



Rules for Successfully Investing in the Stock Market

1. Don't buy individual stocks.
2. If you're going to ignore rule #1 (not advisable), don't buy stocks in the same industry.
3. If you insist on breaking rules #1 and #2, only put a small amount of money in the positions on both an absolute and relative basis (even rich people shouldn't put too much money in one stock).
4. When the fundamentals of a stock show warning signs, take it seriously. Ask yourself, "Why does this company deserve to trade at 40 times earnings when its competitors trade at 20 times earnings?"
5. Consider the dividend, and whether it's backed up by consistent earnings.
6. Ask if the company can maintain the debt burden that it has to carry.
7. Don't say, "Well, Bill Gates and Jeff Bezos made billions by concentrating their wealth in one stock," since they are outliers. Look instead at the millions of people who made millions by investing in the economy, not individual stocks. Don't forget, past performance is no guarantee of future returns, and speak to a qualified financial advisor before doing any investing.
8. Use tools like index funds, mutual funds, and money managers to handle the vast majority (if not all) of your growth money, and only invest if you can handle the risk of losing money.

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