

Your journey toward financial success begins as soon as you understand and employ the four basic investment principles that are central to the BetterInvesting philosophy.

Four Investment Principles:

- Invest regularly — You can begin by investing as little as \$25, \$50 or \$100 a month. As your resources grow, your monthly investment can grow. The important thing is to invest on a set schedule over time.
- Reinvest earnings, dividends and profits — If a stock pays dividends, reinvest them to buy more shares. If you sell a stock, apply the proceeds to another investment.
- Buy growth stocks and equity mutual funds — With the right growth stocks and equity mutual funds, you can achieve goals like doubling your money every five years or averaging 15 percent annual return on your investments
- Diversify — Diversification helps balance risk and expand investment opportunity. Invest in companies of various sizes within different industry segments. Consider mutual funds from different categories or groups, including large-cap and small-cap funds, as well as domestic and international funds.

Remember, long-term financial success is not a sprint to the finish. Slow, steady growth is your ultimate goal, and the BetterInvesting philosophy will help you set the right pace.

Source: BetterInvesting.org