

About the Book

Can this book make you rich?

This book is very different from what you have seen, and employs a very different approach. Thus it can help you towards real wealth or financial independence in a very simple and credible way. The methods are those used by one of the country's best investors, with a documented record, resulting in huge gains over many years.

Before writing The Big Money, I used these stock picking methods to achieve one of the five best long term mutual fund records in the United States, and thereby helped my investors to achieve real wealth.

Most investment books do little if any good in helping people to become wealthy. At the same time, "ordinary people" really do get rich with stocks by learning and doing some very specific things.

Everybody has personality and knowledge and things that are a part of them that they can capitalize on, and so nobody is "ordinary" in my eyes, by the way.

By ordinary, I mean non-professional investors from all walks of life and educational backgrounds and jobs. Many are bright, but they are not geniuses, and without any of the special skills that professionals have. Most of them do have good common sense, which is a key thing in the investing world, and often overlooked by those who think the professionals really have the edge, when I think it is the other way around (see the other materials on this site about how to invest).

So, again, can this book make you rich?

There are thousands of books out there claiming that they will make people slimmer, fitter, sexier, richer, more self-confident...and on and on. A few simple "rules" or arithmetic formulas in the case of making you richer, do help to sell many books, but each generation buys countless volumes, only to find that most, if not all of these books, do little good. The reasons are pretty simple, and well known.

Most investment books are not written by someone who has actually invested for huge gains over decades and who can document their record.

Most importantly, most of the books are not written by somebody who can teach, or by someone who teaches the way people actually can learn. This book is written in a holistic and a very non-quantitative way, and is an entertaining and enjoyable read, yet the stories are very illustrative of the investment message.

After all, how many investment books have stories about the House of Pies Restaurant and one of the greatest stock finds in the world, and then lessons for getting rich going forward, drawn from the company that came along to beat that first company? How many have a story about Grook the Neanderthal man, hunting the saber tooth tiger, and drawing the investment lesson from that?

I, myself, did read Tiger Woods' book about golf, knowing before I read it that it would not help me to play like Tiger, and that my biggest problem was that I had little time to play and improve. I read it because I knew how to use the book to improve specific things, just a little bit, and I knew that it could serve a specific purpose for me.

In the case of being a great golfer, it takes natural ability to a great extent and then a huge amount of time and dedication. Great Investors are not Born, they are Made

In the case of investing, you do not have to be born with the natural talent of a Ted Williams or Joe Dimaggio or Tiger Woods or an NFL star like Tom Brady.

You do need to know how to focus and get the right knowledge and stop being yourself. THAT is the whole story.

Teachers and workers and secretaries at various companies have become wealthy---financially independent---by buying and holding stocks, while many investment professionals made a lot of money from their salary but they did not become rich from their own stock picks. THE TWO THINGS

Winners are different from losers because they do not beat themselves, and because they know a few simple things to focus on.

FIRST, stop beating yourself.

This book will showing an investor how to follow 7 simple, natural steps that coordinate with each other like a runner's arms and legs naturally coordinate when jogging, and so you will stop beating yourself.

It is an ageless problem of being uncertain and emotional, and so very human, and most people, even when they have the very stock that can make them rich for life, do things that cause them to lose--they beat themselves.

Secondly, you must stop drowning in information but still have just the right knowledge to win, and to become financially independent.

The BIG MONEY shows investors that you only need to focus on 4 things, and thereby use the information superhighway to your advantage instead of being overwhelmed, and thinking that you need to stay up until 2 AM several times per week to crunch numbers or read endless piles of paper.

4 things, and they do point one to the wealth stocks, and they are taught the way you can truly use them--by being woven into the stories of how many of the greatest wealth stocks of our era were found and identified and bought.

Yes, this book is very different (and fun) and focuses on 2 things, and how people actually do behave and learn, and uses the methods that have worked, and worked well in the quest for the big money. That is why this book offers you a great chance of taking you down the path of THE BIG MONEY where you do end up very wealthy.