

**DANIELLE TOWN**

# **Five Steps**

to Start

You on Your

Investing

Practice

and Reach

**Financial**

**Freedom**



#INVESTED

# WANT TO INVEST BUT DON'T KNOW WHERE TO START?

Investing in the stock market can feel overwhelming, with numbers and data swirling around. We can help you make informed decisions, and discover that investing is about much more than making money - it's about self-discovery and transformation, with wealth merely as the inevitable outcome.

**This guide will start you on your personal journey from financial illiteracy to becoming an educated investor.**

**Brainstorm and write down what you would do if you had financial freedom, whatever that means to you.**

Would you stay in your job, work less, volunteer, find a different job, pay off student loans or medical bills, support a family member, travel, donate to charity, or sleep more soundly?

**Be brave enough to write down how doing that would make you feel.**



## Discover your Number: how much money you have to save or invest before you can quit your job or retire early.

Look at the life you have now and how you want to live in the future. Then determine how much money you need to live that lifestyle you want. To make finding your Number easier, I have put a “Your Number” calculator on my website: [DanielleTown.com/financialfreedom](http://DanielleTown.com/financialfreedom).



## Find magic in creating an investing space.

Take ten minutes to create a joyful space that will help you feel inspired to conduct your investing practice. Ask yourself - what will create your own atmosphere of financial freedom? What will support you to keep going when your practice is difficult? Include a few items that remind you of your intentions, along with a few practical items that any office needs.



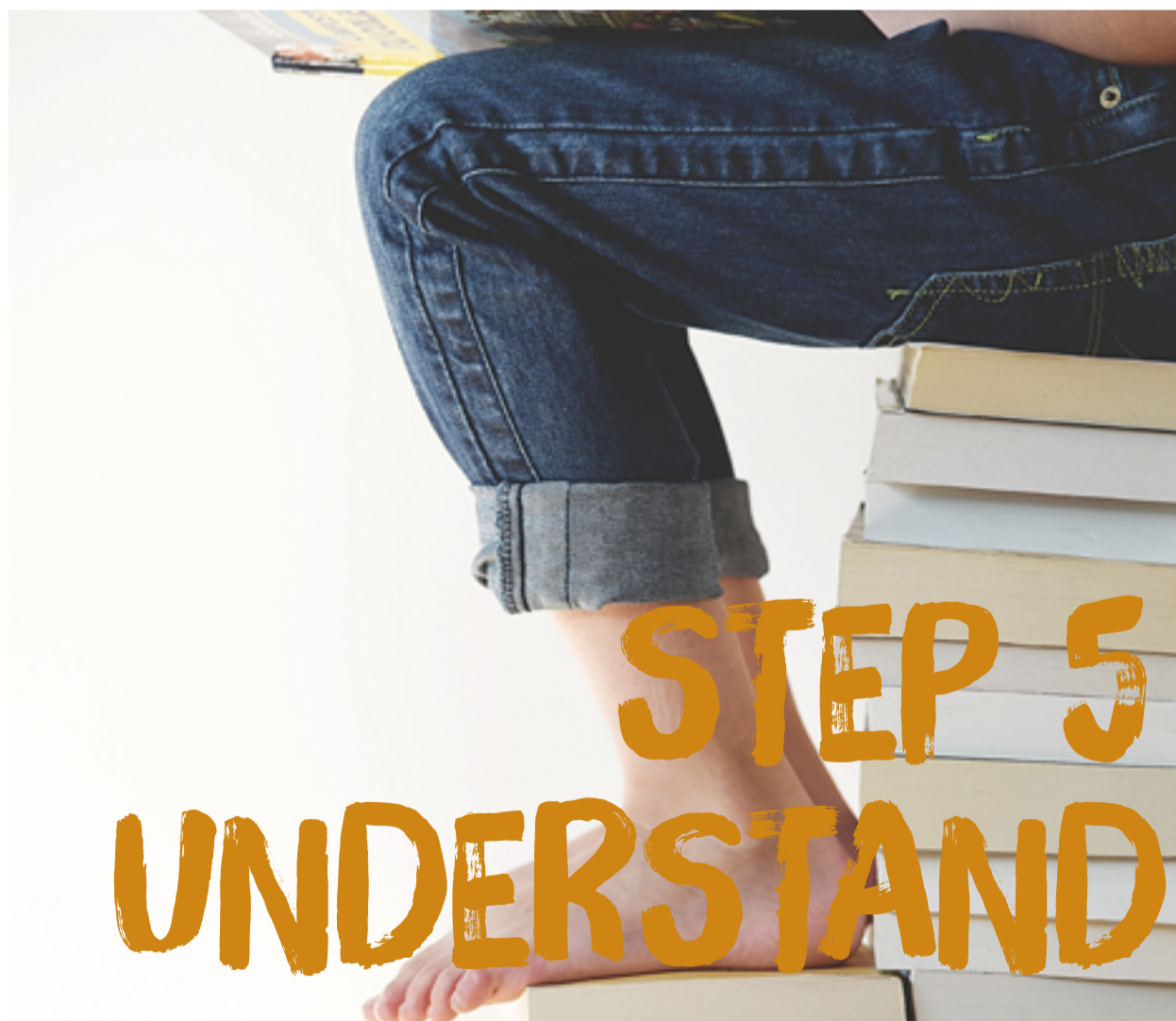
## Vote for a mission with your money.

How do you find a wonderful company that aligns with your core values? Draw your own Circle of Competence Venn diagram to determine which companies you want to research. In the first circle, write down about what am I passionate? In the second circle, write down what I vote for with my money (e.g., groceries, household goods, startups, yoga, cool cars, healthy food, travel, clothes. etc.). In the third circle, write down where I make my money. Doing this exercise helps narrow down the industries you should start with, because it shows where you are already spending your money.



## **Understand the businesses you want to invest in and why.**

Do your own investing intensive and research a company you are interested in by regularly reading business news, annual reports, Warren Buffett's letters, anything you can get your hands on that helps you understand that business. Before you even think about putting your money into a business, you must be capable of understanding it, determine whether it has unique characteristics that give it a durable competitive advantage, conjecture whether the management has sufficient integrity and talent, and decide if you can buy it for a price that makes sense.



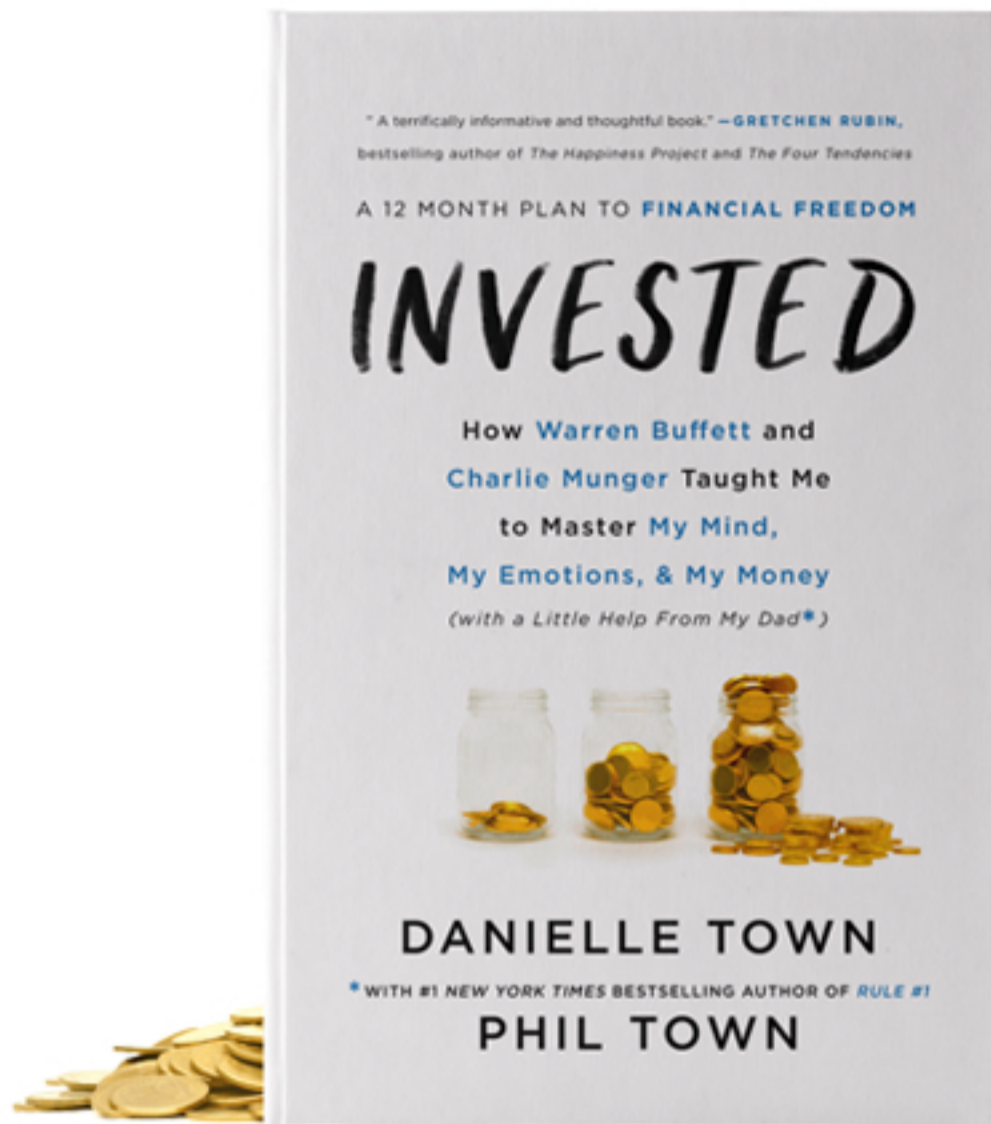
**YOU NOW HAVE THE BASIC  
KNOWLEDGE ON HOW TO  
START YOUR JOURNEY TO  
FINANCIAL FREEDOM.  
THE CHOICE IS YOURS: WILL  
YOU STAYBE A WAGE SLAVE  
FOR THE REST OF YOUR LIFE,  
OR WILL YOU CONSCIOUSLY  
INVEST THOUGHTFULLY  
TOUNTIL YOU TO REACH  
FINANCIAL FREEDOM AND  
YOUR NUMBER?**

Find out much more in

**INVESTED**

Visit  
**[www.DanielleTown.com](http://www.DanielleTown.com)**  
to learn more





In this essential handbook—a blend of Rich Dad, Poor Dad and The Happiness Project —the co-host of the wildly popular InvestED podcast shares her reluctant yearlong journey learning to invest, as taught to her by her father, investor and bestselling author Phil Town. In each chapter, Danielle examines the investment strategies she mastered as her increasing know-how deepens the trust between her and her father. Throughout, she streamlines the process of making wise financial decisions and shows you just how easy—and profitable—investing can be.

