

# Selling Checklist

## Time to Sell or Hold?

Use this checklist to lock in your profits and cut short any losses.

While you can learn more advanced selling techniques later, start with these basic rules. They'll give you a sound game plan for achieving both profits and protection.

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### Offensive Selling: To lock in your profits

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- ☐ Sell *most* stocks if they rise 20%–25% above a proper buy point.  
Exception: If a stock rises *over 20% within just 3 weeks* from a proper buy point, hold the stock for at least 8 weeks.

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### Defensive Selling: To cut short any losses and protect remaining gains

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#### General Market

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- ☐ Take defensive action when *Market Pulse* outlook is “Uptrend under pressure” or “Market in correction.”

#### Your Stock

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- ☐ Always sell if a stock drops 7%–8% below what *you* paid for it. No questions asked!
  - ☐ **Chart Analysis:** Consider selling some or all of your shares if you see these signals:
    - Biggest single-day price decline since start of stock's run on heaviest volume in months
    - Sharp drop below 50-day moving average line on heaviest volume in months
    - Sharp drop—and close—below 10-week moving average line on heavy volume
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From *How to Make Money in Stocks - Getting Started* by Matthew Galgani  
[www.investors.com/GettingStartedBook](http://www.investors.com/GettingStartedBook)