

A man in a dark suit stands with his back to the camera, looking at a large digital display of financial data and charts. The background is a vibrant blue with various financial graphics, including line graphs, bar charts, and numerical data points. The overall scene conveys a professional and analytical atmosphere.

Call Up Put Down

A Beginner's Study Guide to Investing

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Hard to Anticipate

Supply + Demand

Investors

Rational

- Sticks to game plan No Matter What

Emotional

- Fear and Greed
- Lives Day to Day



Why Buy Stock? To Make Money!!!

Investing = Most successful

Speculating = Great risk / Great reward

Trading = Take advantage of price changes

How do stockholders make money?

Earning Cash Dividends

Capital Appreciation



Risk Tolerance

Defensive = Risk Averse

- Money as safe as possible
- Savings & Securities with Low Degree of Risk

Aggressive = Risk Tolerant

- Growth Potential
- Good Judgment
 - Anticipate Events / Risk for Gain

How much Discretionary Income (+) Time

- Determines Risk Tolerance

What is a Share of Stock?

1. A corporation is established

- A legal entity under the laws of a state that limits the financial risks of owners to the amount of capital.

2. A board of directors is established

3. The directors decide to issue “Shares of Stock”

- EX. 250,000 of 400,000 total by the charter Each stockholder is a part owner in the company to the extent of the number of shares held.

4. Monies from the sale of the stock is called

- *“Equity Capital”*

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