

RULE #1

The Simple Strategy for Successful Investing in Only 15 Minutes a Week!

PHIL TOWN

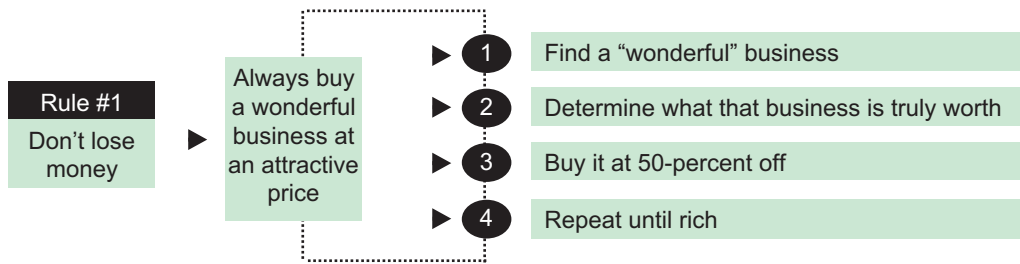
PHIL TOWN is a self-made millionaire and public speaker. He is an active participant in America's largest touring success seminars titled: "Get Motivated". Mr. Town served in Vietnam as a Green Beret for the U.S. Army, and on his return to the United States started working as a river guide in California, Utah, and Idaho. He finished college at his fourth try and then went into investing for a living. He is noted for having borrowed \$1,000 to start investing and ending up with a \$1 million investment portfolio within five years. Mr. Town now speaks to more than 500,000 people each year sharing investment advice.

The Web site for this book is at www.ruleoneinvestor.com.

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MAIN IDEA

Rule #1 of investing, as ascribed to Warren Buffett, is: Don't lose money. To put that rule in more practical terms:



"Some things don't change. Rule #1 is one of those things. It's been the basis of excellent investing for the last hundred years and it will be the basis of excellent investing a hundred years from now. A Rule #1 investor looks at stocks as businesses that have a determinable value, and then waits patiently for market fluctuations to bring her that business at a great price."

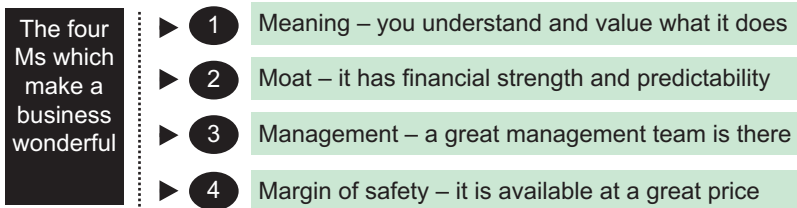
– Phil Town

"It is extraordinary to me that the idea of buying dollar bills for 50 cents takes immediately with people or it doesn't take at all. It's like an inoculation. If it doesn't grab a person right away, I find that you can talk to him for years and show him records and it doesn't make any difference. They just don't seem to be able to grasp the concept, simple as it is."

– Warren Buffett, CEO, Berkshire Hathaway

1. Find a "wonderful" business Pages 2 - 5

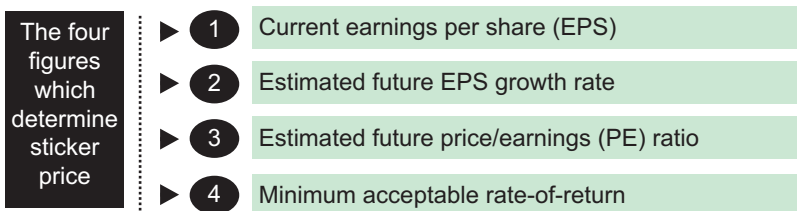
A wonderful business will be one that has four characteristics:



In essence, what you try and do is identify a business you'd like to own completely because you relate to it rather than just looking for a stock which will make you money.

2. Determine what that business is truly worth Pages 5 - 6

The "sticker price" of a business is what it should be selling for if the market gets it right. To arrive at an accurate sticker price for a business which meets the four Ms criteria, all you need to know are four figures:



3. Buy it at 50-percent off Page 7

Once you know the true sticker price of a company, you can then sit back and watch what the prevailing market price for that company is with interest. When the market price falls below 50-percent of the company's true value, you should buy with confidence. Sooner or later, the market will correct itself and present you with a great choice:

1. Should you sell now and double your money?
2. Should you hold on to your stock and make even more money in the future?

4. Repeat until rich Page 8

Once you get into the flow of making Rule #1 investments, all that will be required to maintain your system is about 15-minutes a week. There are a number of tools readily available via the Internet that will simplify managing your investments for you. Take full advantage of these tools.

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