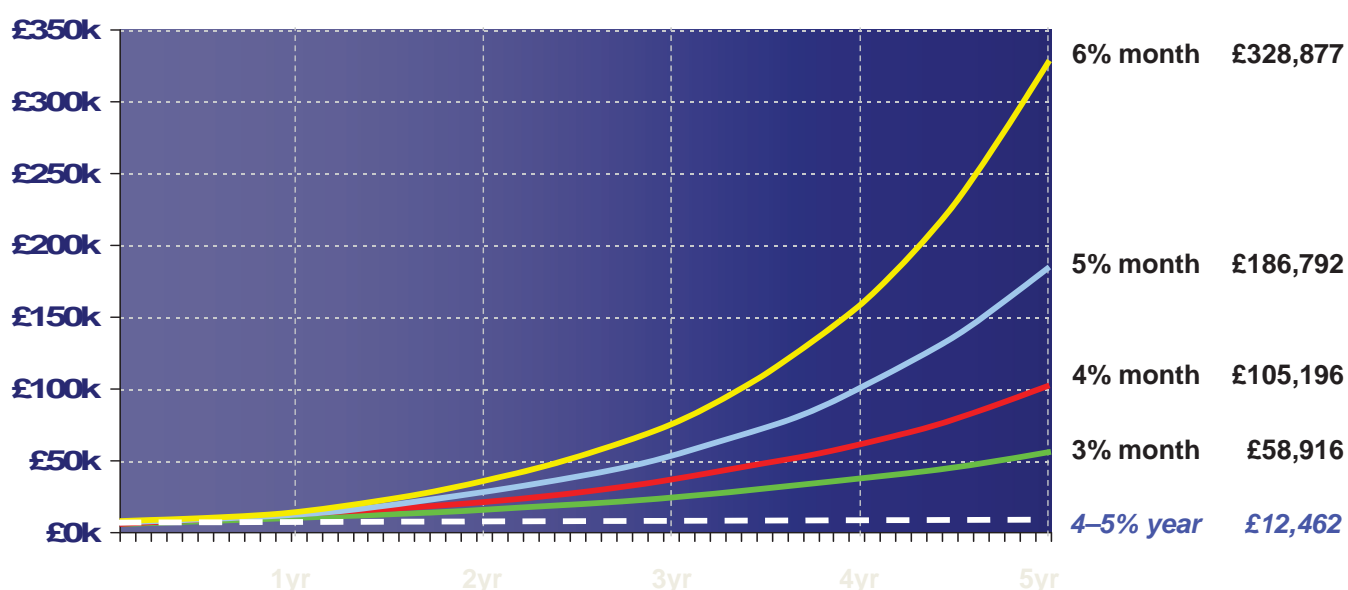
© 2015 - 2022, Property of Investment Mastery. May not be reproduced in any way without written permission

The Formula for Financial Wealth

- Spend less than you earn
- Invest the difference
- Re-invest any profits
- Reach your CNW as soon as possible so you can be financially free!

Compounding scenarios

£10,000 investment growing over a 5-year period ...



Demonstration purposes only – taxes and commissions not included

EXERCISE

Time for you to
PRACTISE

Please go to our website to
access the compounding chart
www.investment-mastery.com/compounding

investment-mastery.com/compounding

i|| INVESTMENT
MASTERY

Home About Us Training Reviews Blog Contact Us GET STARTED

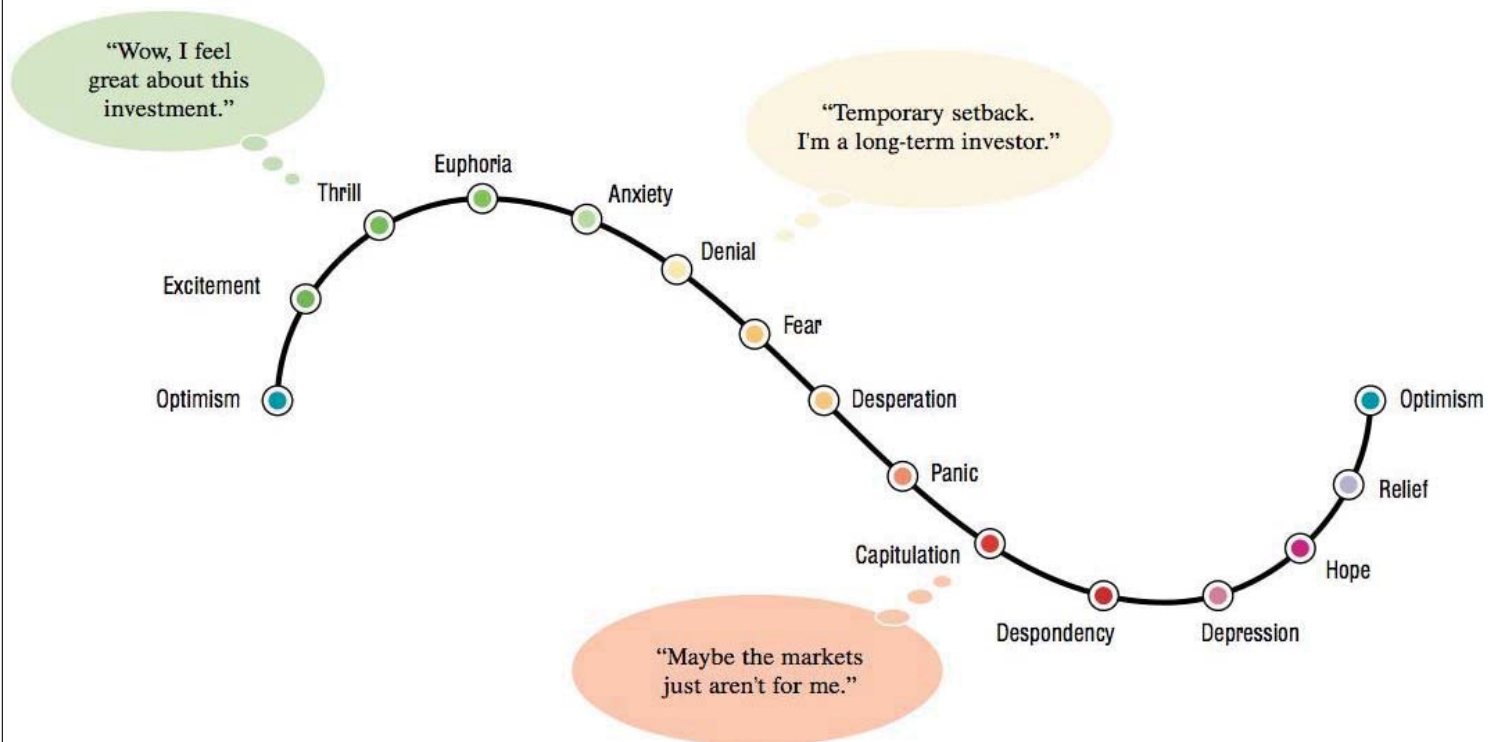
< STEP 3 >

Enter the amount of money you can comfortably add to your trading account per month. We suggest a minimum of £100 per month)

3 / 5

Months	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14
January	£2,060	£14,356	£31,888	£56,884	£92,522	£143,333	£215,778	£319,067	£466,332	£676,297	£975,657	£1,402,472	£2,011,010	£2,878,63
February	£2,222	£14,887	£32,944	£58,690	£95,397	£147,733	£222,351	£328,739	£480,422	£696,686	£1,005,026	£1,444,647	£2,071,440	£2,965,09
March	£2,388	£15,434	£34,033	£60,551	£98,359	£152,265	£229,122	£338,701	£494,934	£717,686	£1,035,277	£1,488,086	£2,133,683	£3,054,15
April	£2,560	£15,997	£35,154	£62,467	£101,410	£156,933	£236,095	£348,962	£509,882	£739,317	£1,066,436	£1,532,829	£2,197,794	£3,145,87
May	£2,737	£16,576	£36,308	£64,441	£104,552	£161,741	£243,278	£359,531	£525,279	£761,596	£1,098,529	£1,578,913	£2,263,827	£3,240,35
June	£2,919	£17,174	£37,498	£66,475	£107,789	£166,693	£250,676	£370,416	£541,137	£784,544	£1,131,584	£1,626,381	£2,331,842	£3,337,66
July	£3,107	£17,789	£38,723	£68,569	£111,122	£171,794	£258,297	£381,629	£557,471	£808,181	£1,165,632	£1,675,272	£2,401,897	£3,437,89
August	£3,300	£18,423	£39,984	£70,726	£114,556	£177,048	£266,146	£393,178	£574,296	£832,526	£1,200,701	£1,725,630	£2,474,054	£3,541,12
September	£3,499	£19,075	£41,284	£72,948	£118,093	£182,459	£274,230	£405,073	£591,624	£857,602	£1,236,822	£1,777,499	£2,548,376	£3,647,46
October	£3,704	£19,748	£42,622	£75,236	£121,736	£188,033	£282,557	£417,325	£609,473	£883,430	£1,274,027	£1,830,924	£2,624,927	£3,756,98
November	£3,915	£20,440	£44,001	£77,593	£125,488	£193,774	£291,133	£429,945	£627,857	£910,033	£1,312,347	£1,885,952	£2,703,775	£3,869,79
December	£4,132	£21,153	£45,421	£80,021	£129,352	£199,687	£299,968	£442,943	£646,793	£937,434	£1,351,818	£1,942,631	£2,784,988	£3,985,98

Psychology of a beginner



EXERCISE

Time for you to

PRACTISE

Imagine you are a hunter ...

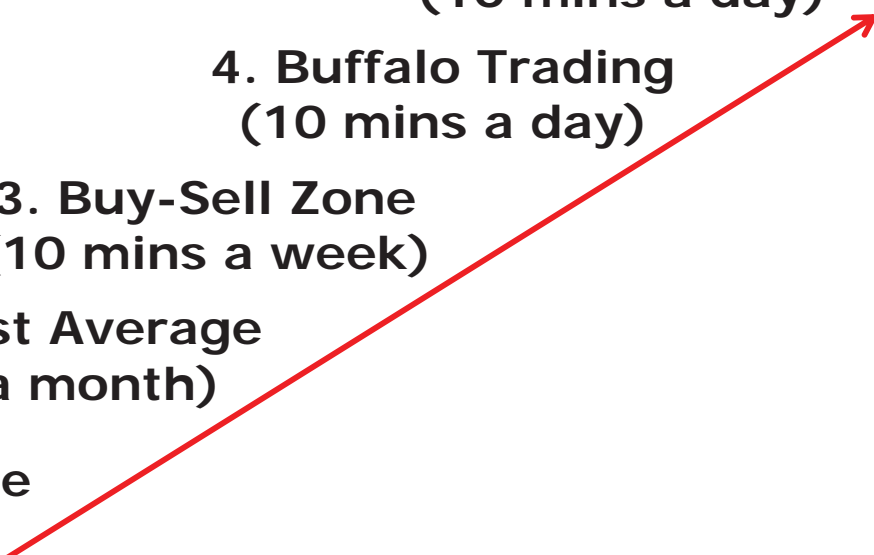
- Close your eyes, you are a deer hunter. You shoot deer and sell it at the deer market. The bullets you are using are gold bullets and are almost expensive as the profit you get for selling the deer. You have to shoot it in the butt to get the best money AND because it is easier to get your bullet out of the fleshy part of its butt.
- In a cabin, with just enough room for your deer rifle
- You have a limited view
- Please raise your right hand if you are going to shoot.
- Suddenly you hear a noise ... do you shoot?
- A zebra comes into view ... do you shoot?
- Something that looks like a deer comes into view ... do you shoot?
- A deer comes into view ... do you shoot?
- A deer comes into view ... it turns its back to you and its butt is right in front of you ... do you shoot?
- STOP! What just happened?

You need strategies

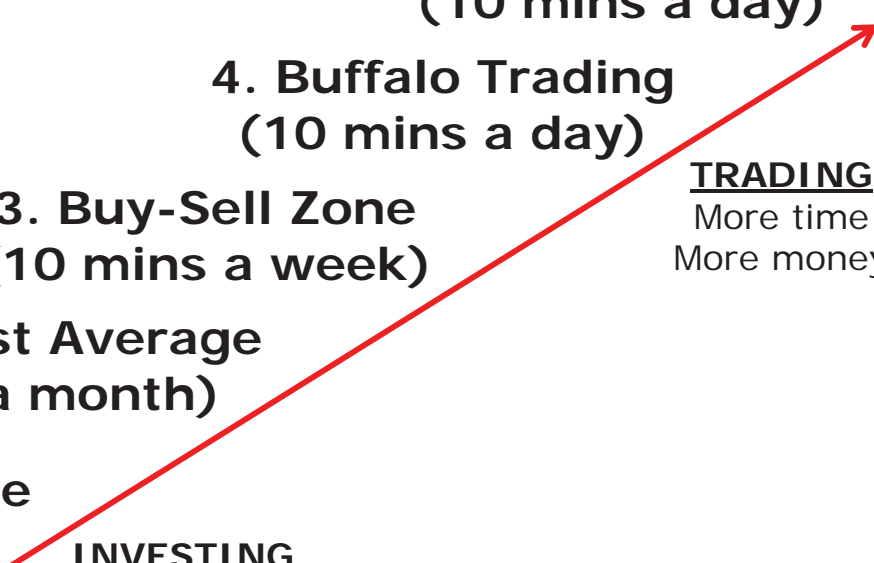
A strategy is made of rules:

- You need to know the rules
- You need to follow the rules
- Rinse and repeat

Our 5 Stock Strategies

- 
1. Price Cost Average
(Fully automated)
 2. Value Cost Average
(10 mins a month)
 3. Buy-Sell Zone
(10 mins a week)
 4. Buffalo Trading
(10 mins a day)
 5. Leveraged Trading
(10 mins a day)

Investing vs Trading

- 
1. Price Cost Average
(Fully automated)
 2. Value Cost Average
(10 mins a month)
 3. Buy-Sell Zone
(10 mins a week)
 4. Buffalo Trading
(10 mins a day)
 5. Leveraged Trading
(10 mins a day)
- INVESTING
Zero time
- TRADING
More time
More money

Key Concepts

- Trading vs Investing
- Short term vs long term
- Tim**ING** the market vs Time **IN** the market

What if You Only Invested at Market Peaks?

- Meet Steve - the world's worst market timer – he always buys at market peaks
- Steve began his career in 1970 at age 22. He was a good saver and planner. His plan was to save £2,000/year during the 1970s and increase it by £2,000 each decade until he could retire by end of 2013 aged 65 (so £4,000/year in 80s, £6,000/year in the 90s then £8,000/year until he retired).
- He saved £2,000 a year and had £6,000 to invest by end of 1972.
- Steve only had the courage to invest in the market after a huge run up.
- So all of his money went into an Index Fund at the end of 1972

Then came the first crash

- The market dropped 50% in 1973-74. Steve had invested at the peak before a crash.
- BUT, once he was invested, he never sold his shares. He held on for dear life because he was too nervous about being wrong on both his sell decisions too
- Steve didn't feel comfortable investing again until August 1987 after another huge bull market. After 15 years of saving he had £46,000 to put in an Index fund

Then came the second crash!

- It was another peak. The market lost 30% right after Steve bought the Index
- Again he stayed invested, terrified of selling at the wrong price
- After the 1987 crash Steve was scared to invest again until the tech stocks lifted off end 1999. He invested £68,000 of savings

And a third!

- Unfortunately for Steve, he invested after a crazy bull run of the late 90s. The technology bubble burst resulting in him losing 50% the money he just invested
- Steve decided to make one more big purchase with his savings before he retired.
- The final investment was made in Oct. 2007. He invested £64,000 he had been saving since 2000.

And another crash!

- Steve's investment was right before another 50%+ crash from the credit blow-up.
- After the financial crisis he continued to save his money (another £40,000) but kept his stock investments in the market until he retired at the end of 2013.
- To recap, Steve was a terrible market timer with his only stock market purchases being made at the market peaks just before extreme losses.
- But he never sold a single share.
- He didn't sell after the bear market of 1973-74 or the Black Monday in 1987 or the technology bubble in 2000 or the financial crisis of 2007-09.

So how did Steve do?

- How do YOU think he did if he bought at the top of every market?
- And then the market crashed. Several times by -50%
- - £50,000? - £100,000? More? Take a guess.
- Steve, the worst market timer in the world, ended up with ...

£1.1 million

... yes ... that's

£1,100,000

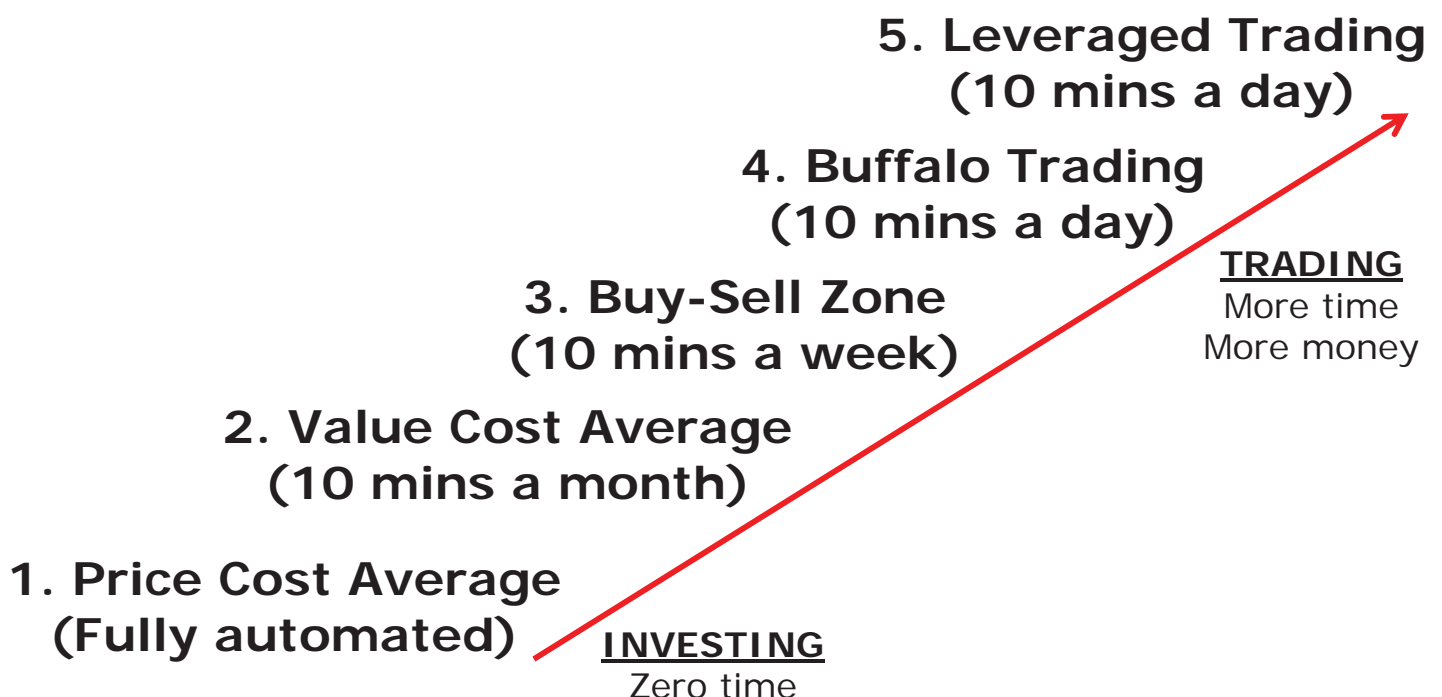
How did Steve manage to become a millionaire despite investing at all time high's?

- Steve was a good saver and planned his savings in advance. He continued saving and even increased the amount he saved over time – a very good idea.
- He compounded his investments by never selling in 40 years
- He was able to persevere despite large losses and sticking with his long-term mindset of saving and investing
- He also had a very simple, low cost investment plan – 1 low cost index fund
- Obviously, this story was for illustrative purposes.
- In general you shouldn't put **100%** into a single market, unless you have an extremely high risk tolerance. A more balanced portfolio in different markets with a sound rebalancing policy would be more sensible.

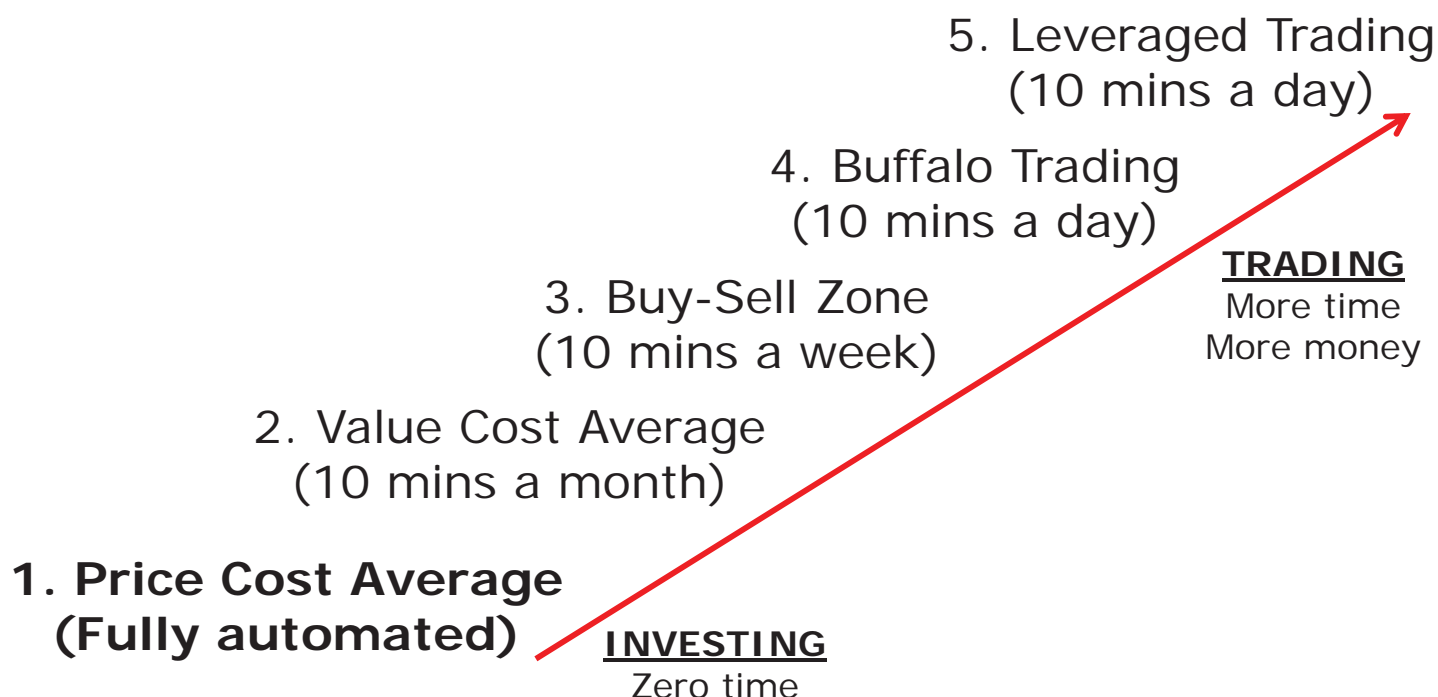
You can do better than Steve ...

- That's if you are the Worse Market timer in the world. Now imagine if you learned how to invest your money properly?
- How would you like to learn to make even more than Steve?!
- With our 5 stocks strategies, starting with PCA

The 5 Stock strategies



Let's start with Investing – Time IN the market: PCA



Fundamental vs Technical Analysis

Fundamental Analysis

- ☐ The HEALTH of the company
- ☐ Tells you WHICH stock to buy
- ☐ Long-term view

Technical Analysis

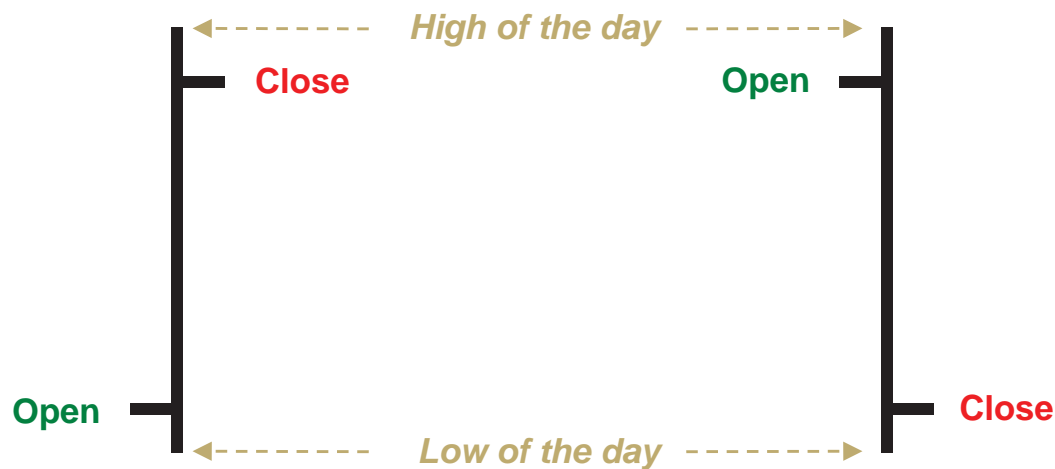
- ☐ The PERCEPTION of the market
- ☐ Tells you WHEN to buy
- ☐ Short-term view

Without looking at technical charts, you could buy at the top of a range!



You need both fundamentals to ensure the stock won't crash AND, technicals TOGETHER to ensure you are buying near the bottom of the range

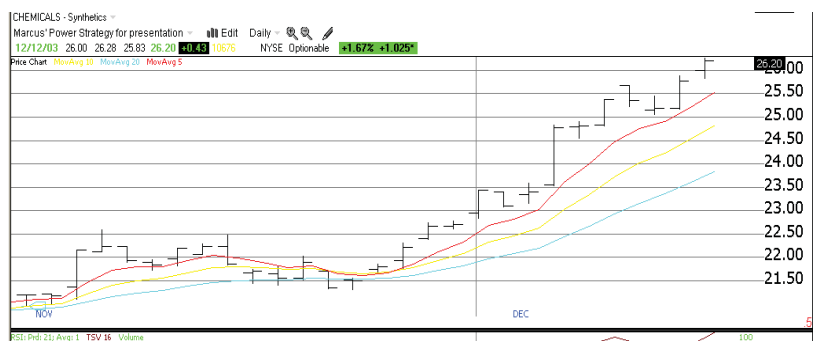
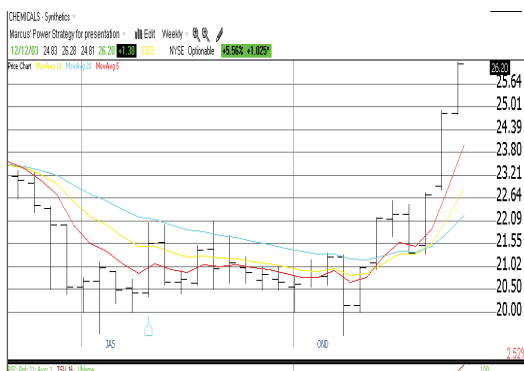
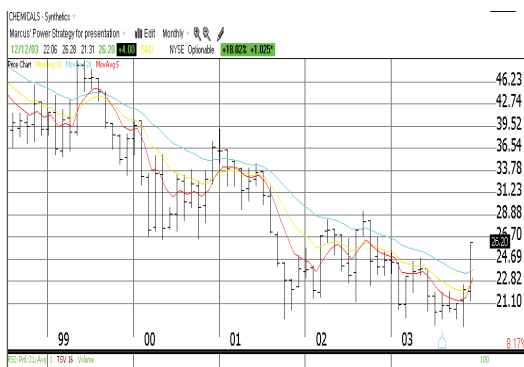
We see the daily price change in the form of a bar



Bulls are in control of this bar
Bull = going up

Bears are in control of this bar
Bear = going down

Many Bars make up chart patterns

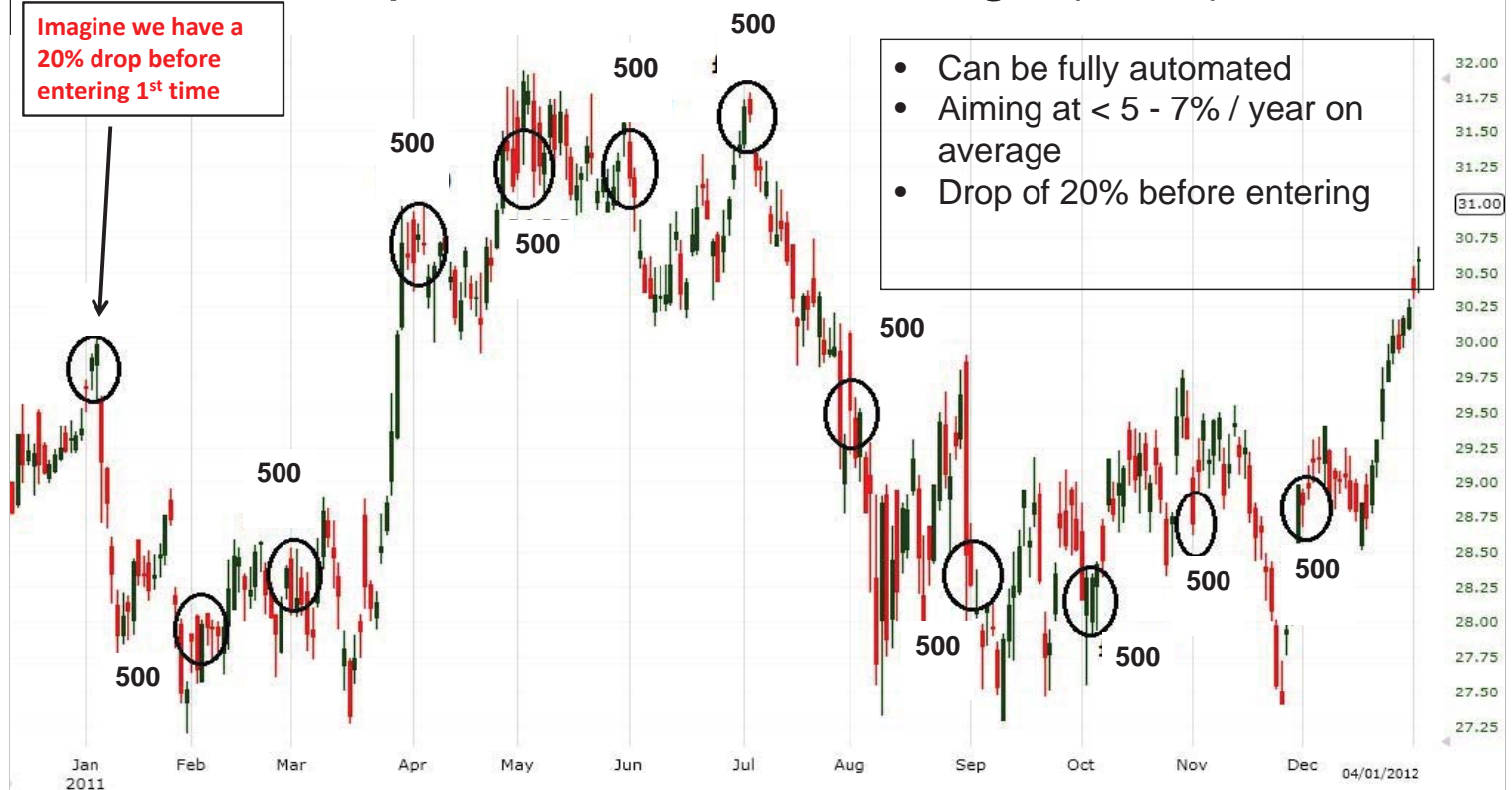


Fundamental vs Technical - NOTES

Price Cost Average (PCA) - NOTES

Concept 1: Price Cost Average (PCA)

Imagine we have a
20% drop before
entering 1st time



© 2015 - 2022, Property of Investment Mastery. May not be reproduced in any way without written permission

37

INVESTMENT
MASTERY

EXERCISE

Time for you to

PRACTISE

INVESTMENT
MASTERY

© 2015 - 2022, Property of Investment Mastery. May not be reproduced in any way without written permission

Download PCA-VCA calculator

Please go to the 'downloads'
section of the online course to
download the PCA-VCA
Calculator

EXERCISE

Time for you to

PRACTISE

Exercise:

Go to

www.tradingview.com

and try out the site