

VIP



£2 MILLION

STOCK MARKET STRATEGY

YOUR
MASTERCLASS
WORKBOOK



Congratulations on joining Investment Mastery's Stock Market Masterclass, the first step toward taking control of your financial future!

You're here because you want to:



**BUILD
WEALTH**



**TAKE CONTROL OF YOUR
FINANCES**



**SECURE YOUR
FINANCIAL FUTURE**

But let's be clear – this isn't a "get rich quick" scheme. Success in investing doesn't happen overnight or by watching a random YouTube video. It takes the right mindset, strategy, and commitment.

Right now, we're witnessing potentially the biggest wealth transfer in history – a \$TRILLION dollar move away from traditional stocks to the new technology stocks (AI and blockchain).

The good news? We're here to show you how to take advantage of it and outperform most so-called "professional" investors using a proven, predictable system – no guesswork, just results. Results that on average make our clients 50.2% returns on their money invested within the first year of joining our training programmes.

HERE'S WHAT YOU'LL LEARN:

- How to make your money work hard for you (so you work smarter)
- How anyone can do this in just 20 minutes a day or less
- How to achieve real financial independence without working harder

That's why we've given you this workbook – to help you take notes and reinforce what you'll learn in this Stock Market Masterclass.

And it is very important that you do take notes – because when you look back through your workbook you will have a reminder of all the amazing things you will experience through your Investment Mastery education and this Stock Market Masterclass!

It will be your forever guide, your inspiration, your motivator!

So... now that you're feeling excited...

Get ready to learn the strategies that can change your financial future!

EXPERTISE YOU CAN TRUST



Rated Excellent **4.9/5** on Trustpilot

Investment Mastery is one of the world's leading investment education companies. Our mission is to simplify investing through education so that anyone can take control of their finances and grow their wealth.

ABOUT YOUR TRAINER

Hey, I'm Marcus de Maria, Founder and CEO of Investment Mastery – and your trainer for this Stock Market Masterclass.

My purpose in life: to help as many people as possible achieve financial independence through financial education and smart investing.

I know first-hand how important this is. Back in the early 2000s, I was in serious debt – over £100,000 – because I didn't understand money or investing. I ended up sleeping on my brother's floor until I realised, I needed to make a change and to learn from those who were already successful.



So, I found a mentor, studied day and night, and over time developed my own unbeatable investment strategy.

It changed my life. It made me a multi-millionaire – and, as of today, I have accumulated \$13+ million in cryptos and over £2+ million in stocks through what I am about to teach you.

That's why I started Investment Mastery – because if I can do it, so can you!

For over 21 years, we've helped more than 50,000 people in 25 countries, running 650+ training events to teach our predictable and proven system that is certain to make you wealthy.

So, congratulations on being here! You've already made a smart move, and my team and I are excited to help you take your next steps toward financial independence.

Trusted by 50,000+ Investors

sky

EXPRESS



Cass Business School
CITY UNIVERSITY LONDON

crypto reporter

PORTFOLIO
ADVISER

The
Guardian

FinanceMonthly.

The
National

fe news

REAL CLIENTS, REAL RESULTS



"I was 52 years old and had just been laid off. I felt like the economy had spat me out. I came to an IM event in London. I didn't have money for a hotel, I couldn't even come by airplane or by train, I took the bus. I slept in the station at St. Pancras. It is pure mindset, pure determination and confidence. I had no experience of investing but I learned the Investment Mastery strategies and made £1.3 million in three and a half years. I'm doubling my money every year, making 100% profits on that."

Rob Aalders



"As a beginner investor, I've generated a 44.5% return in just ten months. My top tip? Look at your "why." I think once you get that really clear it makes a substantial difference for when things go well, and not so well, you can keep going back into your "why" and that helps you be motivated." (Tracy went on to make over £30,000 in one month ... tax free!)"

Tracey Hilliard



"I was lost, giving my money to stupid people, financial institutions that weren't doing anything with it. It was the fear of not having enough for my retirement when I got really scared. I thought, okay, enough is enough, I've got to do something about this. Money is slipping through my fingers, I have to take control. My investment grew 30% in just 8 months. I made 136% profit on Tesla, 518% on XRP, always sticking to simple low-risk strategies. These strategies work, but you have to be committed, you have to learn the strategy and actually stick to the strategy."

Amanda Parker-Gammon



"My job is quite stressful and I needed a way to earn money passively to build wealth for my future as I was expected to work until my 60s. In just two years, I turned my £1,500 opening account into £51,000. All this learning with IM I will pass on to my kids! If they want to be painters or musicians, they don't have to worry about money. The things that I want in my future, they're visible to me now, they're not just a pipe dream."

Tom Carr



"My stocks portfolio profits are 100%. I've made 55% on Palantir using VCA. Before I started trading and investing I had zero education. My perception of it went against all my values, I didn't want to be a Gordon Gecko, Wolf of Wall Street. But then, through your education, I came to understand that the stock market is just a collection of businesses that are looking to raise capital, and that changed my perception. I would say to women, invest absolutely. It gives you independence, you get to stand on our own two feet, get financial control, forge your own path."

Archie Bhatia



FIND YOUR “WHY?” IN OUR FREE 1-1 STRATEGY SESSION!

Investing for retirement? Financial independence?
Deposit on a new home? Your kids' education?
Dream family holiday?

Knowing **WHY** you want to grow your wealth is
KEY to knowing how to achieve it!

**Book your FREE 30-minute Strategy Session
here** with one of our expert investing consultants
to help you align your financial goals with our
proven stock market strategies and make it
easier to make those goals a reality!

[CLICK HERE TO BOOK](#)



YOUR EXCLUSIVE VIP CONTENT STARTS HERE!

STOCKS & THE STOCK MARKET: THE MOST PROVEN PATH TO BUILDING LASTING WEALTH!

There are thousands of stocks out there. Some represent solid, high-growth companies... others are pure speculation. That's why it's absolutely essential you do your research before investing—and even more important to have a strategy that works.

What I've learned over the past 25 years is this: No matter the market – bull or bear, up or down – you need a system. A proven strategy that keeps you focused, removes emotion, and delivers consistent results over time.

That's exactly what I developed. A formula that helped me go from over £100,000 in debt to building an eight-figure portfolio – and yes, it still works today...better than ever. I've used this strategy through crashes, corrections, and record-breaking bull markets. It works because it's based on sound principles, not hype or guesswork.

In the next section, I'll walk you through exactly how this system works, how it adapts to any market condition, and why it's helped thousands of people take control of their financial future.

But first, here's the top-performing sectors I'm focusing on right now – AI, Established Corporations, Blockchain – because when you combine smart stock selection with a strategy that works, that's when real wealth is created.

MY TOP-5 STOCKS

AI selection:

1 NVIDIA Corporation (NVDA)

NVIDIA is the leading designer of graphics processing units (GPUs), originally used for gaming but now essential for artificial intelligence, machine learning, and data centres. Its chips are the backbone of AI model training, including those used in autonomous vehicles, healthcare, and financial services.

What problem does it solve?

NVIDIA powers the computing needed for today's most advanced AI and deep learning applications. It accelerates data processing and model training at speeds traditional CPUs can't handle. With AI booming across industries, NVIDIA's GPUs are more important than ever. It also has a strong presence in gaming, the cloud, and self-driving cars – making it a key player in multiple high-growth markets.

2 Palantir Technologies Inc. (PLTR)

Palantir builds AI-driven data platforms for governments and large enterprises. Its software helps institutions manage and make sense of massive amounts of data, enabling better decision-making and operational efficiency.

What problem does it solve?

Most organisations have tons of data but don't know how to use it. Palantir's platforms—Gotham for government and Foundry for businesses—connect everything and help uncover powerful insights.

With rising demand for data-driven intelligence, especially in national security, healthcare, and finance, Palantir is at the forefront of operational AI.

3 Advanced Micro Devices Inc. (AMD)

AMD is a global semiconductor company producing high-performance CPUs and GPUs for laptops, desktops, servers, and gaming consoles. It competes directly with Intel and NVIDIA in the battle for processing power.

What problem does it solve?

AMD provides the critical processing power needed for modern computing, from cloud services to AI applications. It offers more energy-efficient and cost-effective chips, making it a favourite among gamers, developers, and enterprise cloud providers.

With AI growing fast and more data centres being built, demand for powerful chips is skyrocketing. Another big trend is edge computing—where data is processed closer to where it's created, like in smart devices or self-driving cars.

AMD makes the kind of high-performance chips needed for all of this, putting it in a strong position to grow even more.

Blockchain selection:

4 Coinbase Global Inc (COIN)

Coinbase is the largest publicly traded cryptocurrency exchange in the U.S. It allows users to buy, sell, and store digital assets such as Bitcoin and Ethereum. As the crypto space becomes more regulated and institutional investors enter the market, Coinbase is in a strong position because it got in early and helped lead the way in this fast-growing financial space.

What problem does it solve?

Coinbase simplifies access to the complex world of cryptocurrency. It removes the technical barriers associated with buying and storing digital assets by offering a secure, user-friendly platform. It also acts as a bridge between traditional finance and blockchain, providing tools for retail users, institutions, and developers.

Coinbase generates revenue primarily through transaction fees, but it is expanding into recurring services like staking, custody, and blockchain infrastructure. As global interest in crypto continues to rise, Coinbase remains a key player in enabling widespread adoption.

4 MicroStrategy Inc. (MSTR)

MicroStrategy is a business intelligence company best known today for its aggressive Bitcoin acquisition strategy. Since 2020, it has purchased billions of dollars' worth of BTC, making it one of the largest corporate holders of the asset.

What problem does it solve?

MicroStrategy offers investors exposure to Bitcoin without needing to directly buy or manage it. MSTR is a great option for people who want exposure to Bitcoin, but through a regular stock. It also proves that companies can hold crypto like Bitcoin as part of their business/cash reserves.

While it mainly offers data and cloud solutions, owning Bitcoin gives it a unique position in both business tech and the crypto space.

YOUR BONUS STOCKS

1 Tesla Inc. (TSLA)

Tesla is known for revolutionising the electric vehicle (EV) industry, but it's far more than a car company. Tesla is also innovating in autonomous driving, battery technology, solar energy, AI and robotics.

What problem does it solve?

Tesla addresses the world's dependence on fossil fuels by offering sustainable energy solutions. Its EVs reduce carbon emissions, while its solar and energy storage systems aim to decentralise and decarbonise the power grid.

Tesla's full self-driving (FSD) software, powered by its proprietary AI chips, aims to make autonomous transport mainstream. Its continual innovation keeps it at the cutting edge of multiple transformative industries.

Its robotic division is causing quite a stir and it aims to dominate this market as robots become more commonplace in the workplace and in the future, even at home.

2 Alphabet Inc. (GOOG)

Alphabet is the parent company of Google, YouTube, Android, and DeepMind. It dominates digital advertising while also leading in AI research, cloud computing, and autonomous technology.

What problem does it solve?

Alphabet solves the challenge of organising and delivering the world's information efficiently. It provides essential digital infrastructure—from search to storage to AI tools—for billions of users globally.

DeepMind's advancements in artificial general intelligence, Google Cloud's growth, and its continued dominance in online video via YouTube make GOOG a powerhouse with diversified growth engines.

INTRODUCING VALUE COST AVERAGING (VCA): THE UNBEATABLE STRATEGY!



The stock market is constantly moving – up, down, and sideways. While this can feel unpredictable, smart investors use that movement to their advantage with a strategy built to perform in all conditions.

That strategy is Value Cost Averaging (VCA) – a clear, disciplined method that helps you manage risk, stay consistent, and optimise long-term returns.

With VCA, you follow a straightforward set of rules that remove emotion from your investing decisions. No guessing. No reacting. Just steady progress.

The Power of VCA: Buying the Dips and Taking Profits

VCA is designed to help you accumulate more shares when prices fall and lock in profits when prices climb – automatically adjusting your investments to the market's natural rhythms. It's simple. It's proven. And it's one of the most effective ways to build serious wealth in the stock market – without needing to predict what happens next.

This is achieved by:

- Identifying the current market cycle and optimal entry points
- Scaling into positions gradually at specific drawdown levels
- Taking profits incrementally on the way up based on predefined targets
- Reinvesting profits to compound returns over time

Your Roadmap to Implementing VCA

- ✓ Putting VCA into practice involves following a clear sequence of steps
- ✓ Select a fundamentally strong stocks asset with a low risk of going to zero
- ✓ Locate the most recent high and identify optimal entry points
- ✓ Calculate your position sizes for each entry based on specific drawdown levels
- ✓ Set price targets for taking profits on the way up
- ✓ Manage your positions over time to maximise compounded returns

Whether you're looking to retire with confidence or grow your wealth without compromising your busy lifestyle this cheat sheet will empower you to harness the power of VCA in your stock investing.

Let's dive into the details of each step so you can start building a profitable portfolio that supports your long-term financial goals!

HOW TO FIND THE HIGH & THE STEPS TO BUY

1

Open a chart using daily candles and locate all the lows the stock has seen over the last year, as identified by the blue arrows in the picture below (**remember we will be using daily candles**).



2

Once we find the lows we have to measure if the stock from the low has recovered 20% or more. Remember, when we measure from the low to high, we always measure left to right (as seen in the picture below).

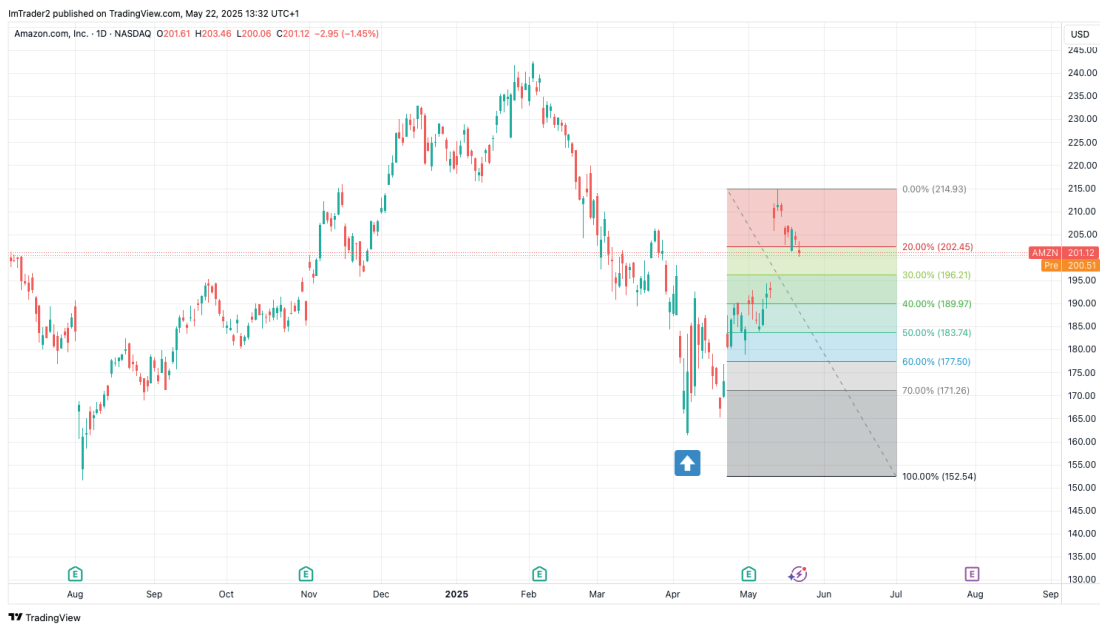


If the recovery is not 20%, we look at the next low (on the left) and measure for a 20% recovery. We do this until we see that the stock has recovered 20% from the low. Once we have found a 20% recovery then we have found our new high.

Once we have located our current high, we can start placing orders using the VCA strategy.



3 When we are buying, we are looking to enter the market at drops of 20%, 30%, 40% etc. from the current high.

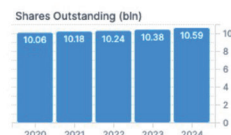
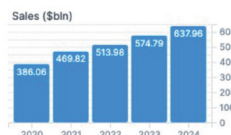
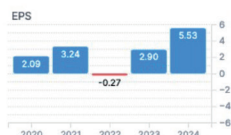


FUNDAMENTALS

When we look at fundamentals of VCA the main thing we are trying to decide is if this is a safe investment and answer the question, can this go to zero?

We use the Finviz stock screener as our main platform to look for VCA fundamentals for American companies.

Peers: BABA JD EBAY WMT GOOGL MELI MSFT SHOP ...									
Held by: VTI VOO SPY IVV QQQ IWF XLY QQQM ...									
Correlation: AMZZ AMZU AMZP AMZY MAGS FBCG ...									
Inverse correlation: AMZD QQQD AIBD METD SCC ...									
Scroll to Statements ↓									
Index	DJIA, NDX, S&P 500	P/E	32.74	EPS (ttm)	6.13	Insider Own	10.58%	Shs Outstand	10.61B
Market Cap	2131.34B	Forward P/E	27.68	EPS next Y	7.25	Insider Trans	-0.02%	Shs Float	9.49B
Income	65.94B	PEG	1.91	EPS next Q	1.32	Inst Own	64.43%	Short Float	0.69%
Sales	650.31B	P/S	3.28	EPS this Y	11.88%	Inst Trans	3.67%	Short Ratio	1.26
Book/sh	28.82	P/B	6.97	EPS next Y	17.23%	ROA	11.23%	Short Interest	65.74M
Cash/sh	9.25	P/C	21.69	EPS next 5Y	17.16%	ROE	25.24%	52W Range	151.61 - 242.52
Dividend Est.	-	P/FCF	102.42	EPS past 5Y	36.89%	ROI	15.02%	52W High	-17.22%
Dividend TTM	-	Quick Ratio	0.84	Sales past 5Y	18.31%	Gross Margin	49.16%	52W Low	32.42%
Dividend Ex-Date	-	Current Ratio	1.05	EPS Y/Y TTM	71.88%	Oper. Margin	11.15%	RSI (14)	55.27
Employees	1556000	Debt/Eq	0.49	Sales Y/Y TTM	10.08%	Profit Margin	10.14%	Recom	1.23
Option/Short	Yes / Yes	LT Debt/Eq	0.44	EPS Q/Q	62.33%	Payout	0.00%	Rel Volume	0.12
Sales Surprise	0.33%	EPS Surprise	16.38%	Sales Q/Q	8.62%	Earnings	May 01 AMC	Avg Volume	52.06M
SMA20	2.25%	SMA50	5.16%	SMA200	0.19%	Trades	2,719	Volume	318,409
								Change	-0.18%



The list of fundamentals we look for are as follows:

Market cap =	more than \$10 billion
Income =	positive
PEG =	Below 1
Debt/Equity =	Below 0.35
EPS next year =	10% or more
EPS next 5 years =	10% or more
Institutional Ownership =	Above 60% but below 90%
ROA =	5% or more
ROE =	5% or more
ROI =	5% or more

When it comes to large blue-chip companies, we will see most of the time the PEG and Debt/Equity does not match the criteria but that is okay as long as all the other fundamentals meet the criteria.

HOW TO TAKE PROFIT ONCE YOU ARE IN THE TRADE

The list of fundamentals we look for are as follows:

- 1** We are we are aiming for a minimum of 15% return from our average cost. Remember the average cost is worked out by the average price we paid for all our entries. The broker tells us this or we can use an investment calculator to track it ourselves the criteria.
- 2** Once you are in the position making 15% return on the investment we want to lock in our profits. Now at this stage we don't want to close the position right away (REMEMBER we want to let our profits run) therefore at 15% profit we will then place a stop loss at 10% (selling the entire position). If the market goes up to 20% we move our stop loss to 15% and continue to do this as the market goes higher

NEXT STEPS AFTER THE MASTERCLASS

OUR 3-STEP CRYPTO INVESTING *EDUCATION & TRAINING SYSTEM*

For over 10 years, my team and I have developed a training program that has cost well over £176,000 to build. This membership known as "Your Trading Club," has had 13 different iterations to get it to where it is today – an unbeatable system when followed correctly.

Our System consists of:

1 ▶ **PROVEN STRATEGIES**

2 ▶ **UNPARALLELED SUPPORT**

3 ▶ **THRIVING COMMUNITY**

1 PROVEN STRATEGIES

No one will care for your money more than you do, so we empower you to take charge of your financial future.

Our proven strategies show you how to generate monthly trading returns of up to 3% on average or more – without relying on banks, brokers, or financial advisors.

We break down complex investment strategies into simple, actionable steps so you can easily implement them.

No unnecessary jargon, no over-complication – just straightforward, proven methods to grow your wealth efficiently.

It works for us – it will work for YOU. No if's, what's or but's – these steps are PROVEN (as you can see from our countless 5-Star testimonials and video testimonials).



OUR VALUE COST AVERAGING STRATEGY IS JUST ONE OF 3 UNBEATABLE STRATEGIES!

PCA STRATEGY:

5%-7% per year, automated

VCA STRATEGY:

15% per year, 20 minutes a month

BUFFALO STRATEGIES:

35%-75% per year, 20 minutes a day

It all begins with this Masterclass.

The Masterclass is the perfect introduction to what we know and what we do.

Accessible and interactive, our Masterclasses provides real-world investing insights tailored for all experience levels.

Whether you're a beginner or a seasoned investor looking to refine your skills, our live training ensures you gain practical knowledge to confidently execute profitable investment returns.

Thousands of students have successfully built wealth through our programs.

VIDEO TRAINING LIBRARY

It's your learning, at your pace!

When we're not doing Masterclasses and Webinars, we offer a range of structured online programs and training that allows you to access high-quality investment education in various formats including short step-by-step video courses, whenever you want and wherever you are.



With the ability to pause, rewind, and replay lessons, you can fully absorb key concepts and master the strategies that work.

Our complete video training library teaches you all the essentials of Investing in Stocks and how to make a profit.

Watch and learn, and you'll become a confident and profitable Stock Market investor in just 20 minutes a day, without spending years learning like I did!

It's like sitting next to us!

We guide you through:

- ✓ Opening the best broker accounts
- ✓ How to place orders correctly and use charting software
- ✓ Mastering the proven strategies

All with the ease of pausing and watching them repeatedly whenever you need.

Basically – we have already done the work for you. Your access to all the training speeds up your success because it's broken down into comprehensive, bite-sized videos.

LIVE WEEKLY TRADING & INVESTING WEBINARS

Every week, live, we discuss:

- ✓ What stocks are ready to enter
- ✓ What stocks are ready to exit
- ✓ What the market is doing

So you can take advantage of our knowledge, and get in before the big moves happen.

- ✓ All webinars are recorded and put on Your Trading Club for you to watch the next day so you never miss out!

Weekly Watchlists

Every week you receive a new list of stocks and access to our portfolios for each of the strategies!

Weekly Accelerator Webinar

Join our expert coaches for LIVE weekly training. Find out the latest news AND which stocks we are investing in right now!

On our weekly interactive live webinars you will discover:

Which Stocks to Invest In: Leverage our expert knowledge

How to Use Our Insights: Remove the guesswork for you

Timing Your Investments: You can act before big movements

They are all recorded and available the next day, so you never miss out!



ESSENTIAL TRADING & INVESTING TOOLS

**Access all the tools to make your success simple to achieve
And all the cheat sheets you need.**


- ✓ Trading diaries to note down your trades
- ✓ Our strategy calculators done for you!
- ✓ And all the Cheat Sheets you need!

Trades of the Week Direct to Your Mobile

Receive regular updates direct to your phone, including:

- The stocks we are buying
- The stocks we are selling
- Important announcements

So you never miss out!



*“WATCH AND LEARN, AND YOU’LL
BECOME A CONFIDENT AND PROFITABLE
STOCK INVESTOR*

*IN JUST 20 MINUTES A DAY, WITHOUT
SPENDING YEARS LEARNING... “*

...LIKE I DID!

2 UNPARALLELED SUPPORT

Now this is something we are particularly proud of, because the personalised guidance and support we provide has helped thousands of our students take control of their finances, become profitable investors and achieve financial independence.

Our clients continuously tell us that the support we give is second to none!



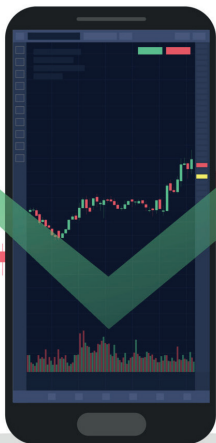
And that is what we love doing more than anything else – helping you stay on course!

Whether you have questions about strategy execution or need a confidence boost, our experts are here to ensure you succeed every step of the way.

But there's more...

Live

Q&A



Here's when you can talk to my experienced trading team if you get stuck and jump onto our live Q&A calls three days a week, every week.

That's 144 sessions a year!

We also do lunchtime and evening calls! Wow, right? Where else can you get that kind of support?

Better still, this is for any investor level and IDEAL for beginners. We're always here for you, ready to help you succeed and profit.

3 THRIVING COMMUNITY

When you join Investment Mastery you become part of a thriving community of over 3,200 investors across the world's top financial capitals—including London, Frankfurt, and Stockholm.

With expert mentorship and peer support, you'll never have to navigate the investing world alone.

Learn from those who have already achieved financial independence and tap into a network that keeps you motivated and on track.

Exclusive Online Community & Group

You are basically elevating your journey.

This is where you propel each other's success, inspiring each other and fostering an environment that prepares you for inevitable growth.

In this community, your network directly amplifies your net worth and as the man himself, Warren Buffett, says:



"It's better to hang out with people better than you. Pick out associates whose behaviour is better than yours and you'll drift in that direction."

- Warren Buffett

We hope that once you have experienced our Crypto Market Masterclass, it will only be the beginning of your journey with us...

...and that from then on in we will be helping you further with setting clear financial goals and how to stay accountable with structured learning, continuous support, and motivation from our expert coaches and community!

Just imagine – all you need to do is spend 20 minutes a day to achieve consistent monthly investment returns – all while maintaining complete control over your money.

How good does that sound?!

FAQ

WHAT ARE STOCKS?

Stocks (or shares) represent partial ownership in a company – you profit if the company grows or pays dividends. Profits come from rising share prices (capital gains) and regular pay-outs (dividends). It's like earning from Tesla or Apple's success.

IS STOCK INVESTING SAFE?

All investments carry risk; the stock market can rise or fall, but long-term investing often reduces volatility. Diversifying your investments helps manage risk but the real secret is learning proven strategies that work.

HOW DO I BUY AND SELL STOCKS?

You can buy and sell stocks through a stockbroker or an online trading platform.. Buy low, sell high is the basic principle – profits are made when shares increase in value after purchase. On the Masterclass we explain about Shorting, where we make money when markets go down, not just up!

HOW MUCH MONEY CAN I MAKE WITH STOCK MARKET INVESTING?

Returns vary, but the stock markets we trade have historically returned approximately 7% per year over the long term. You earn through share price growth and dividend payments – and the power of compound interest accelerates the growth of your wealth.

HOW DO I STORE MY STOCKS SAFELY?

Stocks are usually held electronically in a nominee (broker) account or a personal CREST account via your broker. Nominee accounts are most common – your broker holds the shares, but you still benefit from price rises and income.

CAN I MAKE PASSIVE INCOME WITH STOCKS??

Yes – many UK stocks pay dividends, which provide regular income without selling your shares. However, never buy a stock just because it gives dividends - our strategies massively outperform dividend stocks.

NOTES

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