

# Serious Money: The Art of Marketing Mutual Funds

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An excellent pre-cursor to Nick's better book: The Excellent Investment Advisor. Nick will tell you himself that Serious Money is outdated, but it is a good starter for Nick's unique approach on financial services sales.

#### Other Books

How to Make a Fortune through Mutual Funds. How To Make A Fortune Through Mutual Funds This book reveals how you can make extraordinary returns from mutual funds – far beyond the steady, tortoise-like index parity trot most investors are used to. The key lies in grasping the point that mutual funds deliver only when the markets are rising. You lose money by holding on to them in down markets. So, the conventional mutual fund mantras of all-weather regular investing through systematic investment plans and long term holding won't make you rich. Mutual funds are a short term game. To make a fortune, you need to time your mutual fund investments, and you need to trade mutual funds. The unique benefits of mutual fund investing are widely known. You profit from a diversified portfolio of financial assets – stocks, bonds, commodities, etc. – managed by an expert fund manager. Going much beyond fund mechanics and the familiar methods of investing in mutual funds, the book shows you how to make a fortune by applying the strategic power of mutual funds. Find out: ? Secrets of profitable mutual fund investing ? Benefits – and risks – of mutual fund investing ? Why choosing the fund manager is your single most important decision – and how to choose one ? How to pick the right funds for different market conditions ? How to time your mutual fund entries and exits ? When do different types of funds perform best – active equity funds, index funds, ETFs, income funds, gilt funds, commodity funds, real estate funds ? Mutual fund investing strategies – and when to use which ? How to trade mutual funds to leverage your returns ? How to develop your skills of picking high return mutual funds and quickly exiting the duds. ? And, much else! ? ? ? ? ? . The seeds of failure are sown when mutual funds launch dividend yield funds. If too much money chases the underlying high dividend yield stocks, stocks move up in price driving down the yield. ... Selling out is an art in itself."