

# How to Invest Like the Wealthy



## What's the plan?

The very first step for wealthy investors is to define their long-term goals. Is it retirement in 40 plus years? European travel vacation in 3 - 5 years? Saving for an 8-year old child's post-secondary education? The date you expect you will need your funds will drive the choices you make for your investments.



## Get real with your risk profile

You are on a TV game show, and you have won \$20,000. You have the opportunity to walk away with it or keep playing for a 1 in 10 chance to win \$100,000. The choice you would make and how you would live with any feelings of regret is a critical factor in determining your risk/reward profile. Wealthy investors know their risk profile.



## How many lipsticks do you have? Exactly.

This analogy is not for those of you that have only one lipstick—LOL. Just like you want to have tons of colours (including satins and mattes) you want to spread your risk across several investments and different asset classes. Wealthy investors strive to have balance and not be overexposed to any one investment.



## Enough with the drama

Wealthy investors do not get emotional about investing. If they want drama, they take an acting class. You want to ignore short-term predictions, market swings (yes, even crashes—especially crashes!) and stay the course. If you stick to the plan, over time you will see consistent and steady growth. Like the wealthy.



## If you can't explain it to your 5 year old...

Do not, I repeat, do not consider an investment that you don't understand. Principal protected notes, segregated funds, ugh. It's all just high fees and more high fees. Simple investments plus time and compounding is all you need to build and maintain a successful investment portfolio. Promise. Wealthy investors know exactly how much they pay in fees each year.



This document is a first download from my **FREE 30-day course, Investing Bootcamp**. Watch for the first lesson in your inbox within 24 hours.