

# 10 Keys to Successful Investing... The Perfect List

*by Paul D. Shirer, President, Perfect Timing Financial*

1. **Start** by selecting a qualified independent financial planner, preferably a referral from a trusted source.
2. **Research** professional investment managers, monitor their investment styles and learn about their personalities, with your planner's guidance.
3. **Select** planners and managers who have a vested interest in your investments and how they perform.
4. **Invest** in concentrated portfolios with limited holdings.
5. **Focus** on businesses with strong cash flow and a consistent record of profitability.
6. **Understand** and diversify what your money is being exposed to.
7. **Avoid** making decisions based on an investments past performance.
8. **Consider** carefully what commentators say who are compensated by media readership or by the size of their audience.
9. **Concentrate** on what's best for you and your family, not others. You are a unique individual, so invest that way.
10. **Review** this list before making an investment decision.

"Success is the natural consequence of consistently applying basic fundamentals."

**JIM ROHN**



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