



# PERSONALIZED INVESTMENT PLANNING INC.

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## **6 BASIC & SIMPLE INVESTMENT RULES**

- 1. NEVER FUND A LONG TERM PROJECT WITH SHORT TERM MONEY***
- 2. IF YOU'RE READING ABOUT IT, IT'S TOO LATE – IT'S ALREADY HAPPENED AND IT'S PROBABLY OVER***
- 3. THOSE WHO FAIL TO LEARN FROM HISTORY ARE DOOMED TO REPEAT IT, HENCE AN UNDERSTANDING OF LONG TERM TRENDS CAN BE A VALUABLE ASSET***
- 4. THE ONLY TIME THAT THE LAW OF SUPPLY AND DEMAND WILL CHANGE IS WHEN THE LAW OF GRAVITY CHANGES***
- 5. BE FEARFUL WHEN OTHERS ARE GREEDY, BE GREEDY WHEN OTHERS ARE FEARFUL***
- 6. IF YOU'RE NOT PREPARED TO OWN A STOCK FOR TEN YEARS DON'T EVEN THINK ABOUT OWNING IT FOR TEN MINUTES***