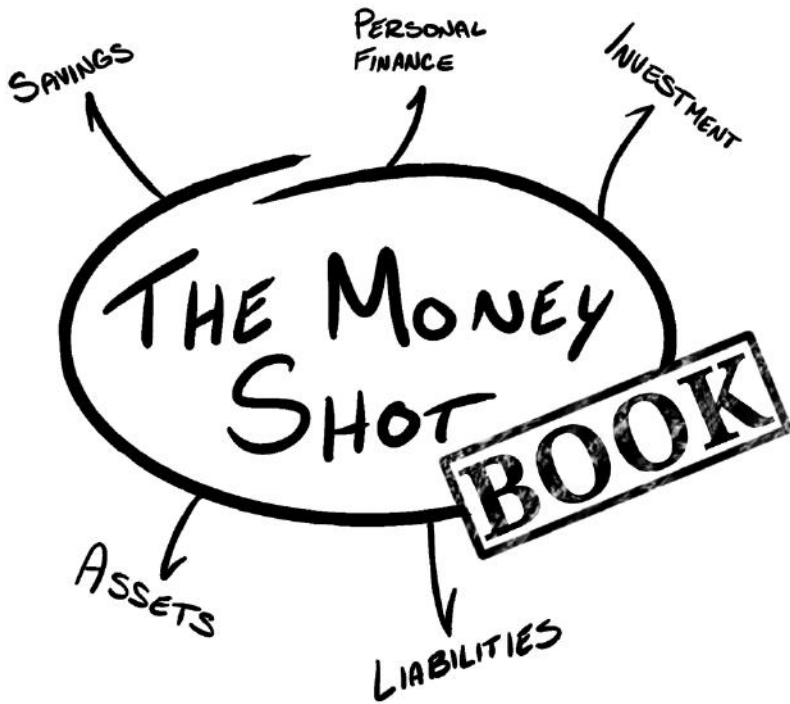


DAMIEN FOGG

**THE
MONEY
SHOT**

(THE SLIGHTLY LESS DULL)
**GUIDE TO PERSONAL FINANCE
AND INVESTING**



THE [*SLIGHTLY LESS DULL*] GUIDE TO
PERSONAL FINANCE AND INVESTING

DAMIEN FOGG

Let's Tell Your Story
London

COPYRIGHT

Title: The Money Shot: The (Slightly Less Dull) Guide to Personal Finance and Investing

First published in 2018 by Let's Tell Your Story Publishing

Address: 5 Century Court, Tolpit's Lane, Watford, WD18 9RS

The author and the publisher specifically disclaim any liability, loss or risk which is incurred as a consequence, directly or indirectly, of the use and application of any contents of this work.

ISBN: 978-1-910600-22-1

Illustrations: Hrefna Bragadottir

Book design: Colette Mason

Editing: Greg Fidgeon

Copyright © 2018 Damien Fogg

The right of Damien Fogg, identified as the author of this work, has been asserted in accordance with The Copyright Designs and Patents Act 1988.

All rights reserved. No part of this work may be reproduced in any material form (including photocopying or storing by any electronic means and whether or not transiently or incidentally to some other use of this publication) without written permission of the copyright holder except in accordance with the provisions of the Copyright, Designs and Patents Act 1988.

Applications for the copyright holder's written permission to reproduce any part of this publication should be addressed to the publishers.

This guide is not endorsed by or affiliated any website or organisation mentioned in this book in any way.

DISCLAIMER

This book has been prepared solely for informational (and a little bit entertainment) purposes and is not an offer to buy or sell or a solicitation of an offer to buy or sell any security, product, service or investment. Nor does it constitute any form of personal recommendation.

Basically – don't read this and then think you know it all, buy something stupid and then come blame me for it. Speak to a professional who knows your complete and individual circumstances.

I, and the publisher, make no warranty, expressed or implied, about the accuracy or reliability of the information in this book or any resource mentioned or linked to the book. The information is provided for education and guidance only.

Wow, reading that makes no sense. I think I've just said everything I've written is bollocks? Thanks disclaimer people.

Past performance is not a guide to future performance. Investments can go down as well as up and you may end up losing money if you invest in some of the assets mentioned in this book.

Look, investments are hard. Professionals get it wrong a lot. Like, a lot, a lot. So reading a book, as great as this one is, isn't going to make you an investing god or goddess. You'll make a mess at some point. I just don't want you blaming me for it!

So, take whatever it is you need to from this and do your own research – always – before investing.

*Special mention goes to my folks for
everything they have done.*

*Kids. Expensive investments, but hopefully one
that has paid dividends.*

(I'm such a finance nerd, I can't help it!)

CONTENTS

Introduction	17
Fundamental principle #1 Live within your means	31
Fundamental principle #2 Pay yourself first	34
Fundamental principle #3 Plan for the future, enjoy the now	37
Fundamental principle #4 Compounding and Pounding	39
Fundamental principle #5 No such thing as a free lunch	44
Basic principle #1 Track your incomings	51
Basic principle #2 Track your outgoings	55
Basic principle #3 Getting to grips with your assets	62
Basic principle #4 Limit your liabilities	67
Basic principle #5 Where are you going?	71
Asset class #1 Equities/Shares	79
Asset class #2 Funds	84
Asset class #3 Bonds	88
Asset class #4 Currencies	92
Asset class #5 Commodities	95
Asset class #6 Properties	100
Asset class #7 Cash	105
Asset class #8 Cryptocurrencies	109
Asset class #9 Alternative	114
What is asset allocation	121
Closing thoughts	136
Still terrified?	141
Adulting words you may not know	143
Resources	145
Keep in touch	147

ACKNOWLEDGEMENTS

Apparently, this is where I'm meant to thank everyone I've ever spoken to about anything. Ever.

I've already dedicated the book to my folks, so they can do one.

Suppose I should thank my publisher Colette Mason for literally dragging this book out of me and turning the ramblings of a ranting money-obsessed nutter into what you're reading now.

Greg Figdeon rocked up with this editorial red pen and wrote all over my first draft. It was utter carnage, but it's made it better for you, dear reader, so that's alright then.

Jon Buchan tried to make my quips funnier, I suppose. "Tried" being the operative word. Let's face it, it's finance, FFS, so it was bound to be a tough gig.

My artistic ability starts and ends with scrawling notes on a whiteboard, so mercifully, Hrefna Bragadottir added the illustrations, to create some visual interest to stop you slipping into unconsciousness when "living within your means" was punted about as an idea.

And I should also thank a bunch of other people too, probably. But I can't remember you now, so I guess you weren't that helpful.

INTRODUCTION

ABOUT ME

Hello. I'm Damien Fogg. I'm guessing you knew that by now.

I'm usually described as a "loveable little shit". I don't know where people get the loveable part from.

You know how when you're younger you want to grow up to be a racing driver or an astronaut or a Vegas showgirl (for the disturbed among you)? Well, when I was knee-high to a grasshopper I wanted to be a financial adviser.

What can I say? I'm a rebellious maverick. When other teenagers were hiding their cigarettes, I was hiding my copy of Securities Analysis by Benjamin Graham (it's an absolute laugh riot, I promise you).

Anyway, I went down that route for a while and then realised it was mostly filling out forms and who has time for that shit? So I did a bunch of other stuff instead.

Snowboard instructor, personal trainer, day trader, financial adviser, copywriter, distributor.

Having grown up reading the FT on the weekends, my love of money and numbers has never left me. I realised the thrill of snowboarding would never match the excitement I found in the world of property investment or, more accurately, the pay.

And because I'm a mega-nerd, I got a master's degree in it. Then I got chartered as a building surveyor, and then consulted with the EU, the National Landlords Association and the Homes & Communities Agency.

I'm kind of a big deal.

But I'm also a tumbling dickweed.

So instead of doing all the professional grown-up things, I just started working with people who I like and who I can help mimic what I did.

And that was to retire in my early 30s due to the passive income I had built up. Don't get me wrong, I wasn't a zillionaire or anything, but the money that came in from my investments was enough to cover my outgoings.

Sounds cool, right?

WHY I WROTE THIS BOOK

It's great working closely with people I like. I get to hang out with awesome guys and gals and talk about a topic I'm disturbingly obsessed with while helping them out at the same time.

But often the conversation turns away from property investment and gets into general personal finance and investing.

It turns out that not everyone grew up reading the Sunday Times Money section and asking how gross redemption yields are influenced by the base rate of interest. Who'd have thought it?

So I wrote this book for two reasons.

First, to help show you how easy finances and investing can be once you get rid of the douchebags that usually talk about it.

And second, I can now just throw this book at the next person who asks me, “So where should I start?” or “Have you ever thought about writing a book on personal finance?”.

WHO THIS BOOK IS FOR

I’m writing this book for you.

It is for someone who is ready to take control of their finances and start investing but doesn’t really know how to track their finances, come up with a simple plan to follow or even what you can invest in.

You know that you should probably start doing something to plan for the future.

However, you know you don’t want to sacrifice having fun in the meantime. Putting all your money into a boring, long-term investment portfolio sounds like a shitty idea.

This book aims to help you find the happy middle ground where you can have a safe and secure future but still enjoy the now.

That’s who this book’s for.

WHAT THIS BOOK COVERS

The mind-numbingly monotonous world of investing. Woohoo!

But, instead of making you want to gouge out your eyes with a spoon, I'm aiming to make you inappropriately excited about how simple it can be to be the master of your own financial destiny.

At least that's the plan. I take zero responsibility for any loss of eyes due to the content of this book.

It's broken up into three main sections.

The first covers the Fundamental Principles. Master these and you'll be ahead of 90 per cent of the population when it comes to financial intelligence. Balls them up and you're screwed.

Specifically, we will look at what living within your means actually means and how to achieve it. This is the cornerstone of your financial success. You will learn why you need to take control of your money so you are able to create a plan for it to help you in the future without sacrificing the now (yes, you are still allowed a few nights out, but maybe not on the Dom Perignon all the time).

We'll also get into some technical stuff such as compounding and pounding, which is the basis of understanding how to get your money working harder for you. And there's a warning too, on avoiding the snake-oil salesman.

In Section 2 we'll cover the Basic Principles. This is the practical stuff you can use to take full control of your finances and come up with a detailed and specific plan for yourself.

We'll look in detail at how to track your incomings and outgoings – and why it's important to do so – as well as how to increase them or reduce them accordingly. You'll also learn what assets and liabilities are, how to measure them and why not all liabilities are bad. It concludes with us working out a figure that will be your dream income. Nice.

In the third section – Assets and Portfolios – we get into the nitty-gritty of what you can actually invest in so you can work out if it's for you or not.

We take a look at all the different types of assets including equities/shares, funds, bonds, currencies, commodities, properties, cash, cryptocurrencies, and alternatives (I know, all this financial talk is making you feel all sexy, right?). I will tell you the pros and cons of each, the risk-to-reward ratio, the time horizon for each and the minimum financial commitments needed.

And we finish off by examining how – when you are at that stage financially – to split your money across different asset classes, choosing the best asset allocation portfolio for you, checking your net worth and rebalancing your assets to keep you on track for the next 20, 40 or 100 years.

By the time you get to the end of this section, you should be able to confidently stride into the world of investments and towards your financial security. Well, at least be better placed to do so than before you read the book. Hopefully.

HOW TO USE THE BOOK

You should read this book from start to finish and don't cherry-pick bits and pieces as you go along.

You need to go through each level to progress to the next one. There's no point jumping to the end if you haven't sorted out the stuff at the start. Things will unravel quickly if you do that, trust me.

Complete the quizzes at the end of each section to ensure you haven't drifted off into a boredom-induced coma. If the info you have read hasn't sunk in, and if you aren't putting it into action, then the chances are that the next chapter won't help you too much either.

I've tried to keep it entertaining but some of the topics might be hard going. I am not a miracle worker; it is finance after all.

As always with a finance book, I need to do one of those big fat disclaimers shouted from the rooftops by some bloke dressed up like a biscuit-tin character: "Be ye warned. This be not financiale advyce."

I appreciate this can sound a bit dickish and like I'm trying to get out of any responsibility, but there genuinely is a good reason for it.

Imagine I came to you and said I wanted you to organise a party for me on Saturday. And that's all I told you. It would be pretty hard to nail that request when you don't even know:

- Why you are having the party
- Who is coming
- Where the venue is
- What music everyone likes

- If people need feeding
- If people need alcohohing
- Are the Backstreet Boys still cool (Yes... Yes they are)

If I asked you to do that, then maybe 20 per cent of the time the result would be close enough and we'd have kind of a good party. Five per cent of the time (if I'm being generous) it'd be legendary and you'd get everything just right.

But without any of that information, it's pure guesswork and blind luck that you get it spot on.

That's why a book isn't specialised advice designed just for you. I just don't have enough details to tailor anything to you.

Much like a travel guidebook talks about the wonders (and drawbacks) of city, beach and mountain adventures, it's on you to go and research your holiday in more depth to figure out what's the right destination for you.

If we're both lucky, this will be a slightly less dreary introduction to a topic filled with boring personalities and dry facts and figures.

Sticking with the holiday theme, think of this book as the slightly dodgy 18-30 rep on a Greek island that you regrettably sleep with halfway through the trip but who showed you all the cool places. I'm that person, rather than the retired historian giving a walking tour around Rotherham. (Sorry to those of you from Rotherham. I've never even been, but your town just sounds dull).

But anyway, I'm bored of this section now, so bonus points if you made it here. Let's crack on.

RESOURCES

I've put a net worth sheet together for you [*Hang on Damien, you've sneaked some blooming jargon in already, FFS! – Ed*] which will allow you to take complete ownership of your finances.

You'll be able to see how much is coming in, how much is going out, what you own, what you owe, and where you want to get to. It's all on one simple sheet.

I've also put together some questions that you can ask any financial adviser just to make sure you're speaking to the right person and not somebody who is 12 years old and doesn't have a clue (or any money themselves), or who is just trying to flog you the crap that pays the highest commission, so they can buy another shiny suit and get their teeth whitened. Again.

KEEP IN TOUCH

The good news for you is that I don't bite, often or hard. At least I don't draw blood – huzzah! So feel free to get in touch with me.

Drop me an email if you like: damien@theEPinvestor.com

I have a fun-filled, free Facebook group – The EP Investor Group (<https://www.facebook.com/groups/theepinvestor>) that you're more than welcome to join and ask any questions you might have.

Ideally, these will be investment-based questions and not stupid stuff like, "Where did I leave my keys?" or depressing shit such as,

“Why does my partner no longer look me in the eyes during sex?”.
If it’s not those kind of questions, then ask away.

Of course, I’ll have a pop at answering the above should you ask,
but I’m not sure I’ll have a good answer for you.

The last place you left them? Probably in the kitchen. On the side.
You forgot to put them back in the right place after you brought
the shopping in.

Because your “arrival” face reminds them of an endangered sea
creature, and it makes it hard to think of the cute guy/gal from the
local chippy while looking at that.

See, told you I wouldn’t have good answers.

For some reason, we still see finances as a dirty topic in the UK, so
if you want to chat privately then feel free to get in touch and we
can chat one to one.

Confused and Intimidated by the Dull World of Personal Finance and Investing?

But Know it's Time to Take Control of the Situation and Finally Make Money Your Bitch!

Turns out sticking your head in the sand isn't that great an idea when it comes to finance and investing. Want to learn the basics without being bored to tears in the process?

This beginner's guide makes even the most complex financial concepts simple and actionable by removing the hurdles that prevent you from getting started on your path to becoming wealthy.

This book will show you how to:

- Tap into hidden financial opportunities in your life and use them to your advantage
- Apply a simple formula to figure out how much money you need to invest to achieve peace of mind and financial security (regardless of when you start)
- Develop an easy to follow long-term strategy to hit your money goals
- Harness the power of the nine major asset classes to get good returns without taking massive risks
- Still fritter away money on stupid stuff and not ruin your plan
- Apply portfolio theory and asset allocation (proper grown up stuff)
- Understand your portfolio's performance and learn how to keep it on track
- Know more about finance and investing than 90% of the population (including a lot of financial advisers)



Damien Fogg has been tinkering with money for years, and somewhere along the way figured out how to do alright out of it. Having invested in all nine major asset classes, he's been round the block and has the bruises to show for it.

Damien is entirely unsuited to be a financial adviser (despite having the qualifications and more letters after his name than you can shake a stick at) because he managed to make the topic vaguely interesting and put it all into terms that make sense.

Find out more at:
<http://www.theepinvestor.com>