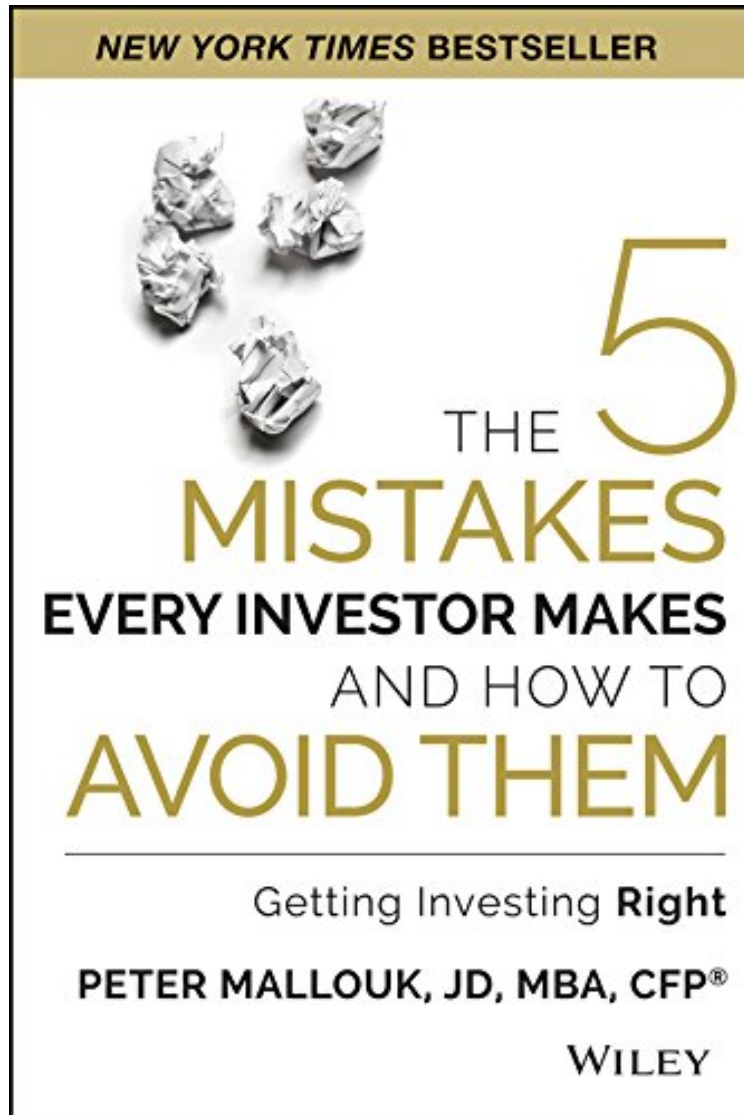


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# The 5 Mistakes Every Investor Makes and How to Avoid Them: Getting Investing Right

*Peter Mallouk*

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**Peter Mallouk : The 5 Mistakes Every Investor Makes and How to Avoid Them: Getting Investing Right** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 5 Mistakes Every Investor Makes and How to Avoid Them: Getting Investing Right:

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Identify mistakes standing in the way of investment success With so much at stake in investing and wealth management, investors cannot afford to keep repeating actions that could have serious negative consequences for their financial goals. *The Five Mistakes Every Investor Makes and How to Avoid Them* focuses on what investors do wrong so often so they can set themselves on the right path to success. In this comprehensive reference, readers learn to navigate the ever-changing variables and market dilemmas that often make investing a risky and daunting endeavor. Well-known and respected author Peter Mallouk shares useful investment techniques, discusses the importance of disciplined investment management, and pinpoints common, avoidable mistakes made by professional and everyday investors alike. Designed to provide a workable, sensible framework for investors, *The Five Mistakes Every Investor Makes and How to Avoid Them* encourages investors to refrain from certain negative actions, such as fighting the market, misunderstanding performance, and letting one's biases and emotions get in the way of investing success. Details the major mistakes made by professional and everyday investors Highlights the strategies and mindset necessary for navigating ever-changing variables and market dilemmas Includes useful investment techniques and discusses the importance of discipline in investment management A reliable resource for investors who want to make more informed choices, this book steers readers away from past investment errors and guides them in the right direction.

From the Inside Flap *The 5 Mistakes Every Investor Makes and How to Avoid Them* offers investors an accessible guide for understanding how to steer clear of investing blunders and adopt the winning strategies that can dramatically improve investment performance, reduce stress, substantially increase the probability of achieving investment goals, and even improve quality of life. Written by Peter Mallouk, an expert in wealth management, this handy reference shows how to navigate the ever-changing variables and market dilemmas that often make investing a risky and daunting endeavor. Mallouk defines the five most common investment missteps—market timing, active trading, misunderstanding performance and financial information, letting yourself get in the way, and working with the wrong investment advisor—and includes detailed information on how to dodge the most common investing pitfalls. In addition to outlining the investing errors to avoid, Mallouk reveals the ten rules for getting investing right. He shares the proven investment techniques that have worked so well with his clients and discusses the importance of taking a disciplined investment management approach. Ultimately, the book offers a sensible framework that can help maximize the odds for investment success. To demonstrate how to apply the ten investing rules, the book contains illustrations of exemplary investment portfolios that address various types of investment goals. Step by step the author reveals what it takes to construct an intelligent portfolio and includes information on how to use stocks and bonds as the core building blocks. For higher net worth investors, Mallouk suggests adding real estate and energy to a portfolio to serve as inflation hedges. He also offers a wealth of other sound investing advice that can go a long way toward building a first-rate investment portfolio. *The 5 Mistakes Every Investor Makes and How to Avoid Them* gives investors a reliable resource for making the type of informed choices that will lead to a lifetime of investing success. From the Back Cover "Peter offers a lively description of the common mistakes investors make in their quest to beat the market. Avoiding these pitfalls and following an informed, disciplined approach can improve the odds of a positive investment outcome." —David G. Booth, Chairman and Co-Chief Executive Officer, Dimensional Fund Advisors **THE HANDS-ON GUIDE TO "ALMOST" MISTAKE-FREE INVESTING** Don't let market timing, active trading, acting on bad information, making behavioral mistakes, or hiring the wrong advisor lead you on a path that could permanently damage your financial wellbeing. In *The 5 Mistakes Every Investor Makes and How to Avoid Them* wealth management expert Peter Mallouk reveals the most common and critical mistakes that investors make and provides a sensible framework for creating a winning investment portfolio in any market environment. This book offers an accessible reference to financial health and shows how investors can navigate the shifting variables and market dilemmas that often make investing a challenging enterprise. *The 5 Mistakes Every Investor Makes and How to Avoid Them* is filled with easy-to-apply investment techniques and reveals the critical importance of disciplined investment management. For any investor, no matter what their financial profile, this is a proven and reliable handbook for making the type of investment choices that can lead to a sound financial future. About the Author **PETER MALLOUK, JD, MBA, CFP**, is the President and Chief Investment Officer of Creative Planning and affiliated companies. Mallouk's companies provide comprehensive wealth management services to its clients, including investment management, financial planning, charitable planning, retirement plan consulting, tax, and estate planning services. He has been named the #1 independent financial advisor in America on Barron's list and his company

has been named the #1 independent wealth management firm in America by CNBC.