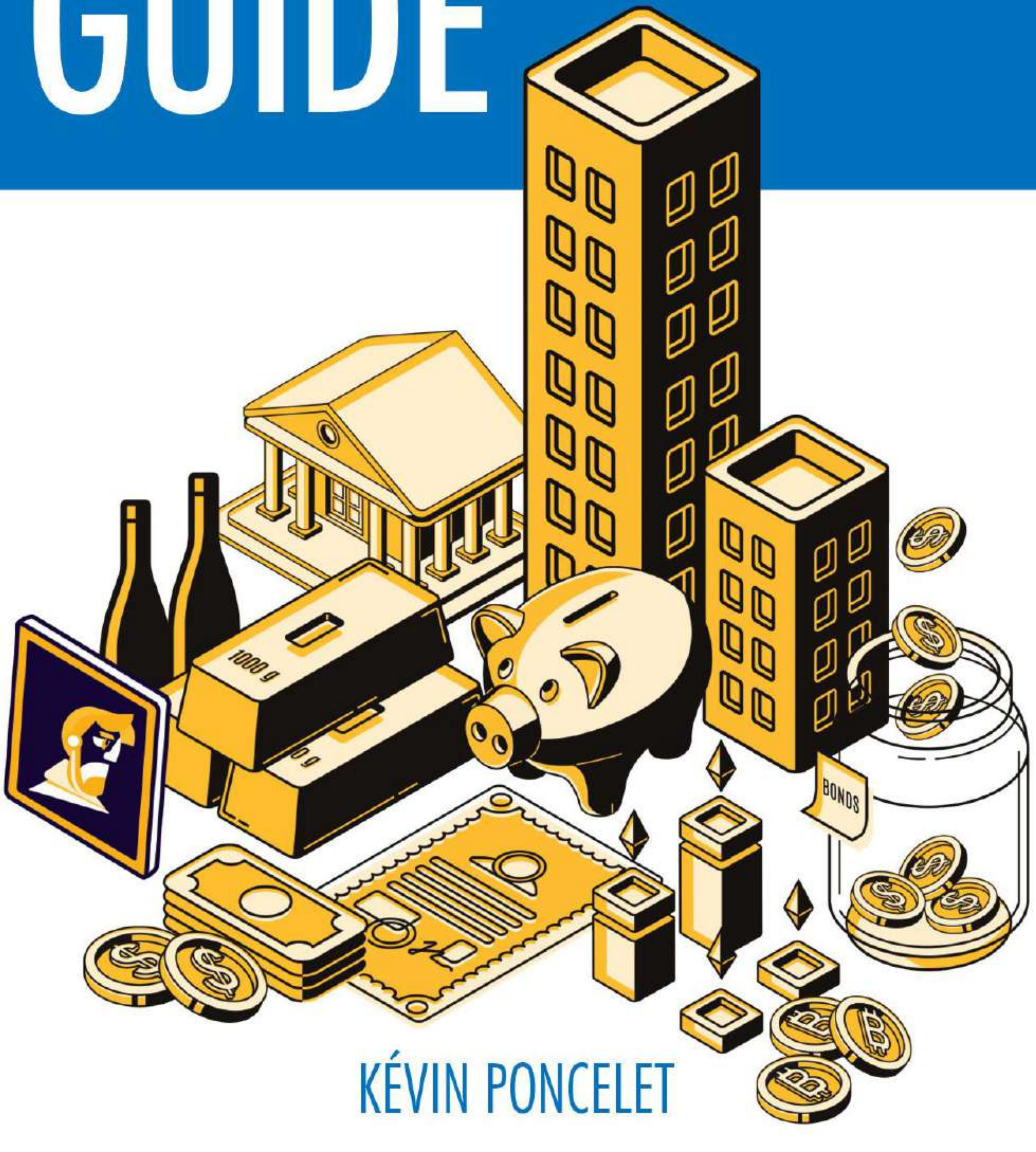
THE COMPLETE

INVE$TMENT GUIDE

Create Your Path To Wealth



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The Complete Investment Guide

Create Your Path to Wealth

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Preface

When I wanted to start my investment journey, I was overwhelmed by the task ahead. I had no idea where to start, what to read, or which information to trust. This is a common problem many people face as we are not taught adequately how to invest. Generally speaking, people have to learn to invest on their own. That's why it is so difficult and can be overwhelming—it's not an innate skill we are born with. Everyone starts with a blank canvas and must learn from scratch.

I have read many investment books and found a common problem with most of them. General books have little practical application to investing; they motivated me to invest but did not give me the necessary insights. In contrast, when I read more specific and technical books, they generally consider only one type of asset to invest in without looking at the bigger picture or my personal needs and goals. It was only after reading many different books, following classes, watching videos, and talking to other investors that I was confident enough to start investing.

I believe many people face the same issue and don't have the time to gather information from different sources and create a comprehensive investment plan. In addition, there is not a single type of investment strategy that can be copied nor one that works for everyone. People have different needs, come from different backgrounds, and have different goals. This is why I decided to write this book, to create a comprehensive guide and help people define an investment strategy that takes into account their objectives, needs, and current situation. Put simply, *The Complete Investment Guide* is the book I wish I had in my hands when I started investing and learning the way forward. I have created this book for people who are beginning their investor journey and for advanced investors looking for other investment opportunities that they aren't familiar with.

My genuine wish is that people who pick up this book get really interested in investing and that it can help in your journey.

Introduction

Throughout our lives, we are taught the importance of having a job and earning money. But we are often left unaware of what to do with that money or how to allocate our resources to work and create lasting wealth for us. Imagine a world where everyone knows how to manage their money effectively, use a budget, start a profitable business following their passion, invest in something they love, and get rewarded for it. Wouldn't people be more in control of their own lives, more likely to do what they want, and simply happier? Wouldn't the world feel like a better place?

Many people have mixed views regarding investing, often confusing it with speculating or gambling. So I would like to define what I mean by investing in the context of this book as well as clear up some common misconceptions. This will enable you to approach the subject with an open and creative mind.

Investing is about allocating resources—money, land, raw materials, time, physical and mental skills, and so on—to generate a profit and achieve a specific goal. While speculating and gambling are shortsighted and more akin to games of chance, investing is about having a long-term strategy to achieve something significant. The general perception of investing may not be too positive as the media constantly remind people that companies are destroying the environment, exploiting child labor, manufacturing weapons, and worse. Despite these very real concerns, we can't deny that some individuals, companies, and countries have made significant investments that benefit society as a whole. Thanks to investments in medicine we can now cure fatal diseases; because states have invested in infrastructure people can use efficient public transport systems; due to investments in renewable energy we can harness wind and solar power.

Though many people like to see everything in black-and-white oppositions, this simply isn't an accurate assessment of a world that is actually complex and offers a range of choices and opportunities. Insisting on a blinkered worldview only prevents you from considering different perspectives and from seeing the bigger picture clearly. Likewise, dismissing investments because you believe they are somehow morally wrong isn't a valid argument and can cause you real harm over time.

In addition to these general—and largely unfounded—concerns about investing, there are also many false assumptions and misconceptions. It is therefore useful to go through some of the misunderstandings I often hear about investing and offer my own reflections, which I hope will strengthen your resolve to take investing seriously.

Misconception #1. I am too young to invest. Contrary to this claim, I see two main reasons for starting to invest as young as possible. First, investing is a skill, and like any skill the more and the longer you practice it the better you get. By starting young, you will gain more knowledge and experience to help you in your investment journey. Second, any good investment will bring you great returns if you give it time, thanks to a concept called the compound effect. The idea is to reinvest your earnings into your invested capital, which increases your total capital and makes more significant profits over time that you can reinvest. This creates a wealth snowball effect.

Misconception #2. I am too old to invest. Although you might face time restrictions in your investment strategy, it is never too late to start your investor path, broaden your portfolio, or have more secure investments. There are lots of different investment solutions that can fit your needs.

Misconception #3. Investing is dangerous, and I don't want to put my capital at risk. There are risks involved in every type of investment, but there are also potential rewards. Your goal as an investor is to minimize risk and maximize the potential reward. Even if you don't invest, there is a certainty of losing your purchasing power over time due to inflation.

Misconception #4. I'm not good with numbers or I can't invest. You will do away with this assumption by reading this book, which explains various possible investment strategies. You can have a very active approach to investing by being analytical and taking regular actions, or you can also have a more passive approach that doesn't necessarily require you to be good with numbers. Your investment strategy is entirely up to you.

Misconception #5. I don't know anything about investing. Your investment journey starts with learning and gathering knowledge. You don't need a postgraduate degree in economics or to work in a bank in order to invest successfully. There are many free online resources, affordable books, or people who have excellent knowledge in a specific investment and would be happy to share information with you. All you need is to learn in a way that suits you best.

Misconception #6. I'm not interested in investing. Investing doesn't have to be boring. It can be something you are interested in or excited about, and your goal as an investor is to find a way to make a profit from it. For example, if you love a particular product, why not own some company shares? If you are a fine wine enthusiast, why not age some bottles and sell them for a profit? If you like to bake cakes, why not open a bakery and sell delicious pastries? Everyone has interests and knowledge in a particular field. The key is to transform this passion into an investment you can profit from.

Misconception #7. I don't need to invest. There are multiple reasons for investing other than getting wealthier: having a passive revenue for your retirement to compensate for the loss of your salary; building an emergency net; creating an inheritance for your family; affording the best education for your children; being able to donate to a non-profit you believe in; and so on. Although money doesn't solve every problem it definitely helps.

Misconception #8. I don't have enough money to invest. This book mainly looks at means to create or increase income, but we also explore ways to minimize or reduce expenses to help you have more savings to invest. So you don't necessarily need much money to begin investing as you can start with minimal capital and compound your earnings over time.

Misconception #9. I don't have time to invest. When someone says they don't have time to do something, it's more often the case that they don't make or take the time to do it. What they are referring to is not an issue of time but of priorities. When something doesn't feel necessary or urgent, people procrastinate and prioritize things they think are more important or enjoyable. Realistically, investing is not necessarily time-consuming nor a great burden, and it can significantly change your life over time.

As I have already stated, your watchword should be to approach investment with an open mind and use this book as a guide—you will see new vistas opening up.

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I believe that there is not one type of investment strategy that fits everyone. People have different needs, come from different backgrounds, and have different goals. This book accounts for all that and shows you many possibilities to choose from, thus giving you the freedom to define your path moving forward. The book is organized into fourteen chapters, each clearly subdivided to maximize flow and coherence.

Chapter 1—Why Invest—is designed to determine your investment goals. Before starting any journey, you must know why you are traveling and where you want to go. I believe it is the same with investing. You must be aware of why you want to invest, what drives you, and the goals you want to achieve. Those goals will help you define your investment strategy.

Chapter 2—How to Invest—is meant to assess your current situation. When creating a plan, you must determine the resources you have and the ones you will most likely obtain in the future. Here we evaluate your assets, liabilities, income, and expenses to assess your current situation and optimize the resources you have on hand. This will help you start to invest with a solid foundation and allocate your available capital and time responsibly.

Chapters 3–12 tackle the types of investments you can make. It is the heart of the book, where, after a general introduction to building a portfolio, I dig deeper into nine categories of investment.

- Career: how to invest in your career
- Business: how to launch or improve your business
- Financial assets: how to invest in stocks, bonds, exchange-traded funds (ETFs), and mutual funds
- Real estate: how to select and invest in real estate
- Gold and other precious metals: how to invest in gold and other precious metals
- Collectibles: how to invest in a collection you are passionate about
- Wine and other alcohol: how to invest and finance your passion in wine
- Art: how to understand its value and invest in art
- Cryptocurrency and non-fungible tokens (NFTs): how to understand the blockchain and invest in cryptocurrencies and non-fungible tokens

Chapter 13—Investment Plan—gathers all the elements we have dealt with in the book and structures them into a coherent plan to achieve your goals. The idea is to create a one- or two-page document that states your objective, your current situation, and what you are going to do during the year to get closer to reaching your goal. Once you have created this plan, you will have to update it every year, assess your progress, and implement the necessary changes.

Chapter 14—Conclusion—offers a reinforcement of some of the most important takeaways the book offers, helping you focus on what's really important.

Investing is a journey and I hope this book will guide you, help you reflect on what you want to accomplish, teach you how to achieve those goals, and give you the necessary insights to start or go further on your investment journey. But a guide only shows you the path. Your responsibility is to take the first step. And the first step of your journey starts on the next page.