

# SWAP

**Global Ventures Private Limited**  
(Formerly Swap Consultants Pvt Ltd.)

## **16 RULES FOR INVESTMENT SUCCESS**

1. Invest for maximum total real return.
2. Invest. Don't trade or speculate.
3. Remain flexible and open-minded about type of investment.
4. Buy low.
5. When buying stocks, search for bargains among quality stocks.
6. Buy value, not market trends or the economic outlook.
7. Diversify. In stocks and bonds, as in much else, there is safety in numbers.
8. Do your homework or hire wise experts to help you.
9. Aggressively monitor your investments.
10. Don't panic.
11. Learn from your mistakes.
12. Begin with a prayer.
13. Outperforming the market is a difficult task.
14. An investor who has all the answers doesn't even understand all the questions.
15. There is no free lunch.
16. Do not be fearful or negative too often.

*Sir John Templeton*

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