

WRITTEN BY
TRUTH JONES

LIKE
COMMENT
SHARE

Chapter 1 Introduction

Congratulations, you have made a very intelligent decision to invest in yourself and expand your knowledge. Hi, my name is Christon The Truth Jones I am an International Certified Les Brown Speaker, International Best Selling Author, Accomplished Day Trader, and I have a course where I teach people how to become financially free. I travel the country speaking and teaching people how to become successful in the stock market. Here are some of my accolades I have spoken onstage with Les Brown and E.T. I have been awarded for the Black CEO Youthpreneur of the year award. I have been nominated for Black Enterprise Teenpreneur of Year Award. Now you might be wondering what makes me a 12-year-old qualified to teach adults about investing. I am qualified because I have several proven testimonials from my students. I am a specialist who focuses on the meat and potatoes approach. I give the honest to goodness straightforward way on how to beat the market by investing differently from everybody else. Investing is one of my biggest passions in life and one of the many things I excel at. I love the feeling of making money without having to put any physical work in. I make thousands of dollars every day without putting in much effort at all. One thing

about the stock market is you cannot be emotional. You have to keep your emotions in check because the stock market can be emotional. One of the biggest mistakes I have ever made investing is becoming emotional. I lost a lot of money because I let my emotions dictate my actions. The ability to control your emotions is 90% of investing. This one of the rules to becoming a successful investor. Are you guys in your comfort zone if so leave it. You have to be willing to be comfortable being uncomfortable. So we can become successful, expand our knowledge, and our wealth. The best way to achieve wealth is to find those that have already achieved what you want to achieve and model their behavior. They have already achieved what you want to achieve. Another important factor to success is to surround yourself with those kinds of people so that they can help you and you can help them. That one word that makes everyone listen, the one word that when talks about they are on the edge of their seats, and the one word that most people try to make more of. The word is money, it is one few words that can provoke such extreme human emotions. Everybody talks about money from parents, teachers, mentors, and even kids talk about money. We might politely discuss wealth but not money. It's raw it's uncomfortable and it can make people feel guilty when they have it or ashamed when they don't. For example, my parents and I were heading from Fogo De

Chao and we were walking back to our hotel room. While we were walking back I saw this homeless guy. I had felt so guilty that my parents could afford a 50-60 dollar plate while he doesn't have a home. Now I have a question have you ever been in that situation or have you been on the other side?

T. pick 20 companies that you like and that you already buy from.

R. Research those companies thoroughly look at charts and past history.

U. Understand the historical data look at the 5-year history.

T. Trade after closing, give yourself some time to look up and research the company.

H. Have an Entry and Exit strategy don't be greedy stick to the plan.

My Story

“ I always knew I was going to be rich. I don’t think I ever doubted it for a minute.” Warren Buffet

I was always told that you don’t worry about the price instead focus on the value. I knew when I saw a YouTube video of a kid from Chicago that had accumulated a net worth over 50K in 3 years by investing in the stock market, which was a lifetime skillset that had tremendous value.

I immediately followed Jim Carrey’s famous example, I wrote myself a check for \$1 million dollars and added it to my vision board. My mom always told me to have a goal so big it scares you. I wasn’t sure how I was going to learn to successfully trade or invest in the stock market but I knew immediately that the stock market was going to lead me to my million dollar payday.

At the time, I didn’t think it was a crazy idea. After, speaking with a couple of people they thought the idea was outrageous and highly unlikely to happen. When I told me, my mom, she lit up with excitement. She simply quoted Nelson Mandela “Everyone says it’s impossible until it’s done.”

A few weeks later, my mom had signed up for an investment course. The course was a grand total of \$25,000 and she didn't blink an eye. I asked her why she would pay so much for a course. She reminded me that it's the value, not the price that counts. This one course would change our family's trajectory because the skillset can be passed down for generations to come. Looking back on it now, I now understand that 25k was just a pebble on the beach. Really, in the big scheme of things she understood that investing 25k would pay for itself 100 fold. Therefore, it was definitely a no-brainer.

I can't say that I was interested in the world of Finance but, I was committed to making sure my mom receive a return on investment. I was passionate about learning how to be a knowledgeable and wealthy investor and trader.

As this journey took flight I immediately found myself spending hours studying the stock market and learning how we're all tied globally. Before, I had just thought the stock market was a place where I would simply research some companies, invest in those companies and watch my money compound quickly.

Unbeknownst to me, the stock market teaches you so much more than just finance or economics. I have learned to be patient, understand the value of time, manage risk, and self-discipline.

Finally, the day came where my mom had opened my brokerage account. I felt as if I had hit the Powerball. I just knew I would

be making \$2740/day and getting me to my \$1 million in, no time.

Things had just got real, I was all set to make my \$1 million before my next birthday! From that point on I continued researching and honing my skills by “paper trading” (not using real money). Over time, my wins were outweighing my losses. Surprisingly, over the years since, I discovered that the only way to pick great stocks consistently was by using my T.R.U.T.H method. I will describe my method in detail later.

My first investment was Amazon! How can you go wrong with investing in Amazon when they're responsible “to a degree” for companies that have been around since the late 1890s going out of business.

Let's just say, I love Jeff Bezos and his company :) I purchased Amazon stocks for approximately \$800/share. A year later with no physical work from me, my portfolio was up over 93%.



AMZN 2 year chart – as you can see in Feb 2017 it was worth \$827 by Feb 2018 it was worth \$1449 and by Aug 2018 it was over \$2,000/share.

I remember having a conversation with my mom before I purchased Amazon stock. She tried to talk me out of it but let me make the final decision on whether I should purchase the stock or not. Well, let's just say I was happy I didn't follow my mother's advice and drink the Kool-Aid. I stuck to my research and gut and convinced my skeptical mother to purchase several shares of Amazon (AMZN) stock for me. I suppose she figured it was my money and I would have to learn on my own. I am so glad she gives me room to make mistakes, learn from my errors,

and let me think for myself. I was also happy that she was
WRONG!!!

I didn't go into my first purchase "hoping" it would be a great purchase. I learned early on that "hope" is not a strategy, lol. I have heard so many people over the years have the buy and hope mentality. They heard of a great stock tip from television, a co-worker, or friend and have no idea about the company's historical data or owners of the company.

Parents ask me all the time how can they get their kids into the stock market? Well, kids follow you lead parents. If you are scrolling through social media "spending" your time on liking, commenting, and sharing post then your kids are going to be "spending" their time playing Fortnite. You have to start investing your time into things that are going to get you closer to your goal(s).

While my friends were spending their time liking, commenting, and sharing social media post about Nike and Fortnite, I was investing my time purchasing \$shares!

The T.R.U.T.H On How To Purchase Great Stocks

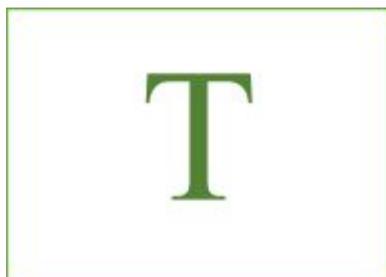
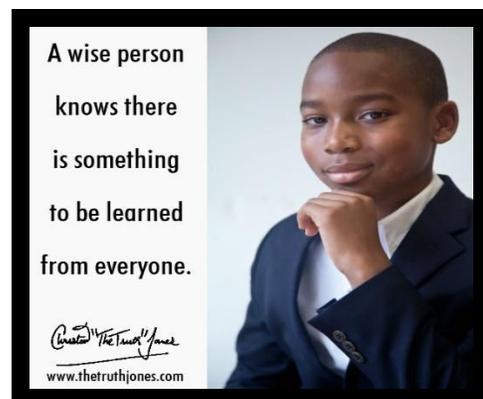
I vividly remember the day in 2018 when I held my first live investment course. After, pacing and being nervous about teaching what I have learned over the years, I informed my students that this one skill will buy them their time freedom and generate generational wealth for their families. I will never

forget their reaction after they saw my portfolio. They looked with excitement and enthusiastically exclaimed: “Let’s do this.”

Investing to me has always been about time freedom and making memorable memories. Although picking great companies and making money was my motivation, I didn’t have any complaints about the other benefits of having my own income before I was legally old enough to get a job.

Now, let’s fast forward to why you purchased this book and what you will learn about how to pick a great stock.

My T.R.U.T.H method is very simplistic but profitable. So let’s get to it:



T: Tap 20 companies you like and already use.

What do I mean, top 20 companies you like and already use?
Well, I most American use over 10+ companies before they walk out the door to go to school or work in the morning.

You awaken in the morning by the sound of your alarm, chirping from your cell phone. That's one company you have used before even getting out of bed.

Ex.) iPhone, LG, Samsung, Google, or Huawei

Then look at the carrier that you use:

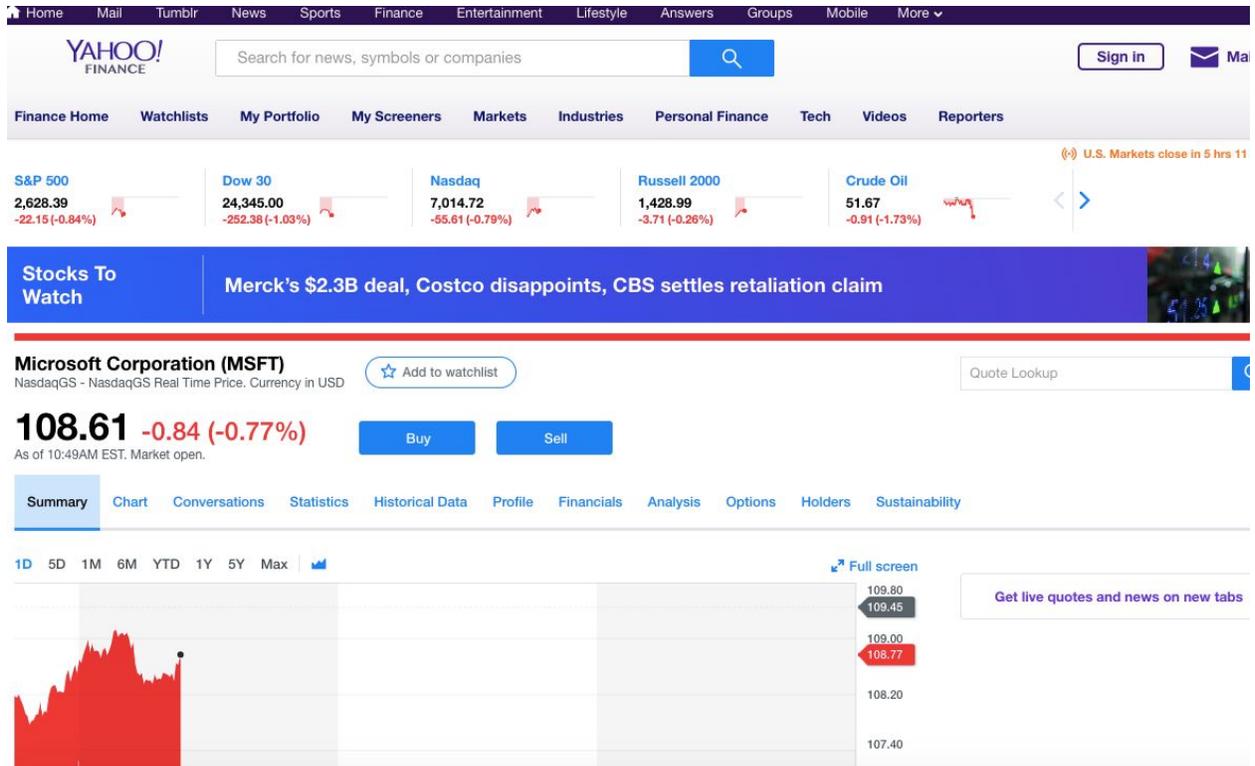
Ex.) AT&T, T-Mobile, Verizon, or Sprint

Then you hop out of bed and dash to the bathroom to relieve yourself, right. Well, what brand of toilet paper do you use? What soap did you use to wash your hands? What did you use to dry your hands with? What brand of toothpaste do you use?

I can give example after example but I think you get my point. More than likely these are companies/brands that we have been loyal to for years. Why not research their ROI (return on investment) and become an owner and not just a consumer.



Research the companies thoroughly...well, that's easy for you to say. I don't know where to begin, there's so much data, how do I know what data is important and what it means....slow down, I got you. The best websites for looking stocks, in my opinion, are TradingView and Yahoo Finance. One of my personal favorite stocks to invest in Microsoft I am going to give you guys some of the research I've found out about Microsoft and why it is such a great stock. Microsoft is one of the most consistent corporations that I invest in. I found this out by investing in it and doing my research. Now, here are some of the things you want to look at when researching a corporation you want to look at the Ticker Symbol, Current Share Price, News, and Market Cap. I bet you're wondering what this has to do with anything and why are they important? Well, I'll tell you the ticker symbol is a 1-4 character word, for example, MSFT this is a ticker symbol. The share price is the highest amount someone is willing to pay for the stock, or the lowest amount that it can be bought for. You look at the news to see if there are any new products, mergers, and etc. The market cap is what the corporation is worth for example Microsoft's current market cap is 834.05 Billion, not million billion. This is part of the image you will see when you go to Yahoo Finance. I suggest for you all is to buy Microsoft stock in September because Microsoft usually comes out with a new gaming console in November so you can buy low and sell high. This is some of the basics on how to research a corporation for your investing journey. Here is a image of what you will see on Yahoo Finance for Microsoft



It is possible for the stock market to price things wrong!
You can find wonderful businesses on sale often. Buffett has this to say about the stock market. *“Remember that*

the stock market is a manic depressive.” For any consumer of daily financial news, this will ring true. Equity markets swing wildly from day to day on the smallest of news, rally, and crash on sentiment, and celebrate or vilify the most inane data points. It’s important not to get caught up in the madness but stick to your homework. Always stay rational.

In other words, don’t focus on short-term swings in price, focus on the underlying value of your investment. *“Beware the investment activity that produces applause; the great moves are usually greeted by yawns.”* From a man who has made a fortune on companies like Apple, Amazon, General Motors, UPS, Johnson & Johnson, Mastercard, and Visa, this is sage advice.

“Risk comes from not knowing what you are doing.”

Buffett says, *“Never invest in a business you cannot understand.”* The advice here is obvious but often forgotten, particularly after investors have had some success. The temptation to believe that success in one area you know well allows you to easily analyze another is much greater once you’ve had some good returns, but should be resisted with vigor. Buffett himself has kept out of the technology sector for the most part, given his lack of knowledge of the sector. So do your research and look up the historical data on a corporation so you’ll have a better understanding. Great stocks have a pattern sometimes they’ll go up and

sometimes they'll go down but if you understand the stock and its patterns. You can start to predict whether it's going to go up or down. Whether it's going to be a bull or bear stock. So it is a must you have to understand the historical data of a corporation to become a great investor.

Time Period: Dec 15, 2017 - Dec 15, 2018 Show: Historical Prices Frequency: Daily [Apply](#)

Currency in USD [Download Data](#)

Date	Open	High	Low	Close*	Adj Close**	Volume
Dec 14, 2018	108.25	109.26	105.50	106.03	106.03	46,965,600
Dec 13, 2018	109.58	110.87	108.63	109.45	109.45	31,333,400
Dec 12, 2018	110.89	111.27	109.04	109.08	109.08	36,183,000
Dec 11, 2018	109.80	110.95	107.44	108.59	108.59	42,381,900
Dec 10, 2018	104.80	107.98	103.89	107.59	107.59	40,801,500
Dec 07, 2018	108.38	109.45	104.30	104.82	104.82	45,044,900
Dec 06, 2018	105.82	109.24	105.00	109.19	109.19	49,107,400
Dec 04, 2018	111.94	112.64	108.21	108.52	108.52	45,197,000



Trade after closing the stock market can be emotional. This is one of the many things I have learned while investing in the stock market. Sadly, I had to learn the hard way because I got

emotional and lost a lot of money luckily I made all back and some. You have to keep your emotions in check when investing in the stock market or you will lose money. For example, back when I had just got started in investing in the stock market I was making so much money it was super easy and then guess what? I got greedy and started making risky trades and was losing money and I didn't know why. Eventually, I finally realized I had gotten emotional and that's why I was losing money because I had broken one the rules to becoming a successful investor. So once I took a deep breath I waited for a little bit got out of all my investments and I stopped trading for about 2 weeks. During this time I was learning to control my emotions and studying my craft on investing. So when I got back into the game I was just killing it I was making money left and right. I still lost money its part of the game but i made more money then what I had lost. I was only able to do this by keeping my emotions in check and not being greedy. Greed is one of the seven deadly sins of man and as you saw in my example I just kept losing from it. So this is why you want to trade after closing to help keep your emotions in check and to do more research on the corporation if you're not sure. Give yourself some time to sleep about and think before you go running in guns blazing. This is why trading after closing is so important.

A green square with a thin border, containing the letter 'H' in a green, serif font.

Have an entry and exit strategy and stick to the plan. When investing in the stock market you never want to go into a stock without a plan or a strategy. How would I make a plan you ask? First, you would write down when you're going to get into that stock or what price, then you write down how many shares you're going to buy, and what your target price is or how much you want to make. For example, MSFT is a 50.00 and the highest it's been is 60.00. So right now Microsoft is currently in a bullish market and you're going to buy it when it hit's 55.00. So it hits 55.00 and you buy 2 shares. You want to make 10.00 so Microsoft keeps going up and hits 60.00 do you stay in or get out? You get out! You have hit your target price and so you get out don't be greedy. So guy's the point is to stick to the plan and don't be greedy as what it says on T. Stick to the plan and so you can understand and start making bands. I hope you have learned a great amount of information from this book and you have a wonderful day! You can go follow me @thetruth2024 (Instagram and Twitter), Christon The Truth Jones (Facebook), and The Truth Jones (LinkedIn and Youtube). I'm Christon and that's the Truth and I'm walking in it!

