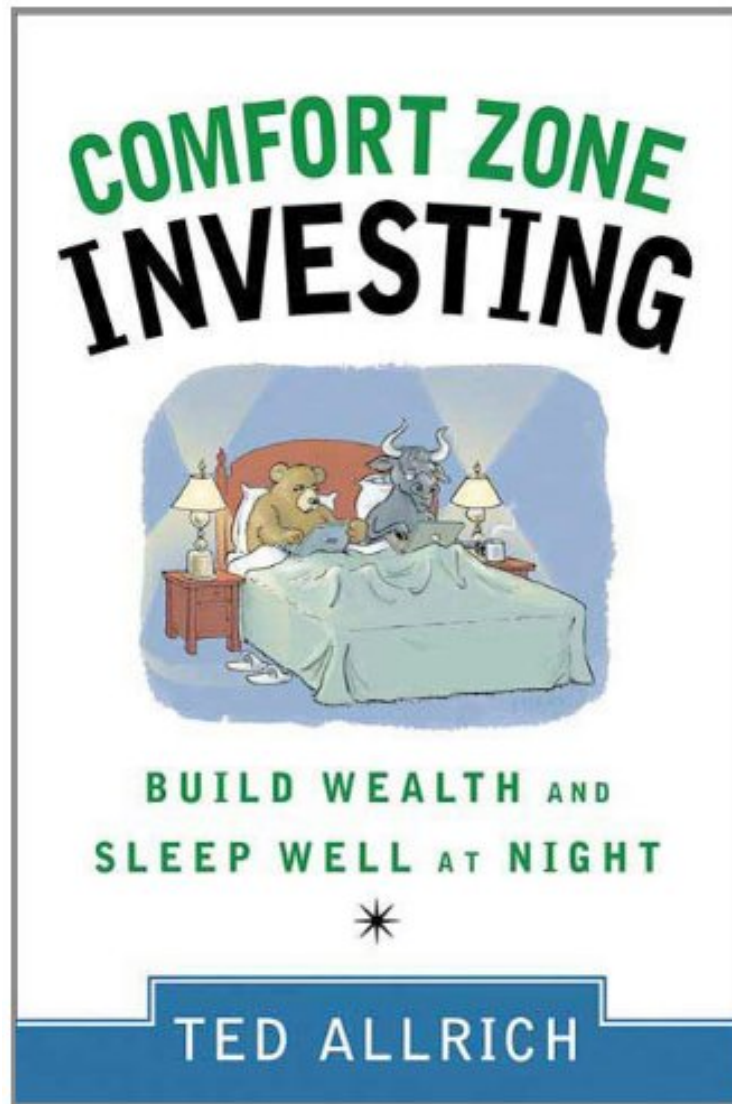


## Comfort Zone Investing: Build Wealth and Sleep Well at Night

*Ted Allrich*

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**Ted Allrich : Comfort Zone Investing: Build Wealth and Sleep Well at Night** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Comfort Zone Investing: Build Wealth and Sleep Well at Night:

0 of 0 people found the following review helpful. Comforting for a newb like me!By Richard N. StephensonIs it for beginners? Yes. Is Mr. Allrich conservative? Yes. Does this book cover a LOT of material? Yes. Do I recommend it? Yes!I really appreciate the global approach Ted took in this book, while still including PLENTY of particulars to get you going in building your Core Portfolio. Also, it probably helps that Ted's thought processes and strategy are relatively congruent with my views... though I'm more comfortable with a bit more risk.I'm still a relative newb to

investing, having only really gone through roughly 7 books on fundamental investing, and a few good biographies to complement, but I wish I had run across this one a bit earlier as it covers so much. Ted doesn't pull any punches about certain topics either. Bad investment strategies, just plain stupid ideas, and ideas that don't apply to non-millionaires are given quick but fair treatment... just to get your familiar. He mentions them, plainly says this is NOT for anyone who wants to be comfortable, and says a little about them. I appreciate that... a lot. It affords me the opportunity to get a conservative's opinion and formulate my own. Good stuff. So if you're looking to get your feet wet in investing (assuming you've got the debts already taken care of!!!) then grab this book and give it a thorough viewing. It couldn't hurt. 1 of 1 people found the following review helpful. Easy to understand investment advice By Mariusz Skonieczny It is easy to say not to stress out about your investments, but when the majority of your net worth is tied to the financial markets, it is easier said than done. The plunging portfolio may be the determining factor in whether we retire in two or ten years. The author is trying to convince people to do just that: stop stressing out, build wealth, and sleep well at night. This book is about the where, what, and how of investing. Under the mutual fund section, he talks about open-end funds versus closed-end funds, management fees, up-front fees, and commissions. Under the stock section, readers are exposed to six elements of great stocks: management, return on equity, price to sales ratio, profitability, and management ownership. - Mariusz Skonieczny, author of Why Are We So Clueless about the Stock Market? Learn how to invest your money, how to pick stocks, and how to make money in the stock market

Investing doesn't have to be stressful. Read this book to help you make money---and relax. You'll find what you need to know about the stock market, what moves it, what makes a great stock, and insider tips on how to invest. It's all in language you can understand, with easy-to-follow directions, so you can start building wealth today and sleep well tonight. Inside you'll find the secrets of investing professionals, as well as the essentials of building a Core Portfolio that works for you in good times and bad. It's not about overnight success. It's about slowly and surely increasing your financial well-being with tested ideas that have proven themselves worthy of your money. In a few hours, you'll learn more than most investors do in a lifetime. Ted Allrich spent more than thirty years on Wall Street, including ten as an investment adviser, and his knowledge will help you succeed. If you want to understand the stock market, invest without stress, and make sound investments, this book is for you.

From the Back Cover The market drops 200 points. Wall Street's in a panic. But you're in your Comfort Zone. Take the stress out of investing. Sleep peacefully. Comfort Zone Investing tells you how to: - Develop a Core Portfolio that serves you well in up or down markets - Make money with stocks, mutual funds, and bond. - Invest like the pros - Interpret economic news - Determine what's important and what isn't in the news - Understand the Fed - Avoid costly myths about stock investing - Find the best financial Web sites and how to use them - Buy stocks with the best chances for success - Pick the right stocks when interest rates are going up or down - Evaluate risk - Choose the best broker for you - Buy the right software for investing If you're going to be in the stock market, you need to understand it. This book gives you understanding, as well as a tried-and-true method for successful investing. In short: a Comfort Zone.