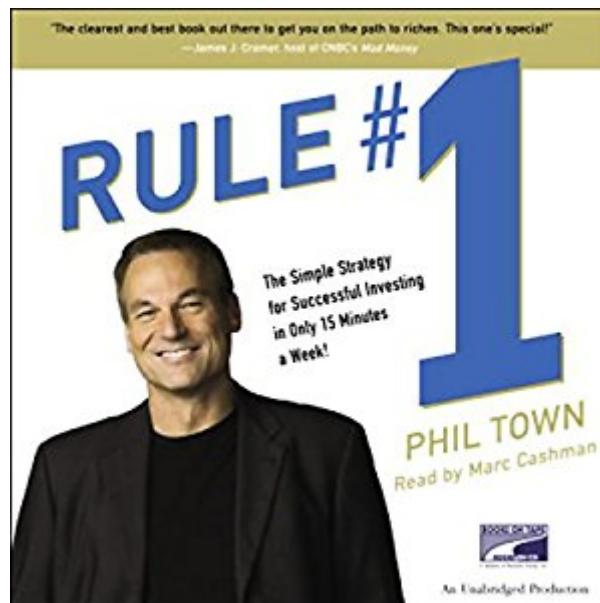




The book was found

# Rule #1: The Simple Strategy For Successful Investing In Only 15 Minutes A Week!



## Synopsis

In this book, self-made millionaire Phil Towns will show you how he turned \$1,000 into \$1 million in only five years, and then proceeded to make many millions more. Before I became “Phil Town, teacher of investing principles to more than 500,000 people a year,” I was a lot like you: someone who viewed individual stock investing as way too hard to do successfully. As a guy who barely made a living as a river guide, I considered the whole process pretty impenetrable, and I was convinced that to do it right you had to make it a full-time job. Me, I was more interested in having full-time fun. So I was tempted to do what you’re probably doing right now: letting some mutual fund manager worry about growing your nest egg. Let me tell you why that decision could one day make you absolutely miserable. The fact is, because of natural market cycles, the mutual fund industry is likely to soon be facing twenty years of flat returns. That means that if you’ve got your nest egg tucked away in funds—especially the type found in most 401ks—your egg won’t get much bigger than it is now. Translation: Get ready for a retirement filled with lots of cold cuts, plenty of quality TV-watching time, and a place to live that’s too small to accommodate your visiting kids. I came to investing as a person who wasn’t great at math, possessed zero extra cash, and wanted a life—not an extra three hours of work to do every day. Fortunately, I was introduced to The Rule. Rule #1, as famed investor Warren Buffett will tell you, is don’t lose money. Through an intriguing process that I’ll clarify in this book, not losing money results in making more money than you ever imagined. What it comes down to is buying shares of companies only when the numbers—and the intangibles—are on your side. If that sounds too good to be true, it’s because the mind-set I’ll be introducing you to leads not to bets but to certainties. Believe me, if there were anything genius-level about this, I’d still be a river guide collecting unemployment much of the year. Part of the secret is thinking of yourself as a business owner rather than a stock investor. Part is taking advantage of today’s new Internet tools, which drastically reduce the “homework factor.” (We’re talking a few minutes, tops.) Part is knowing the only five numbers that really count in valuing a potential investment. And part—maybe the most important part—is using the risk-free Rule #1 approach to consistently pay a mere 50 cents to buy a dollar’s worth of a business. What I won’t waste your time with is fluff: a lot of vague parables reminding you of what you already know and leaving you exactly where you started. This is the real deal, folks: a start-to-finish, one-baby-step-at-a-time approach that will allow you to retire ten years sooner than you planned, with more creature comforts than you ever imagined.

## Book Information

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## Customer Reviews

This book sounds very good, but I need more examples. For example, he had a couple of XYZ stocks calculated. He bought them then say \$30 each. In tens years, the stocks should be higher then \$70. He only showed HOG, and HOG did not even went up to what he expected.

The writer, Phil Town did a great job explaining how to buy and sell stocks to create profits. The information within this book will make a new investor successful in picking great businesses to buy to create personal wealth. The only note to add, is about the section of the book that teaches how to read charts, and references the use of [MSN.COM/INVESTING](#). MSN.COM has downgraded the quality of their charts since the book was written. I suggest going to [YAHOO.COM/FINANCE](#). The charts here are very high quality, and settings you make remain on the site for your future use.

Bruce Cortez

Excellent info for those who have experience in the market, and also for beginners. Read the book, and attended Phil's free workshop in Atlanta...amazing!

I bought this book, it took me awhile to read it and learn how to analyze stocks. I tried to do everything the book said because I know nothing about the stockmarket but I had \$20,000. from an IRA at my old job that I wanted to reinvest on my own. I made a notebook with points to remember and worksheets to make it easier while going through different stocks. I had 2 teenagers at home at

that time plus all their friends so I really focused on them because that's where all my money goes and I figure it's true for all parents. lol. I bought \$20,000 worth of my Rule #1 stocks in October of 2008. As of today 07/19/2012 that \$20,000 is now \$75,532.91. It is now 3 1/2 years later and I have forgotten everything about this book and I am ready to invest again. I have not been too worried about my stocks because I won't buy any stock for 10 minutes that I wouldn't hold for 10 years (book advice) so now I am trying to find a couple of weeks to clear my mind and dive in all over again. Wish me luck! The book made it sound like even a caveman could do it, well, this cavewoman struggled through it so don't think for a minute that you can just sit down and read it like a novel and start trading. It was very hard work, BUT, I am so glad I stuck with it, I did not stray, even though I wanted too very badly. I stuck with the rules and it has paid off for me. I wanted a fall back nest egg and now I have it. I also need to tell you that I don't expect to make as much of a profit this time, it just so happened that one of my stocks was APPLE. I bought 100 shares at \$124.26 per share and they are now \$614.32 (my kids are crazy about that stuff so I checked & it was at a yard sale price according to the system) I bought some other great ones too but that was the big moneymaker.

One of the best books on investing/trading I have ever read. Why don't they teach this stuff in school. You should be learning this stuff when we are kids. It is so basic.

This is a very good book, and Phil Town is great at explaining these concepts. Looking forward to the workshops this June!

I really appreciate Phil Town because his admonition to take charge of our own investments has had a great positive impact on my financial life and that of thousands of people (possibly millions). Rule #1 lays out his personal story and solid approach to stock trading in common sense and understandable prose. For everyone who is frustrated and crushed after watching so-called professional money managers lose half their money while charging fat fees, Mr. Town's insights are a series of liberating "Aha!" moments that will inspire you to take personal responsibility for your financial future. Mr. Town believes that if he can be a successful investor, anyone can. While it's never as easy as it sounds, I have found that his methods can work for the average investor who still has a day job and other responsibilities and who cannot be glued to a ticker tape all day long. In fact, since he wrote the book, on-line information sites have made following Rule #1 far easier and faster - almost ridiculously easy - even for those who are quantitatively challenged! The book's clear instructions and logical methods demystify stock investing and invite readers to take the first steps

of their journey to financial freedom. Today more than ever it is essential to achieve consistent, solid returns on your nest egg while not endangering the egg. It can be the difference between a comfortable life during the last several decades of life and a never-ending struggle to make ends meet in an inflationary economy. I strongly recommend reading more than one book on investing and also taking on-line classes, but Rule #1 provides an excellent foundation.

Finally, I book written for real people interested in such matters. An outstanding, and very clearly written book, Almost a complete how-to-guide to actually proving success. If you are one interested in where your money goes and how to make it work for you, then you should start with this book before you read anything else. Where's the italics for emphasis, and where was this book 20 years ago? Don't lose money, start small, play in 10 yr segments. Cannot put more b/c I'm out of space. Do yourself a favor and read this book asap. Then, read it again. Then, come back and read it slow, and work through the exercises. Read again. Better to invest the time to learn to invest smartly than to get ripped off by pros who are measured by their own standards. Book clearly explains why certain things are the way they are, but that does not mean one has to remain a part of the way things are the way they are.

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