

# 023: Make Millions with Value Investing

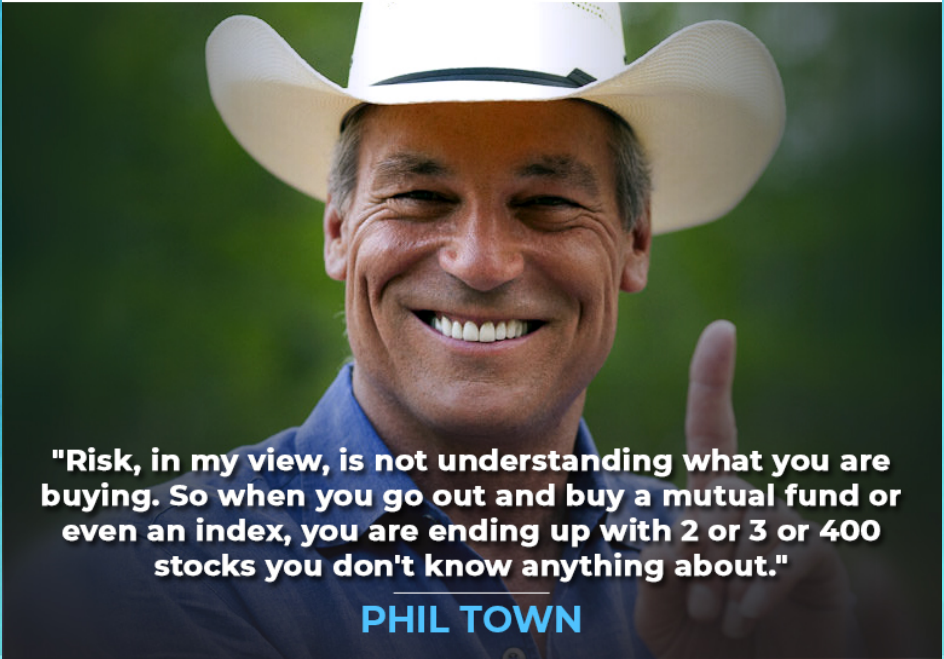
## 10 Point Checklist

### Phil Town

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

*Get* **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**



**"Risk, in my view, is not understanding what you are buying. So when you go out and buy a mutual fund or even an index, you are ending up with 2 or 3 or 400 stocks you don't know anything about."**

**PHIL TOWN**

# 10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?  
Here are 10 steps that can move you closer to your goals – today.**

- Try out the three circles exercise to find awesome ideas for industries that you can invest in.
- Only pursue companies that you are able to understand. Do you find computer science a bit too complex or uninteresting to keep up with? Move on.
- What are the values that you truly believe in or hobbies you are truly passionate about? If you love spending time outdoors, perhaps buy into an outdoor gear company.
- Look for a company with a moat, or a durable competitive advantage, that can sustainably make money for you even when the market isn't doing well.
- Take a look at the management of a company you'd like to invest in. Are they a talented group of people with a good track record?
- Now, look for the sale. Is there a specific event that you can catalogue that details why the company might be incredibly on sale? If so, go for it.
- Top investors need to file 13-F reports with the Securities Exchange Commission of what they are investing in and pulling out of. Take a look, and emulate.
- Get out of that mutual fund now, because those managers are not worried about making you money.
- Start learning about investing and reading up about companies that you love now, because there may be turbulent market times ahead – and that means a ton of potential opportunities for getting great deals.
- Sign up for Phil's workshop in Atlanta with the amazing offer we are giving to Get Yourself Optimized listeners, at [getyourselfoptimized.com/ruleone](https://www.getyourselfoptimized.com/ruleone).

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