

JOEL SALOMON'S
**FINANCIAL
FREEDOM
BLUEPRINT**

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Get Comfortable Investing in Stocks!

1. So What The Heck is the Stock Market?

2. Why Invest in the Stock Market?

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Helpful Terminology and Real Company Examples

1. What Does the Term Balance Sheet Mean?

2. What Does the Term Income Statement Mean?

Helpful Terminology and Real Company Examples

3. What Does the Term Cash Flow Mean?

4. What Are Valuation Ratios of A Company?

Helpful Terminology and Real Company Examples

1. **Fundamental Analysis** is Using the valuation metrics already defined to analyze a company

2. **Technical Analysis** is Using the stock's price and its past movements to determine if it is cheap or expensive

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Pick A Stock Using Joel's 5-Step Proprietary Stock Screen
Pass all 5 steps and you may have a winner!

Step 1: Calculate the most recent quarter's earnings per share (EPS) growth and see if the EPS growth is more than 10 percent

Step 2: Calculate the most recent quarter's sales growth and see if it is more than 5%.

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Step 3: Is Step (1) > Step (2)?

Step 4: Is the growth in EPS greater than the P/E?

Step 5: Did the stock go up on the day of earnings?

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**Another Way To Value A Company is With
Price Targets**

What Are The Price Targets For Your Chosen Company?

A series of 20 horizontal black lines provided for writing the price targets for the chosen company.

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Summary and Final Thoughts

- There is a “nomenclature” to understanding stocks.
- No need to memorize terms, but you should become familiar with them or use this presentation to better understand if a stock is cheap or expensive
- You can analyze the stocks that you own and clearly decide if they are expensive or cheap. Then it is only a logical decision whether to hold or buy more or sell it.
- However, just because a stock is “expensive” doesn’t mean it can’t get more expensive (go up more) and just because a stock is “cheap” doesn’t mean it can’t go down.