LTG GoldRock

HOW TO
BUY GREAT SHARES
AT THE RIGHT PRICE.

A success blueprint for all sharemarket investors.

Learn
Trading & Strategy

Platform
Filters 1000's of stocks

Support
Team & Community

“The credit belongs to the man who is actually in the arena...who, at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold timid souls who neither knew victory nor defeat.”

Theodore Roosevelt, in a speech at the Sorbonne, 1910

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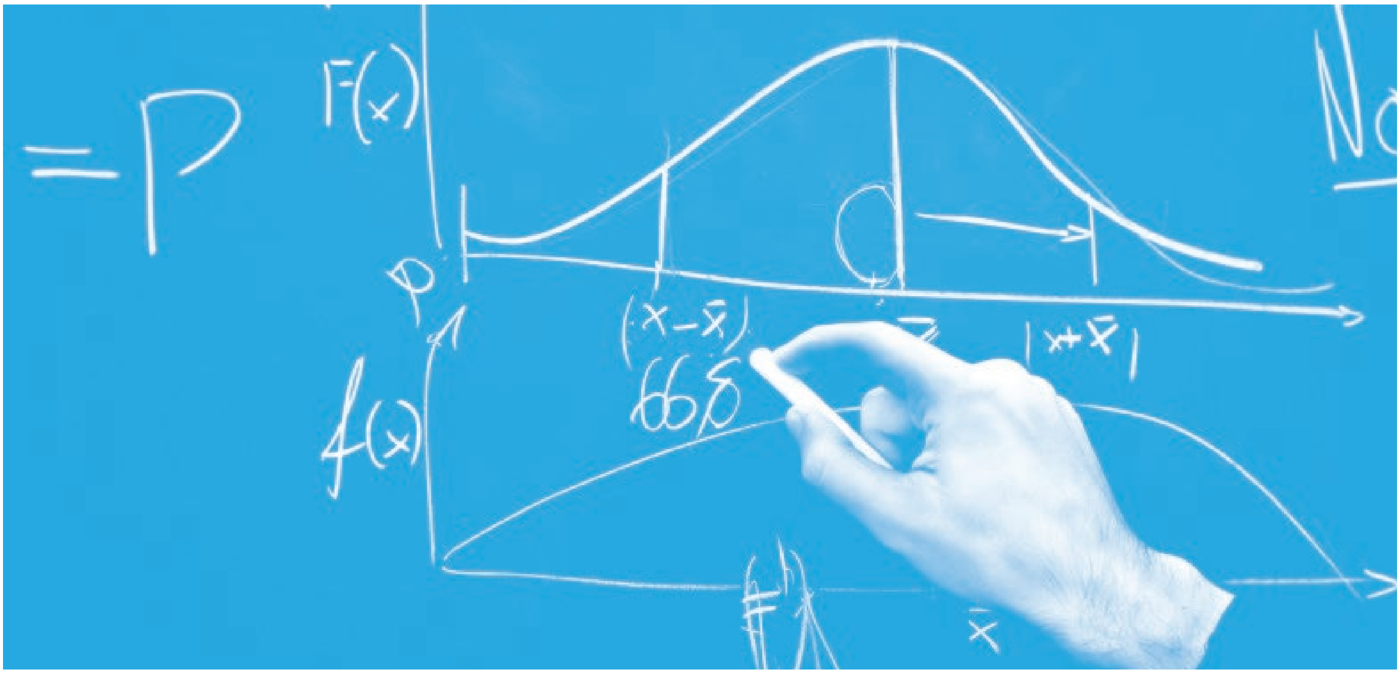
Chapter 1

The success formula used by the richest sharemarket investor.

There are three big questions every investor faces when it comes to buying and selling shares? What should I buy? When should I buy? And when should I sell? The same questions are faced whether you are a newbie or an experienced professional. The good news is there is a simple success blueprint that if followed consistently will ensure you are likely buying the right shares at the right price. This success blueprint will give you an edge over time and an opportunity for long-term profits. Of course, not every share purchase is going to be a sure-fire winner and we will discuss in an upcoming chapter about the critical law of probability that must be applied to any share purchase.



It is important to understand that there is no holy grail share purchasing system and there is certainly never a perfect time to buy and there is never a perfect time to sell. But there are 5 simple steps that if applied consistently will give you the opportunity to earn meaningful profits over time. In this blueprint guide, we are going to keep things simple and focus on what you need to know and nothing more. New and even experienced investors will often procrastinate over purchasing shares in a company because they want to try and validate their decision by studying more. They apply numerous indicators to their charts and in many cases talk themselves out of buying the shares rather than simply making the trade. They are trying to pick only winners rather than just buying the shares when the system says “buy”. They do this because they have a fear of loss but in reality, they are procrastinating because they don’t have a clear, calm and decisive approach to their decision making and they doubt their own ability to make a good decision. This blueprint guide will help you avoid these basic mistakes and put you on a course to success.

The world’s greatest investor Warren Buffet has a set of simple rules he follows before buying shares in a company. Much of what you will learn in this guide draws inspiration from the strategies used by the world’s greatest investors. Following is Warren Buffet’s simple criteria for buying shares and at the conclusion of this book, I am going to introduce you to a simple and effective way to shortlist shares that meet very similar criteria. You will need to do some final checks and balances before buying the shares and I will show you how to do that, but the exciting things are there is a program that can shortlist great shares to buy at the right price.

Buffet's success formula.

1. Buy great companies that people love and will stand the test of time. Buffet owns shares in companies such as Coca-Cola, American Express, Apple, Bank of America, Kraft, Goldman Sachs, General Motors, Costco and many more household names. In many cases, these companies have been around for 30, 40 and 50 years. He doesn't touch penny dreadful shares.

2. He buys companies that have great people running them, who are experienced and have a track record of success over a long period of time. He wants to invest in success and success doesn't happen overnight and therefore Buffet doesn't invest in start-ups, he invests in established companies with experienced managers.

3. He buys companies with a superior differentiated advantage. An example of this is Coca-Cola. How many times have people tried to copy Coke and launch a rival Cola drink? Coke is still #1 and will always be #1 no matter how many Pepsi's or Virgin Cola's come and go. In recent years, Buffet has bought Apple shares because of its superior differentiated advantage in the computer and smartphone business. It took him more than 20 years to decide to invest in Apple. He buys quality companies run by quality people and his probability of success increases substantially.

4. He buys shares in quality companies when they are cheap. From time to time all great companies go through periods when they are out of favour with the market. A great company's share price often goes down when a share market correction occurs. A share market correction is something that happens every few years and some corrections are deeper than others. This provides an outstanding opportunity to buy shares in those quality companies at a cheaper price and when the market does recover the share price often rises first and very quickly. Take for example the global financial crisis in 2008. The world was in a financial crisis but was this financial crisis likely going to impact how many cans of Coke people drank in the next 20 years? Of course not, but the share price of Coke just like companies such as General Motors and Kraft fell sharply in 2008 and 2009 as the global financial crisis spread around the world. The share prices of quality companies, run by experienced managers with products with superior differentiated advantages recovered the quickest and provided the best profit-making opportunities. Investors who bought shares in those quality companies when the market was fearful and in correction mode profited handsomely when the share market recovered. The same profit-making formula in the share market has been working very successfully for more than 100 years.

The great thing is you don't need to be right about every investment that you make. You only need to be right about a few companies to make great returns. You will have losing investments no matter how much research you apply but if you have the right share market analysis tools at your disposal you'll be able to limit your downside risk and maximise your winners and make meaningful profits.

Buying Low or Buying High. When is the right time?

It's a question that is debated amongst investors the world over. When is the right time to buy the share that you have selected as "the one"? Should you wait for it to reach a potential low or should you wait for it to break to a new high? It makes sense that if you are choosing quality companies that you wait for the share to be cheap so you get a great share at a cheap price. But what is cheap? How low do you want the price to go and how long will you have to wait before you deem it to be cheap enough to buy? What happens if the company's share price just continues to rise and rise over the next 12 months and never pulls back to offer a cheap price. You could end up watching a great company's share price continue to rise and you never invest and miss a great profit-making opportunity.

The answer to the question, when is the right time to buy is this… There is never a perfect time to buy a share but there are techniques you can use that will ensure you don't miss buying great shares at a cheap price and there are also techniques you can use that will ensure you buy the same quality companies when they are trending higher and breaking to new highs in price.

Before I explain more about these two basic techniques let me remind you that it makes no sense as a new investor to begin your journey in the share market attempting to buy penny-dreadful shares that you think are cheap and then "hope" that you will hit the jackpot and the share price will shoot to the moon. What will provide you with a higher probability of success, with less risk, less emotion, and a higher probable upside is buying quality blue-chip shares and build a solid foundation of knowledge and success in the share market before attempting to buy ugly shares that are cheap, have a low probability of success and are out of favour with the market. Please also remember that quality shares also usually pay a dividend, meaning that once a year you will receive a return on your investment (think of it like interest), which can be a bonus on top of the share price rising.

Option #1. Buying quality shares at low prices. The ideal scenario.
Buying shares in a quality company when the share price is cheap is obviously the ideal scenario and provides the best potential for a bigger upside. Let's discuss this option first and then we will discuss buying quality shares when they are breaking to new highs.

So, what's the first step? Buy the newspaper? Look up the local share index market on the internet and try and filter shares into blue chips only? This is old school analysis and is likely going to take you hours and hours of homework to come up with a list of local or international shares that meet the criteria of "blue chip." Technology today gives us far more effective and efficient ways to filter shares that fits your criteria. If you are serious about making money in the share market you are going to need to invest in a share market program that can filter shares to the criteria you choose. A program that is built using the right technical and volume parameters to tell you when investment banks, hedge funds, and fund managers are likely buying the share you want to buy. Later in this book, I will introduce you to a program called LTG Goldrock that can do exactly the work and analysis I speak about in this book.
But for now, let's assume you do have access to a share picking program.

The first step in buying a quality company that is cheap is being able to identify when the share is cheap. The best way to do this is to use a technical analysis chart. Following are examples of 6 blue-chip shares that have clearly reached previous lows in price and then risen sharply and the following are 3 simple rules to apply when you see this happen.

1. Identify an obvious low in price the share has been to previously. Don't worry about trying to understand why the share is cheap, there will be a reason, however, the technique you are about to learn will give you a good probability of success by simply piggybacking the experience and knowledge of investment banks and hedge funds. You are about to learn how to let them take the initial risk and then you follow.

2. Do not attempt to buy the share at the low in price. This is akin to catching a falling knife and if you try and buy the share at a low in price there is every chance the share may make a new low before moving back higher. Be patient and wait.

3. What triggers your buy order is a sudden and sharp rise in the volume of buyers buying the share. This is clearly evident in the 6 examples shown below. Price has fallen to a previous low and then a large volume of buyers has bought the share and the share price has risen again. I have marked on the chart where you could have bought the share and made a great profit.

By using this simple 3 step technique you are going to give yourself a significantly higher probability of success. You are buying blue chip shares (great companies) coming off a low in price. You are only buying the share when you see a significant number of shares being bought. Usually, these shares are being purchased by investment banks and hedge funds that are often referred to as "market movers", "the big money" the very investors that will move prices in big trends and the very investors that you want to piggyback.

Option #2. Buying quality shares that are breaking to new highs in price.

Many investors avoid buying shares that are breaking to new highs because they think the share is too expensive. Their thought process is that they will wait for the share to pull back in price and then buy it. But as I mentioned earlier there are plenty of examples where quality shares have risen to new highs and just kept going and going and never pulled back to a previous low to consider a lower price entry. They are left stranded at the station as the train continues to roll down the track. Learning to buy quality shares at a new high in price should be part of your knowledge base as an investor. There is a valid reason why a share is rising to a new high. More investors are buying the share, there is a good news story somewhere and a valid reason why the share is becoming more popular.

On this occasion, rather than identifying a share that has reached a low in price, we are simply looking for the opposite. We are looking for great companies breaking to new highs in price. Just like the first example, the best way to do this is to use a technical analysis chart. Following are examples of 6 blue-chip shares that have clearly broken to new highs in price and then continued to rise. Apply the following 3 simple rules when you have identified a quality share breaking to a new high and you are again on the path to success.

1. Identify an obvious new high in price the share has reach. Don't worry yourself about trying to understand why the share has broken to a new high, just like when the share was at a low there will be a reason why the share is at a new high. Again, you are simply looking to piggyback the experience and knowledge of investment banks and hedge funds. You are once again about to learn how to let them take the initial risk and then you follow.

2. My preference is that you don't buy the share the moment it has broken to a new high. Be patient and wait. You want to make sure the new high is real! You want to make sure the new high is backed by the same thing your new low is backed up with as in the previous example. Volume!

3. What triggers your buy order is a sudden and sharp rise in the volume of buyers buying the share. If this comes in the first new break of the high, then fine, you can go ahead and buy the share. This is clearly evident in the 6 examples shown below. Price has broken to a new high and then a large volume of buyers has bought the share and the share price has continued to rise. I have marked on the chart where you could have bought the share.

Whether you are looking to buy shares at a low or buying at a new high. Keep the process simple. Buy quality companies, use a share picking program that can filter the shares you want to look for and be patient and extremely disciplined in your approach. In an upcoming chapter, I will share with you how to approach your share investments using what I call the numbers game. It keeps you disciplined which is a huge part of successful sharemarket investing.

Risk management and looking after the worst-case scenario. Losing your money!

So, you have bought shares in a great company at a previous low or new high in price. You've been clear, calm and decisive in your approach and you've given yourself the best opportunity to make meaningful profits. But profit is not guaranteed on any investment and there must be a risk management plan that is applied to every share purchase. This risk management approach must be something that is pre-planned and applied to every purchase in the share market. Managing the downside is the most important part of investing but it is mostly ignored by new investors because they are more focused on what they can make rather than where will they exit if the share price falls in value.

You have probably not thought about investing or trading as a game of numbers, in fact, most new investors who are skeptical about investing like to use words like betting or gambling. Gambling is when you have the odds against you, which you certainly do not when it comes to using the strategies you are learning in this book. So, are you betting when you are investing? Yes, of course you are! But betting on a share price going up in value is not gambling. Gambling is when you walk into a Casino and have the odds against you on every game and machine and you are attempting to beat the odds. Investing in the share market is not gambling but if someone wants to call it betting, then fine, we are betting.

What you are about to learn is an approach to investing that is based on a game of numbers over a series of investments and provided you apply a consistent and disciplined approach to the strategy you will give yourself an outstanding opportunity for success.

A question we often get asked is this one. To make meaningful profits how often do I need to be right? Is it 80% of the time, 70%, 60%? What's the number I need to hit and what system will give me success? The fact is it doesn't matter how often you are right or wrong. What matters is how much you make when you are right and how little you lose when you are wrong. You can be right just 30% of the time (3 times out of 10) and still make great money provided the 3 winning investments when you sell them add up to more than your 7 losing investments when you sell those. It's a game of numbers of a series of investments. You cannot pick winners. What you must do is apply a consistent approach to your risk and reward on every share purchase, over a series of purchases and provided you do, you will limit your downside and maximise your upside.

This book is not designed to teach you where to put your profit target or loss target when you purchase shares, the share market trading program you have invested in should have a dedicated section teaching you these strategies. What this book will teach you is how to understand how you must behave over a series of investments to make meaningful profits by applying the "numbers game" principle.

In the following example, I am going to assume you buy $5000 worth of shares in 10 separate companies. Your total investment is $50,000. You could buy all the shares in one day or you could gradually buy each $5000 worth of shares over a month or more. The $5000 is just a number, it could be $500 or $50,000 if you prefer. It doesn't matter when or for how long you hold the shares and it doesn't matter the names of the companies you invest in. What matters is you buy into the "numbers game" of investing using the principles from within this book and manage your risk and reward appropriately on every share purchase.

Rule #1.

If you want to make meaningful profits then you need to limit your downside risk whenever you purchase shares in a company. In this example, we are not going to risk any more than 10% of the $5000 we have invested in each company. That means you are only going to risk $500 on each company you are investing in which is a total of $5000 at risk over 10 investments. The total investment is $50,000 and the total risk is $5000. Once again it is important that your share trading program teaches you how to set a stop loss order to limit the downside risk (in this example 10% / $500 per company) so you can sell the shares if the stop loss order is triggered. 10% is not a hard and fast rule, it could be 15% or 5%. What is important is the numbers game.

Provided you are buying great companies using the techniques you are learning within this book you will give yourself every opportunity to make nice profits on most (not all) of the investments you have made. So, the question is this. If you are risking 10% on each investment what should you be looking to make on each investment as a minimum to ensure you play the numbers game correctly. More than 10% is the obvious answer. You cannot make meaningful profits in the share market risking 10% on an investment to only make 10%. You must win big and lose small over a series of investments.

Following are some compelling numbers.

You risk 10% on each investment you make.
You make a total of 10 investments. $5000 in each investment.
You win and sell for profit 6 times out of 10. 60% of the time you make money.
You lose and sell for loss 4 times out of 10. 40% of the time you lose money.
You are correct on your investments 60% of the time. You are wrong 40% of the time.
Following is an example of what your total return on investment would be using different risk and reward percentages after all of your 10 investments are sold for either profit or loss.

Example #1

You risk 10% of $5000 ($500) on each investment and lost 4 times totaling $2000 of losses. You made 10% on each winning investment ($500) and won 6 times totaling $3000.
Your total return on investment = $1000 ($3000 - $2000).

Example #2

You again risked 10% of $5000 ($500) on each investment and lost 4 times totaling $2000 of losses. You made 20% on each winning investment ($1000) and won 6 times totaling $6000.
Your total return on investment = $4000 ($6000 - $2000).

You risked 10% of $5000 ($500) on each investment and lost 4 times totaling $2000 of losses. You made 30% on each winning investment ($1500) and won 6 times totaling $9000.
Your total return on investment = $7000 ($9000 - $2000).

You risked 10% of $5000 ($500) on each investment and lost 4 times totaling $2000 of losses. You made 40% on each winning investment ($2000) and won 6 times totaling $12000.
Your total return on investment = $10,000 ($12000 - $2000).

You risked 10% of $5000 ($500) on each investment and lost 4 times totaling $2000 of losses. You made 50% on each winning investment ($2500) and won 6 times totaling $15,000.
Your total return on investment = $13,000 ($15000 - $2000).

The above risk and reward scenarios are conservative and assume you never have a really big win! Your total worst-case scenario is you lose 10% of your capital. There will be opportunities where you will be presented with a larger profit opportunity than just 40% on a single investment but your downside risk, the most important part of investing is not more than 10% on each investment.

Win big, lose small!

Investing, discipline and managing your emotions.

If trading is so straightforward and this guide is a blueprint for success why isn't everyone investing, trading and making great money? Why do so many people still continue to fail? The answer is not as obvious as you may think but it is simple. It's due to random outcomes. A few times in this guide I have referenced the fact that you cannot pick individual winners. No sharemarket investing system can guarantee winners every time and therefore when we buy shares in a company we have a probability of success, not a certainty. Certainties don't exist in the sharemarket but solid probabilities do when you use the strategies within this guide and they are applied over a series of investments over time. When most investors begin their sharemarket journey they have extremely high expectations and this is heightened by the fact that sharemarket investing is all about making money. They forget or are not exposed to the real facts about what will see them either succeed or fail. Your success won't be a result of the trading system you invest in, your success will be determined by how disciplined you are and how you manage your emotions once you are invested. Will you follow the system correctly or will you self-sabotage the system and think you know better?

Unless you have previously invested in the sharemarket and had to make the buy and sell decisions with real money you probably won't appreciate the importance of discipline and managing your emotions. The focus for new investors is generally the trading system and whilst this is important it is not as important as risk management and discipline. I have seen great trading systems completely destroyed by a new investor who applies poor risk management and discipline and it all comes down to not grasping the law of probability that works across a series of trades.

I'll give you a quick example. You make an investment in company A and a few days later you also invest in company B. Your first investment in company A is going along nicely and beginning to show some profit after a month. But company B's share price is falling and is half the way to your loss target where you will exit the trade for a loss. You are concerned that company B is a dud investment and you should have invested more in company A. So, you decide to sell the shares you have in company B for a loss and due to the fact company A's shares are in profit you invest the cash you have from your loss on company B into company A. You now have all your eggs in one basket but for now you are comfortable because your investment is in profit. Two weeks later company A has a poor quarterly company earnings report and your shares begin to lose value quickly. The small profit you were sitting on is now in the negative and you are stressing that company A is also a dud investment. Your emotions are running wild as you continually stare at your trading account hoping like heck the share price recovers. It doesn't and continues to go lower and is 75% of the way to your loss target. You are curious to see how company B's share price is performing and when you look to your total surprise the price is higher, much higher.

In fact, it is 20% in profit from where you bought it some weeks earlier, but the problem is you don't' own company B shares any longer because you sold them. In your opinion, it was a dud investment and you were losing money. Your emotions are now on a roller coaster. You sold shares in a company that is now going gangbusters and you bought more shares in a company that's share price is now falling. You are beside yourself with emotion and decide to cut your losses and sell all your shares in company A. You've lost money on company B when you sold those shares and now you've lost again on company A when you sell your shares for a loss. You are out of the market and thinking to yourself. What do I do now? A couple of weeks later you can't help yourself and you look to see how much further company A's share price has fallen since you sold all your shares. It's happened again! Company A's share price just like company B's has surged back above the price you bought them. If you had not sold them you would be nicely in profit. You are now pulling all of your hair out!

The above example is typical of a new investor who does not understand the law of probability and the discipline that is required over a series of investments to make money. What the investor did in the example above was completely ignore the system they used to buy the shares. They completely ignored the fact they had a stop loss in place for a reason and what they ended up doing was self-sabotaging by trying to “make things better”. You will NEVER be able to make things better, so the minute you try you are highly likely going to self-sabotage your profit opportunity.

You are going to have losing trades. It’s the overhead of any investment business and you MUST have them to make money in financial markets. They cannot be avoided but investors the world over are consistently trying to avoid losses and the way they act is to self-sabotage their investments by trying to guess where the share price will go next.

If you have invested in a decent sharemarket training program the trading system you will learn will likely have a profitable outcome over series of trades. It cannot pick winners and you cannot pick winners. Just like a casino cannot pick winners. You have the odds in your favour over a series of investments using your system, just as a casino does when it plays with the gamblers. When a casino plays against gamblers, you will NEVER see it self-sabotage and try and stop playing with people who are winning. It will continue to play because it knows 100% that over a series of spins, rolls of the dice or whatever game is being played that over time it will win more than it loses. That is exactly the same mindset you must have when you are investing by using your edge in the sharemarket. Buy the shares when the system says to buy them. Place your stop loss and profit target based on how the system tells you too. Your success once you enter will not be determined by anything you do. Your success will be determined by whether others buy the shares after you to push the price higher. You cannot “make it better” by buying more or moving your loss and profit target. You must apply discipline and allow the system to show its results over a series of investments.

Chapter 4:

Every investing system is going to perform differently in certain market conditions. Most trading systems perform best in trending markets however financial markets often don't trend for months and when share markets go sideways investors often get emotional and sell their shares. Weeks later the markets trend again and the shares move higher, but the investor is out of the market because they did not adhere to a disciplined approach.
Following are some tips for new investors who are entering the sharemarket for the first time. These tips will help you build the discipline that is required for long-term success.

1. Start out making small investments. Some of the biggest losers in financial markets are rich people who invest too much when they start their investment journey. They expect certainty and investing is not about certainty on individual trades. Certainty will come over a series of investments so long as you adhere to the principles within this guide.

2. A general rule of thumb is this. The more you invest the more emotion you will have as a new trader.

3. Learn to crawl, walk, jog and then run. The chances of you following the system correctly will increase substantially if you start out making small investments to begin with and increase your investment size only after you have success.

4. Lower your expectation for success when you begin investing. Assume every investment you make will be wrong from the outset. The reason to think this way is to ensure you focus on putting a stop loss in place to limit your downside risk. Keep your expectation levels low.

5. Be very careful who you listen too. Most people who want to give you advice such as commentators on TV, economists in the newspaper and a lot of financial planners and share brokers have no interest in your success. The financial planning business is built to raise capital and charge fees. Most share brokers also have little interest in your long-term success and are more interested in what they can sell you next and how much you will invest in that share. The more you invest the more they make and financial planners and share brokers do not share in your loss. The only person who shares in your loss is you, so be very careful who you take advice from when it comes to investing in the sharemarket.

6. You will manage your emotions far better if you start investing small amounts of money and you apply the "numbers game" to your investing that is outlined in Chapter 3 of this guide. Doing so will keep you disciplined and whilst you will make mistakes the mistakes will cost you less and it will be far easier to control your emotion and discipline.

Remember your success will not be determined by the system you use. It will be determined by how you apply the edge you learn, over a series of trades with sold risk management. The discipline you apply is like the mortar that glues bricks together on a wall.

Your investment plan for success.

To give yourself the best opportunity for success you are going to need to adhere to an investment plan. A set of investment rules that guide you into each purchase and allows you to continue to remain focused on the most important parts of investing. Risk management and discipline. Following is a checklist for each share purchase that will see you adhere to the success blueprint within this guide. If at any stage you answer No then it is advisable that you consider skipping the share purchase until such time as you can validate why this share should be added to your portfolio.

Ask yourself these important 4 questions. If you answer Yes 4 times move to the next stage.

- Am I buying a great Company? Is it a blue-chip share?	Yes	or	No
- Is the company a well-established company?	Yes	or	No
- Does this company have a market advantage?	Yes	or	No
- Are you satisfied that you are buying the share at a fair price?	Yes	or	No

The above set of guidelines is going to ensure you buy quality companies, run by quality people that have a superior differentiated advantage over their competitors and you are either buying the share at a fair price.
The price you pay.

Have you established if you are buying at a previous low or new high in price?	Yes	or	No
Have you clearly seen a spike in volume on the share?	Yes	or	No

If you cannot answer Yes to both questions then you need to reconsider your purchase.

Your entry and exit strategy.

- Do you have a clearly defined stop loss level that you will exit for loss?	Yes	or	No
- Do you have a clearly defined profit target you will exit for profit?	Yes	or	No
- Is your profit target clearly larger than your loss target?	Yes	or	No
- Are you 100% clear on the $ risk and % risk with this investment?	Yes	or	No

If you cannot answer Yes to all 4 questions we advise you don't buy the shares until you can say yes to all four questions.

The overall plan.

- Does this share purchase meet the overall investment plan?	Yes	or	No

If you are not adhering to the success blueprint managing your discipline and emotion is going to be challenging. Great investing is boring and if you are getting out of bed in the morning and rushing to the computer or charts to hunt down your next share purchase then you are not likely going to do well. You need to be clear, calm and decisive in your approach and adhere to an investment plan that will give you the best opportunity for success.

Here's What to Do Next

If you've enjoyed what you've read and you and are eager to take the next step, to potentially make higher returns, experience more freedom and an improved lifestyle… this might be exactly what you're looking for.

YOU NOW HAVE 2 OPTIONS

Option 1… Do nothing.
If you take this option, nothing will change. Things will stay the same. If you're already earning as much as you like and have control over how much time you have to work each day, then this is probably the option for you.

OPTION 2… TAKE ACTION.

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We look forward to seeing you on the 'Inside'

Sincerely ,
The LTG Goldrock Team

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