

# The 10 Deadly Sins....

1. **Backwards looking**
2. **Popular Media Driven Ideas**
3. **No rigour in numbers (Quantitative)**
4. **No understanding of what's driving Earnings / valuation (qualitative).**
5. **No KPIs**
6. **No Catalysts**
7. **No Volatility Analysis**
8. **No predicted Time Horizon and / or ...**
9. **Time Horizon is an investment horizon not trading (next 20-60 days)**
10. **No Expected Price Target within the time horizon**