



Investment mastery

You need to know what you are doing to make money on the stock market. Marcus de Maria knows how to do it - and enjoys helping others to share the same success.

I first met Andy and Greg through Nicola Cairncross. Nicola was so insistent that I meet 'these amazing people', so I was very curious! I met Andy first and within a few minutes it was clear to me that we could do some profitable work together. He is very focused and disciplined. Greg is a very funny guy, the more I get to know him the more I realise how genuine he is; always helpful, very down to earth, very human.

After attending a Passive Open Day, I was happy to start referring clients to them, have Greg speak at our wealth creation courses and shoot a video with them. Then two months ago, Andy and Greg decided to come to my stock market course. But, before I go any further, let me rewind a bit and tell you how it all got started.

Back in 1999 I knew nothing about the stock market, perhaps as much as the average person - it was a place where people can make or lose a lot of money and was shrouded in mystery as far as I was concerned.

I attend a course on wealth creation where there were over 1500 people in the room. I learned that using the stock market, you could not only make money when markets go up, but you could also make money when markets go down! I discovered a simple strategy where you could make money when markets go sideways, did you know that they go sideways 85% of the time? I then started taking it very seriously indeed.

To start with, all I did was lose money because I didn't really have a trading system, something that tells you when to buy, when to sell and how much money to put in. It took me years to finally break-even and years after that before I started making money. Then in one month, I doubled two of my four trading accounts. I had arrived! But, I also realised that it didn't need to take that long. That's why I teach others now.

It all started when one of my mentors asked me if I knew others who wanted to learn, so I organised 14 people at £1,000 each to come to hear him.

I wrote the training material and organised a computer each. It all started very well, but by the end of the first day I noticed my mentor kept going off the script and missing out basic, but important points.

By the second day we were very behind and he then went off on a huge tangent about some very advanced material. This was supposed to be a beginner's course! I could see people were losing it and their eyes were glazing over. I kept thinking 'people aren't getting good value, my reputation is on the line, these people had paid good money'. In the end, we had a bust up in front of the class, that's how outraged I was.

I went to bed with a huge head-ache and I couldn't sleep. My body was trying to tell me something ...

The next day I decided to go solo. I knew I could do it better, because I cared and others didn't - that was my rationale. I started with 4-6 people in my living room and just taught one strategy everyone could do. I taught 12 people in all. This strategy required as little as one hour a day. Only one person, Adam, followed the strategy and managed 40% on his entire portfolio in just four months. After one year, he was up more than 70% on his entire portfolio.

Adam puts his success down to our conference call support system, 'the follow up conference calls meant I could talk to others in the same boat as me. I felt I was not alone'.

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I learned several very important key points during that period. Firstly: people think they have an hour a day, but they really don't – otherwise they would do all the things they promised themselves, but never get around to. So I changed the whole course.

We now teach 3 strategies that suit every lifestyle. If you have 1 hour a day, we have a strategy. If you have 2 hours a week, we have a strategy; if you have 2 hours a month we have a strategy for you. For the people who really have no time at all, we even have a strategy that takes just 2 hours a year and if you don't have 2 hours a year, I really can't help you ...!

Secondly, I taught the same strategy to the same people, I gave them a watchlist of 40 stocks to look at. Everyone had the same entry points, everyone had access to me on the conference calls. Some people took it and did something with it, others didn't. I learned that the mindset and the psychology was as important, if not more important than the skills themselves. I had to stop thinking that I was responsible for people's results. It makes me laugh now, but I used to call people after the conference call and ask them why they hadn't been on it. Sometimes you want things more for others than they want it for themselves.



By late 2004 we started running free evening seminars to explain to people what we were doing. When our workshops had grown and I had hired staff, my wife reminded me that this was our home, so we started running the course in Leicester Square. Now in 2006 we have a maximum of 24 people on the course with a computer each. We instruct people on how to open up their trading accounts before they attend, so they are able to practice during the course.

Our success stories are numerous and very varied, we have written and video testimonials of people achieving 3% a month, every month for 5 months, to 20% over 6 months to 65% over a year. I have learned to focus on helping those who want to be helped and have set up systems so that everyone who is committed can make a success of it. We have monthly meetings where people can show me the trades they are about to do and we go through stocks together. We have weekly conference calls every single week, where we discuss stocks; we even record it in case people can't make the live call; we have discussion forums where people can leave questions for each other and I look at it every day; we have a watchlist of stocks which changes on a monthly basis so you don't have to look at all 7500+ stocks ... basically everything you need to make money in the stock market.

What Marcus thinks about Passive Investments

I invest in people first and foremost. There are many great ideas, but if the people aren't right, there is no way I would promote the idea, no matter how good it is. With Passive you have the best of both worlds. Most people don't understand why property is such an incredible idea. Of the people who do realise it, the vast majority of them will never take action. Andy and Greg are saying, 'Don't worry, we have done this hundred's of times – how many property people can truly say that – and we will do it for you'. Now that is what I call a true passive investment!

I attended a Passive Open Day to 'check them out'. Once I grasped what Andy and Greg were offering, I have put Passive in front of 150 of my clients. I monitor their feedback closely and get it in writing from each individual. It is always positive.

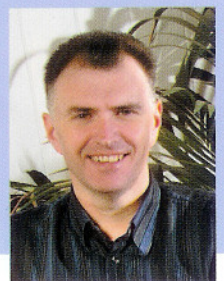
What Passive thinks about Investment Mastery

This year I have started to re-kindle my interest in making money on the stock market. I was fortunate enough to attend Marcus's two day Investment Mastery training course earlier this year. What most inspired me was his way of training people in the skills of 3 distinct trading styles. His ability to make sure that every single person in the group knew how to do each step was fantastic.

It's important to me after a training course that you can go directly into applying the techniques. That is the singularly most important aspect, otherwise unless you are an extremely focused person, it can be a waste of your time and money. Marcus focuses on making sure that doesn't happen, which is why his course works.

What's more, this does not require you to become the latest Warren Buffet, it's a system that you can apply and succeed at as long as you are willing to put in the effort.

Best wishes,
Andy Shaw



And finally, an offer from Marcus

For more information about our free 'Beginners guide to the stock market' evenings in Central London go to www.investment-mastery.com/passive If you can't make the evenings, we can now send you the DVD of 'Beginner's Guide to the stock market'.

Normal cost £19.99, mention this newsletter and you can have it for £9.99 (including P&P) on www.investment-mastery.com/passive Email us on marcus@investment-mastery.com or ring us on **0870 835 2260**

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