

The Lore Report

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In This Edition...



Scared? You should be!

Is it possible to make triple digit returns in this market?

New offers to enrich & inspire

Scared? You should be!

"Live long enough and you will see everything", my rich dad said to me. We haven't seen flying cars yet, nor do we eat all of our meals as little pills like in the 1960's science-fiction movies, but there are some really cool things around now that were not around back then. Life without a microwave or mobile phone is hard to imagine.

How else would we do quick dinner parties or hold emergency meetings?

It was hard to imagine a few years ago when the property market was booming and the sharemarket was zooming, but in late 2008 we hit the wall with a credit crunch and economic slowdown on the scale of the Great Depression.

Not being an expert on depressions, we won't comment on how to fix the economy. But we will draw an analogy that a sick economy is a lot like a sick person. If the economy got sick from imbibing too much junk (junk bonds and no-deposit mortgages), then it would be wise to stay away from them for a while.

Also, if a person is feeling sick, sad or depressed, it probably won't help to have them read the newspaper every morning and watch the news every night... The Teacher said 4000 years ago, "A merry heart does good like a medicine" and even Patch Adams agrees that smiles and laughter have a greater impact than most pharmaceuticals.

With relevant apologies to those who are major shareholders in large drug companies; we believe that there may be some benefit in traditional remedies.

Instead of starting the day with "Sunrise" on TV, try watching the REAL sunrise. God made this one just for you, and it has no ad breaks! Instead of reading the

tragedies of the world at large in the morning newspaper, skip to the comics or talk to a REAL person about what is happening in their world. You could find that the local scene is full of possibilities and that business is still good in some areas.

Networking breakfast meetings are a great way to start your day and could be tax-deductible! Check the web for local chapters of BNI, Business Swap, BRG or Leads Club (Jeremy Britton often has three breakfasts a week on the Sunshine Coast, watching the sun rise over the ocean).

With all of the "doom and gloom" of the media, it can be easy to get caught up in the wrong spirit (have you ever found yourself humming Christmas carols in November because they play them in every shop you walk into?)

You cannot fix the economy single-handedly, just as you cannot stop all of the global warming, air disasters, floods, fires or car crashes. What you may be able to do is to "tidy up your own backyard".

Complaining about the media or the economy just adds more complaints and more hot air (negativity and global warming). Ignore the doomsayers and concentrate on what you can do in your own circle of influence to make things better.

Business slow? Phone not ringing? Take the staff for a picnic (have your lunch outside) and enjoy a change of scenery. Contact past clients to see if they are still happy with the job you did for them. If they are not, now is your chance to fix it. If they are, offer a service to their friends or family.

Have you ever seen a flier or mail-out with a blank back? What if you could put your offer on there and share business costs? Attend a networking breakfast with the specific aim of seeing how much you can assist, not how much you can get... There is a secret here in that you cannot help someone else without also helping yourself!

Consider other organisations that may be having trouble and think of ways that you can help them. This could be by donating an hour of your time, or by offering your ideas or expertise to others.

Many people will know the story about a young mother who somehow finds superhuman strength and lifts a car off her baby. You never hear about the young lady who lifts a car off HERSELF... Human beings can do amazing things when they need to, and we are far more likely to do amazing things when we are in service to others than when we are looking out for ourselves.

We know of several people who have walked safely across hot coals and one who has harmlessly walked on broken glass. Imagine that it is possible, but not necessary. Imagine that it is far easier to help another person than it is to help yourself. Know that it is also far more rewarding, on many levels.

Know that what you give out, you will always get back. Aim for positivity and helpfulness. Sowing anything else into your world at the moment is bound to be just too scary!

Is it possible that there are people making triple-digit returns in this market?

Some people walk on fire and some people appear to walk on water. They tell us that there were more millionaires created during the Great Depression of the 1930's than at any other time in history. Who are these people that create opportunity from chaos? Do they have a magic formula or do they just see things differently?

Often, we find that people who can see opportunity in chaos have a different outlook on life (refer back to previous section on how to encourage a better outlook). Donald Trump was buying commercial properties when everyone else was jumping out of the market in 1989, and Warren Buffett says "the time to be greedy is when other people are afraid".



Trump had over \$900 Million in personal debt in 1990 with a business debt of \$3.5 Billion, when building his multi-billion dollar casino, The Taj Mahal. Financed primarily with high-interest junk bonds, the project became untenable in the recession of 1992. Read that part again about his personal debt... Then imagine the amazing fortitude of a man who can bounce back from that.

Someone else who is almost as amazing as Donald Trump (and has far better hair) is pictured above. Apart from her Nordic good looks and great hair, this young lady has **just posted returns of over 413%** on an investment of \$1000 in the last few months.

A risk investment expert, she held a portfolio which traded only four times in nine months, made one loss of under \$60 and the largest gain of almost \$6500.

Some amateur traders would try to beat the average with daily or weekly trading, but Ingela embraces her femininity. If the recipe says "Pre-heat oven to 250° C and then bake for 45 minutes", she does exactly that. A lot of blokes would try to cook at 500° C for 22 minutes... She has a cure for that as well!

In a market that fell over 54%, panic prevailed and fundamentals went out the window. The analysts never claim to be 100% right, 100% of the time, but if someone says that they are 75% accurate, and the 25% failure results in a loss of under \$100, we are listening.

The gains on the two portfolios were positive at a time when professional fund managers are congratulating themselves for negative returns that were "not as bad as some". Ingela's fundamentally analysed Blue Chip Investor posted a 21% return on 422 trades AFTER costs, compared to a flat (zero) index. Her Blue Chip Short-Term posted a net 212% on 4 trades.

TWO WARNINGS:

1. Yes, she is married. So don't start getting any ideas about meeting up with the girl who looks good, cooks good and trades exceptionally well.
2. Ingela uses an array of numerical formulas that would boggle the rocket scientists at NASA. Do not try experimenting with this at home. If you find inverse bond yield curve ratios difficult, or cannot calculate the fixed dynamic portfolio loss that would trigger a margin call on your existing LVR, leave it to the experts! Let Ingela give you the tip, don't analyse it, "just do it".

Why are we telling you this?

Long-term readers of the Lore Report will know that its chief investment strategist is no longer contributing "stock specific" material to the public. After 17 years, Jeremy Britton is no longer watching ticker symbols although he still remains in the wealth creation industry. Jeremy retains his authority to advise on shares and still has ownership of a financial planning firm, Investment Management Professionals. He still provides ongoing education to investors from his website www.24HourWealthCoach.com.

In future, Jeremy will be working more in Wealth Coaching than stock-picking, including education, workshops, seminars and mindset coaching. For assistance in these areas, call 1300 762 624 or email Jeremy@24hourwealthcoach.com.

Because we wanted to look after our loyal readers, we have diligently searched out the best person to provide investment tips for those of you who wish to continue investing directly into the market. In this situation, we were not satisfied with negative returns despite them being "above average". We searched and we found that sometimes the best man for the job is a woman!

Every week, Ingela sends out a report on the market that includes such items as (for example only)

Sims Metals (SMS)	Short Order 605	Stop 845	Target 440
Harvey Norman (HVN)	Long Order Mkt	Stop 202	Target 260

If you don't understand the codes, it is all explained in the email. We forgive Donald Trump for having a rich bank account and poor hair, so we can forgive Ingela for occasionally talking like she is a stock analyst; as she is one!

Oh, and sometimes, if you give her your mobile number, she will send you text messages at odd hours saying things like "SHORT NYSE WXYZ 397 651 STOP".

You may even find that Ingela's prowess on the stock market fundamentals can also be applied to other markets, such as futures and currency (forex). It is all in the magical realm of mathematics and ratios and algebra. Try not to question it and just learn to profit from it. And if you ever see a car on a woman's baby, take the 1000 to 1 bet from the bookie bystander and don't try to comprehend why you just won.

Details of Ingela's newsletter, email, SMS report and special offer next: --
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Jeremy will send out monthly emails and blogs from his website. Subscribe by clicking the link on the top of his [website](#) and receive a free copy of his award-winning book "Who's Taking Your Money?".

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