

Do it Yourself Investing

Do you have aspirations to become a full time investor?

ISACO
LET'S BUILD WEALTH TOGETHER.

Do you aspirations to become a full time investor?

If you are an individual who believes that you have the talent, time and energy it takes to beat the stock market, this route could be for you.

You may be a person who has sworn to “never pay for advice” and instead you’d rather save your cash and put in the hours yourself.

If this is you, ideally you’ll feel confident with:

- Being able to find high quality investment funds.
- Accurately reading the *trend* of the market.
- Being able to beat the Nasdaq Composite over the long-term.
- Getting greater than average tax-free returns over the long-term.

We applaud you for opting for this route because it takes courage. However it is ISACO’s responsibility to let people know that those who traverse this route need to fully understand what they are going up against.

Warren Buffett, regarded as one of the world’s greatest stock market investors, sends this word of caution: “*The market, like the Lord, helps those who help themselves. But, unlike the Lord, the market does not forgive those who know not what they do.*”

Your goal should be to beat the stock market. A person who decides to take on that goal and do it themselves would have to put in the hours needed to succeed.

When investing in the market, you are investing against professionals. Imagine a person who has not played rugby before going head to head with professional rugby players. What would happen? Somebody is going to get hurt, right?

If you are thinking of taking the solo route, we suggest you first become very good at reading the trend of the market and then start learning how to find top performing investment funds.

To give you an idea, it takes a person around 10,000 hours to master the stock market.

And so before you embark on your quest to become a full time investor, ask yourself: Do you have the talent, time and energy it takes to become an investor capable of beating the stock market. If yes, you will not need help.

ISACO’s chief investment strategist wrote a bestselling book called ‘Liquid Millionaire’ and in Chapter 9, you get a complete outline of the steps he took to mastering his craft. It may prove useful to you on your journey.

Good Luck!

Thank you for your time.

Yours sincerely,



Paul Sutherland
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