

Key Takeaways:

- This is about you and your financial future: investing in yourself with investment education
- A true data-driven and long-term proven system with a single unchanging formula.
- **Results:** it's all about results, and I show you the phenomenal The Investment Doctor results below

Hi, I'm Mike Edgar, also known as "The Investment Doctor". I have spent over 20 years doing a *wide* range of investments, and in this eBook I want to share some important foundational lessons that I've created over the years. I truly hope these help you in your investment journey whether that involves the stock market, real estate, or whichever investment types you are pursuing.

- My goal is simple ... to **help you make more money** through training and coaching.

Better investing requires making better investment decisions, and better investment decisions are created by having better investment knowledge, systems, and guidance.

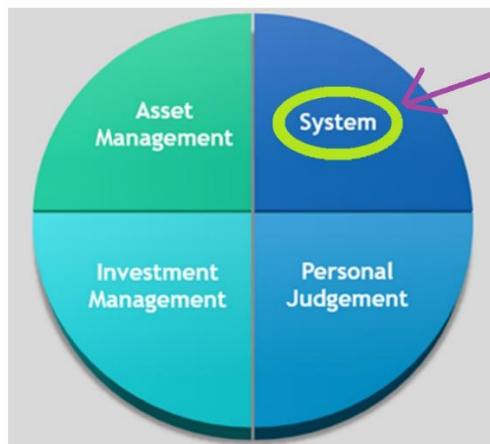
- I cannot over-emphasize **the importance of investment decisions** for your financial future.

Our personal finances, net worth, investment rate of return, and so on are the direct result of our investment decisions. Good investment decisions can benefit you for your entire life, and of course, bad investment decisions can conversely undermine your financial future.

The 4 Dimensions of Investing

The 4 Dimensions of Investing are applicable to any investment type so I will describe their general applicability as well as provide specific examples using the S&P 500 index of the US stock market (specifically, the SPY Exchange Traded Fund (ETF)).

Ideally, you want to know about and consider the 4 Dimensions *before* you invest in anything. Of course, you probably have existing investments, but at least now you will be able to evaluate them in a new and better way. Each dimension represents a different dimension or perspective of how to categorize, structure, evaluate, and manage investments.



Having a proven system is a key component of investing, and the The Investment Doctor offers exact that!

If you don't have a proven system underlying and guiding your investing it will be difficult to have good results.

Asset Management

Underlying question: What percentage of your total net worth are you willing to allocate to any particular investment?

Asset management is about determining how much of your total assets you will invest in different investment types (e.g. Stocks, Real Estate, etc.). You can think of this as portfolio management, but with a much broader and all-encompassing view of all your assets beyond but including stocks.

If you don't have this already prepared, you need to determine your total net worth. I personally include the value of the equity in my primary residence as part of my total net worth, but that is up to you as there are different views on this. Then you need to figure out what percentage each asset type comprises currently (e.g. real estate, stocks/funds/equities, bonds, insurance, businesses, notes, precious metals, antiques, collectibles, etc.).

Once you can see what each asset type's percentage of your net worth is you will have a picture of your current Asset Allocation. You might be happy, surprised, or even worried(!), but at least now you know.

One simple way to go about evaluating if you are comfortable with your current asset allocation is to consider how much you are willing to risk in each asset type. Does it feel about right, or is it out of alignment?

Investment Management

Underlying question: How will you monitor, manage and optimize your investment?

Investment management is about how you monitor and manage your investment. As much as we'd like to have "set it and forget it" investments, they practically don't exist ... at least if you want better results. You need to monitor your investments appropriately. The frequency, depth, breadth, and specific metrics you need to monitor will depend upon the type of investment.

You need to monitor the overall economy and wider market sector of the asset, you need to monitor the % allocation the assets takes up of your net worth since this can and will change, and you need to decide when to sell some or all of the particular investment ... if at all.

Investment awareness is key, but it doesn't necessarily mean you need to act on it. In many cases a long term buy and hold strategy can be very successful, but it depends on many factors including your personal financial needs. Awareness will give you the knowledge and agility to make better decisions and know where you stand financially at any given time.

Investment System

Underlying questions:

- Do you have a true system for investing?
- Is it an unchanging formula and proven over decades?
- Does it provide you better returns than the average mainstream investor?

A critical component of investing is having an Investment System. When it comes to stock market-based investments having a true system on your side becomes much more challenging. Typical approaches or strategies are not true systems. Some example approaches and strategies include:

- Buy/hold dollar cost average with at 60% low cost funds/ETFs and 40% bonds
- Buy/Hold dollar cost average using Target Year Funds where the equity/bond rebalancing is done for you
- Market timing in short timeframes
- Individual stock picking
- Sector picking and rotating
- Friend's stock tips
- Intuition / "I think ..." based investing

But **none of these are truly systems**, and on average they are very ineffective. This is unfortunate because approximately 16 trillion dollars of American's retirement investments are stock market based and in brokerage accounts, IRAs, 401Ks, ROTH, SEP, 403b, 457, and 529 accounts. Collectively, and individually, we have a lot on the line. By "a lot", I mean the vast majority of our financial future. Also note that every year the majority of professionally managed funds don't beat the simple market indexes. This is crazy, scary, ridiculous and not good enough for your financial future.

If you don't have a proven system then you are taking on a lot of risk and uncertainty. You need a proven, profitable and repeatable system, and that is what The Investment Doctor offers.

It took me over 15 years, but I built a true investment system based on an unchanging formula for the S&P 500 that vastly outperforms the advisors, target funds, and S&P 500 Index itself. Given what all you have heard and read this might seem unbelievable, but it's all based on actual market data of the S&P 500 that I cover in great detail in my online course.

RESULTS

\$10,000 invested in the stock market (S&P 500) January 3rd, 1995 - December 31st, 2021 using different strategies

Buy & Hold (60% S&P 500/40% Bonds)	\$47,934	← Typical advisor results
Buy & Hold (100% S&P 500)	\$103,705	
The Investment Doctor system #1	\$147,981	← The Investment Doctor difference
The Investment Doctor system #2	\$200,065	

Let me describe the above results in more detail. Let's say you had \$10,000 in one of your accounts on January 3rd of 1995, and you decided to invest it using a conventional 60% stocks (S&P 500) and 40% bonds allocation that many advisors recommend. On December 31, 2021 that \$10,000 would have grown to \$47,934. Similarly, if you had invested the entire \$10,000 into stocks, the S&P 500 SPY ETF, it would have become \$103,705. However, if you invested the entire \$10,000 into the S&P 500 without a proven system and coach on your side it would be regarded as risky by many.

However, if you had invested the same \$10,000 using The Investment Doctor system #1 it would have become \$147,981, and with much less volatility along the way. Alternatively, if you used The Investment Doctor system #2 it would have grown to \$200,065 with even less volatility along the way.

I show you all the data, results and systems for this in the online course.

RESULTS

\$10,000 invested in the stock market (S&P 500) March 1st, 2010 - December 31st, 2021 using different strategies

Buy & Hold (60% S&P 500/40% Bonds)	\$25,010	← Typical advisor results
Buy & Hold (100% S&P 500)	\$42,681	
The Investment Doctor system #3	\$326,674	← The Investment Doctor difference
The Investment Doctor system #4	\$1,697,347	

Now let me describe the above phenomenal results. This requires a regular brokerage or IRA account (or a brokerage link account to your 401k), but using The Investment Doctor system #3 your \$10,000 original investment on March 1st, 2010 would have become \$326,674 by December 31st, 2021. Even more phenomenally, system #4 would have grown the original \$10,000 investment to \$1,697,347.

Once you have a proven system on your side it increases your confidence and control in your investment(s). Additionally, having a proven system on your side gives you a solid foundation that provides you more security, liquidity, and peace of mind all along the investment journey. These factors come together to pave a way for you to make larger and more impactful investments for your financial future.

Again, I show you all the data, results and systems for this in the online course.

Personal Judgement

Takeaways:

- Having asset allocation, investment management and a proven investment system on your side are all critical, but ultimately your personal judgement will determine your investment decisions.

Personal judgement is of course comprised of many things including: your personal priorities, values, knowledge, experience, sense of good tradeoffs, risk tolerance, your time horizon, your profit targets, your life situation and life events, your health situation, and even possibly your intuition that might affect your personal investment decisions.

This is obviously a wide range of items and some of which may (or may not) come into play, and each has a different level of importance to you. There isn't a way to "cookie cut" prescribe the best decisions in this arena, but to sum it up you will either feel comfortable or not with a certain investment or investment strategy. However, as you learn more and gain more investing experience what you once were comfortable, or uncomfortable, with might change.

Here's a sneak peek at the online course outline.

Introduction

Section 1: Investment Doctor System

Section 2: Investment Doctor System Results

Section 3: Create your personalized investment system

Section 4: Action Plan & Next Steps

Section 5: BONUS: Advanced Systems

You can see that it covers a lot of territory, over 3 hours of online instruction, and goes well beyond just the investment system itself. The online course is very low cost at \$20 per month and there's no long-term contract. I want this to be a no-brainer for you.

OFFER

BRONZE	SILVER	GOLD
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