

# 10 Deadly Sins of stock picking

- Backwards looking
- Popular Media Driven Ideas
- No rigour in numbers (Quantitative) Absolute and Relative to Peers
- No understanding of what's driving Earnings/valuation (Qualitative)
- No KPI's
- No Catalysts
- No Volatility Analysis
- No predicted Time Horizon
- Time Horizon must be 20-60 days (trading) and not years (investing)
- No Expected Price Target within the time horizon