

PISO Master

Passive **I**ncome from **S**tocks **O**wnership

- LYNDON MAGSINO, CPA -

About the Book

This is a powerful book and your ultimate guide in creating wealth through the **Passive Income from Stocks Ownership**. The author used a simplified approach that you can easily understand and execute, whether you have a background in finance or not.

The **PISO Master** is full of great insights backed by 17 years of experience in stock market and listed companies. This book will teach you how you can use the stock market as your platform in creating wealth, or at a minimum, as your second source of income.

Stock seems to be intimidating especially the graphs and ratios, but don't worry. This book is designed to help you understand the essentials of investments in stock market. You will understand the general concepts of financial markets and economy. You will also see the difference between primary and secondary markets, and also look at various economic indicators and their influence on the markets.

You will learn how to obtain information regarding a company's performance and use such information to build trading strategies. Then, you will also learn the asset pricing theories so that you will be able to calculate the expected returns of a stock or a portfolio. Finally, you will be introduced to the actual functioning of asset markets, type of players in the market, different types of orders and the efficient ways and opportune time to execute them and ways of minimizing trading costs and the concept of liquidity.

The knowledge you will get from this book is worth a million and will be very helpful if you want to take your investments to the next level by developing your own algorithm to execute various trading strategies. After completing this book, you will have a much stronger background on financial markets, ready to go to the next stage — gaining from your expertise!

In this book, you will master the following important areas in making wealth out of Passive Income from Stocks Ownership, which covers the essential topics for beginners and advanced investors and traders:

- Philippine and Global Markets
- Investment opportunities, risks and different investment vehicles
- Crucial information on understanding how the stock market works
- Important details on taking advantage of capital appreciation and dividends
- Investment analysis and due diligence
- Fundamental analysis covering macroeconomics, industry analysis and financial analysis
- Valuation methods of a stock
- Technical analysis using indicators and oscillators
- 52-week High/Low Analysis
- Mergers & Acquisitions
- Identifying signals to buy, sell or hold strategy
- Mastering the “candlesticks”
- Investment risk management
- Stock trading strategies
- Corporate scandals and insider trading
- ...and many more!

Bonus!!! There will be PISO Master comments, tips and recommendations as your bonus points in this book!

Importantly, you will meet my “best employee” in this book, who works for me 24/7 and constantly gives me exceptional performance — his name is **“Mr. PISO”**.

Do you want him to be your employee and work for you also? In this book, you will find out how!

I know you can be wealthy! You can be successful! Just do it!

A Time for Everything

*There is a time for everything,
and a season for every activity under the heavens:
a time to be born and a time to die,
a time to plant and a time to uproot,
a time to kill and a time to heal,
a time to tear down and a time to build,
a time to weep and a time to laugh,
a time to mourn and a time to dance,
a time to scatter stones
and a time to gather them,
a time to embrace and a time
to refrain from embracing,
a time to search and a time to give up,
a time to keep and a time to throw away,
a time to tear and a time to mend,
a time to be silent and a time to speak,
a time to love and a time to hate,
a time for war and a time for peace.*

Ecclesiastes 3 : 1 - 8

“In stock market investing, timing is everything!”

- LYNDON MAGSINO, CPA -

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Author: **Lyndon Magsino**

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Preface

Over the last 17 years, I have been exposed in the capital markets including debts and equities. It all started when I became a CPA at the age of 21 and landed a job in the largest auditing firm in the world (Deloitte) as an external auditor. I have been auditing global fortune 500 companies such as Procter and Gamble (NYSE: PG), which is listed in the largest stock exchange in the world (NYSE). At the same time, I was teaching financial statements in two top universities in Manila, namely, De La Salle University (DLSU) and Pamantasan ng Lungsod ng Maynila (PLM).

While I have a fairly good understanding about companies, business activities, financial statements, market capitalization and how the stock market works, I never appreciated its full potential in creating wealth until I joined another global consulting firm in Doha (KPMG) back in 2005. As part of my role, I became the consultant of the leading stock market broker in the Qatar Stock Market.

Since then, I started trading in the Stock Market and studied how billionaires like Warren Buffet play the game using winning strategies and risk management insights. This has been further enhanced when I became an advisor for Central Banks and global banks in the Middle East and also took the Executive MBA program at Hult International Business School based in Cambridge, Massachusetts, USA.

The ***PISO Master*** is full of great insights from renown investors and backed by 17 years of my experiences. I would like to share with you how you can use the Stock Market as your platform in creating wealth or, at a minimum, as your second source of income.

The ***PISO Master*** uses a simplified approach that you can easily understand and execute, regardless whether you have background in finance or not. For regular updates and insights about business and investments, you can connect with me through LinkedIn and Facebook.

I am looking forward to your success! Happy investing!