



Main Street Money: How to Outwit, Outsmart, and Out-invest Wallstreet's Biggest Bullies

Mark Matson

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Why don't folks see that stockbrokers can't predict the future? After all, people scoff at astrologers and tarot card readers, but if some guy in a suit says he is a market analyst, people can't wait to hear his insider advice for what to do during a stock run or slump. Investment adviser Mark Matson calls these so-called experts what they are: bullies. They are bullies because they line their own pockets by pushing mom-and-pop investors into taking risks they don't fully understand. His plainspoken new financial guide will show you how to outwit, outsmart, and out-invest Wall Street bullies. The wisdom contained in these pages will give you peace of mind about investing your hard-earned dollars. Instead of special tricks or hot tips, Matson teaches how to seek wealth responsibly by utilizing the free market and ignoring the three big investment lies propagated by Wall Street. *Main Street Money: How to Outwit, Outsmart, and Out-invest Wall Street's Biggest Bullies* is a book that believes every individual can become a portfolio master who can rise up and take control over his or her own financial future. To do so, novice investors will need to learn every trick and trap in their path. Matson knows these follies all too well. For the first years of his career, he worked in the belly of the beast on Wall Street, recruiting clients to invest in mutual funds whose managers falsely promised they could outperform the market. "Doing client reviews with investors and trying to explain why all of the gurus from the biggest mutual fund companies like Vanguard, Fidelity, American Funds, and Templeton were losing to the market was gut-wrenching," Matson writes. "I was failing my clients. I couldn't eat or sleep, the stress was mounting. If I couldn't pick the best managers in advance, what good was I?" After reading this book, even novice investors can master the critical ability to allocate their financial resources. You will understand how capitalism powers global markets and how this knowledge can fuel investment decisions. You will learn how to maintain the discipline necessary for seeking long-term investment success. Mark's investment philosophy is broken down into easy-to-follow steps that introduce the language of the investment industry. The book spells out why gambling with your financial future, though promoted by many financial industry insiders, is a fool's errand. You will learn how to identify personal risk tolerance limits and build a financial investment framework. You will come away with an understanding of how to design a portfolio that maximizes potential returns at any level of investment risk. Unlike many other investment guides, this is not a book for speculators who see money as a drug to be gambled with in order to create surges of adrenaline or ego. It's a fundamental course in learning how to become the owner of your own financial future.

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