



Rule #1: The Simple Strategy for Getting Rich--in Only 15 Minutes a Week!

Phil Town

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Before I became “Phil Town, teacher of investing principles to more than 500,000 people a year,” I was a lot like you: someone who viewed individual stock investing as way too hard to do successfully. As a guy who barely made a living as a river guide, I considered the whole process pretty impenetrable, and I was convinced that to do it right you had to make it a full-time job. Me, I was more interested in having full-time fun.

So I was tempted to do what you’re probably doing right now: letting some mutual fund manager worry about growing your nest egg. Let me tell you why that decision could one day make you absolutely miserable.

The fact is, because of natural market cycles, the mutual fund industry is likely to soon be facing twenty years of flat returns. That means that if you’ve got your nest egg tucked away in funds—especially the type found in most 401ks—your egg won’t get much bigger than it is now. Translation: Get ready for a retirement filled with lots of cold cuts, plenty of quality TV-watching time, and a place to live that’s too small to accommodate your visiting kids.

In this book I’ll show you how I turned \$1,000 into \$1 million in only five years, and then proceeded to make many millions more. I came to investing as a person who wasn’t great at math, possessed zero extra cash, and wanted a life—not an extra three hours of work to do every day.

Fortunately, I was introduced to The Rule.

Rule #1, as famed investor Warren Buffett will tell you, is don’t lose money. Through an intriguing process that I’ll clarify in this book, not losing money results in making more money than you ever imagined. What it comes down to is buying shares of companies only when the numbers—and the intangibles—are on your side. If that sounds too good to be true, it’s because the mind-set I’ll be introducing you to leads not to bets but to certainties. Believe me, if there were anything genius-level about this, I’d still be a river guide collecting unemployment much of the year.

Part of the secret is thinking of yourself as a business owner rather than a stock investor. Part is taking advantage of today’s new Internet tools, which drastically reduce the “homework factor.” (We’re talking a few minutes, tops.) Part is knowing the only five numbers that really count in valuing a potential investment. And part—maybe the most important part—is using the risk-free *Rule #1* approach to consistently pay a mere 50 cents to buy a dollar’s worth of a business.

What I won’t waste your time with is fluff: a lot of vague parables reminding you of what you already know and leaving you exactly where you started. This is the real deal, folks: a start-to-finish, one-baby-step-at-a-time approach that will allow you to retire ten years sooner than you planned, with more creature comforts than you ever imagined.

Also available as a Random House AudioBook and eBook.

From the Hardcover edition.

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From Reader Review Rule #1: The Simple Strategy for Getting Rich--in Only 15 Minutes a Week! for online ebook

Duc Luong says

I can't believe I just got scammed 13\$ for this book.

So in a nutshell, The Rule #1 investing is "Buy a wonderful business, know its intrinsic value and try to buy it at great discount". Duh, hello captain Obvious?

This entire book based on Value Investing principle originated from Ben Graham and later wonderfully executed by his apprentice, Warren Buffet. This book does not bring any more value to the table. Do yourself a favor, use that 13\$ for a few cups of coffee while reading "The essays of Warren Buffet"

Isambard Growett says

Full of cherry picking and bad examples. I turned the book off when the author said equity was the key measure of a company.

Leandro Melendez says

De los mejores libros que he leído con el tema de inversiones.
Desearia habermelo topado hace años, pero a sacarle lumbre!

Stacy says

I would consider this a "theory" book of investing, as you have to believe his concepts and ideas. But there are some solid concepts and ideas in there, though I doubt it can realistically be accomplished in 15 minutes a week as Town suggests. I'll keep the book as a reference for a while, but continue to do research on stock investing strategies.

Mitesh Patel says

Nice rules to arrive at value but most of the other are just rhetorics

Trinity_ says

I would have liked more guidance on the "how." Recognize that the "15 minutes a week" isn't actually

feasible, but I was more impressed that the entire system is really rational and makes sense to me. Stocks seem huge and impossible to understand. But having a set box to work within seems like a good way to go.

Walter Trajano says

i think in general its a good book, gives you some good ideas of how to analyze a company's financial situation. The title is a lie, of course and the technique, at least in Brazil, is impossible to be applied.

Brandon Little says

The most influential book on investment strategies that I have ever read. Combines the time tested and proven strategy of value investing that have made Benjamin Graham and Warren Buffett millions--make that billions. It has a very easy to understand system to follow in order to find solid investments and makes a nice compliment to other way people utilize to find their next investment. It doesnt hurt that he is a good writer that keeps your attention--oh and did I mention he started investing late in his life and when he was a river guide and is now very successful using the strategy he talks about.

Colin Richardson says

A priceless book about managing your own investments. Every time I had a question regarding the teaching, Phil would answer it in the next paragraph. Quit making fund managers rich and quit losing money!

David says

Okay, so you've heard about these things called "stocks" and you know that the way to make money long-term is to invest in them, but you don't want to be a casino gambler. So how do you learn how to invest intelligently?

If you're like me, you invest in an index-tracking mutual fund and call it a day, but when I read this book a few years ago, I was all fired up to start tracking individual stocks with spreadsheets and pouring over company 10Cs and P/E ratios, and even signed up on Phil Town's website.

Problem is, that's actually a lot of work. You have to be pretty dedicated. Or else you turn into an idiot day-trader.

So, I've been meaning to look at it again and maybe dabble a bit, with "pretend" money at first. Of course the reality is that we have no idea if historical trends mean anything in terms of what the stock market will do in the future. So committing yourself to stock investing in the first place means committing yourself to the idea that stocks will continue to be more or less profitable in the long term no matter what sort of financial turmoil afflicts us.

I found this book to be fairly balanced and based on sound financial principles, if a little too formula-driven,

mainly because it's trying to "simplify" investing for people who aren't stock market experts, which is potentially dangerous. Remember you should be looking at the long term, not trying to make a quick profit.

On the plus side, most people investing in stocks are stupid so it doesn't take much to do better than them.

On the negative side, if everyone followed the advice in this book, nobody would "win." So you're basically relying on being less stupid than the majority.

So if you're going to play the stock market, read a few books like this first.

Alternatively, start hoarding gold and bullets under your mattress.

Santosh Kumar says

My first investment related book. the way author has explained the concepts is very good (especially considering that am a novice). i really liked the book very much. having said that am not sure how well i can use it in my country because am finding it bit difficult to get info and yahoo/msn are very good for US companies. nonetheless am still hitting the bush, not sure when i will be finding one :).

I WOULD SAY GREAT BOOK FOR FIRST TIME INVESTOR :))

Blake Gafford says

I own both the hardback and paperback of this one. The paperback is the best of the two to buy because it has an extra chapter in the back of it full of great advice on 401k's.

Warren Buffett had two rules, Rule #1 is not to lose money, and Rule #2 is to remember Fight Club. Buffett was a student of Ben Graham's where he learned how to value a business on a purely quantitative level. Buffett later became also quite influenced by Phil Fisher, who was the grandfather of qualitative analysis. Graham and Fisher were polar opposites in their investing style: Graham knew all the valuations and numbers for the businesses he owned, but sometimes didn't even know the name of the business! And Fisher could have cared less if the business was overvalued..just so long as it had a great product and great management and a solid moat. Buffett obviously took an approach that balanced the two extremes which proved very successful for him. What Town does is basically explain what a Rule #1 business has got to have which is Meaning (you have to understand the business like it was your own) a Moat (competition can't invade your investment and take all your money away on their horses) great Management (think Steve Jobs or the Google guys) and Margin of Safety (like Buffett you want to buy a business for 50 percent off what it's trading at) As for the last one--margin of safety--Town explains in detail Buffett's method--which isn't written about in many places--how to value a business based on future earnings, rather than on p/e ratio--which is graham's method. This way, you get the odds in your favor that the business you are holding is going to beat earnings over and over again, and go up and up to it's real value (just as long as you bought it at a significant discount)

The last part of the book is Town explaining certain trading tools---the MACD, the Stocastics, and the moving average. No matter how great a stock, Town says, if the big guys are selling it, it could tank.

Trading a great company is definately something that makes Town's approach unique. Buffett never did this, but then again, Buffett is the biggest big guy--it's too hard for him to get in and out of a company to actively trade it--so it makes sense that he's been mostly a "buy and hold" guy. Town's approach makes definat sense in the internet age because one can, A) get the tools to track the stocks and see if the big fund managers are buying or selling and B) you can buy or sell within 10 seconds. It takes fund managers weeks or even months to get in or out of a particular stock. Why not profit from that?

ALL in all--very readable, very informative, wonderful approach. By far and away the best investment philosophy and the first book somebody should read on investing. Now go and play.

Danielle Town says

I SO want to give this only four stars for starting the sequence of events that put me into podcasting about investing, writing our own book together, and generally making me learn this investing stuff - but I won't, because it absolutely deserves five. Rule #1 is the classic and I go back to it over and over. To my surprise, this method of investing works even for non-numbery people like me, and I send my respects to my dad and the tradition of value investing masters (and I think our new iteration is even better). Invested: How Warren Buffett and Charlie Munger Taught Me to Master My Mind, My Emotions, and My Money
Thanks Dad xx

Frank says

I wish I followed the plan in this book, years ago it told me to buy Samuel Adams, I didn't, and now they are all over the place, never even tried to see how much I could have made. The system works, I fine tuned it with another system, and it verified what this book said. I'm sure it's not fail safe but I would like to give it a try again.

Al Fernandez says

Good approach to investing using both value and technical tools. Determining value is easier than other approaches I've seen. Technical tools used are good. I would recommend to investors. Only part I didn't like was the early sell based on getting rich without working hard. Once you get to the approach the book is good and easy to understand.
