



Common Mistakes made by investors

By StockAxis —



While selecting the right stocks is one part of your investment process, the other & equally important part is to avoid making mistakes that can result in your investments losing value or even converting into losses!



StockAxis

Is here to ensure that you do not make any such mistakes!



So let's begin!!!



01

**Stubbornly
holding on to
loss-making
stocks!**

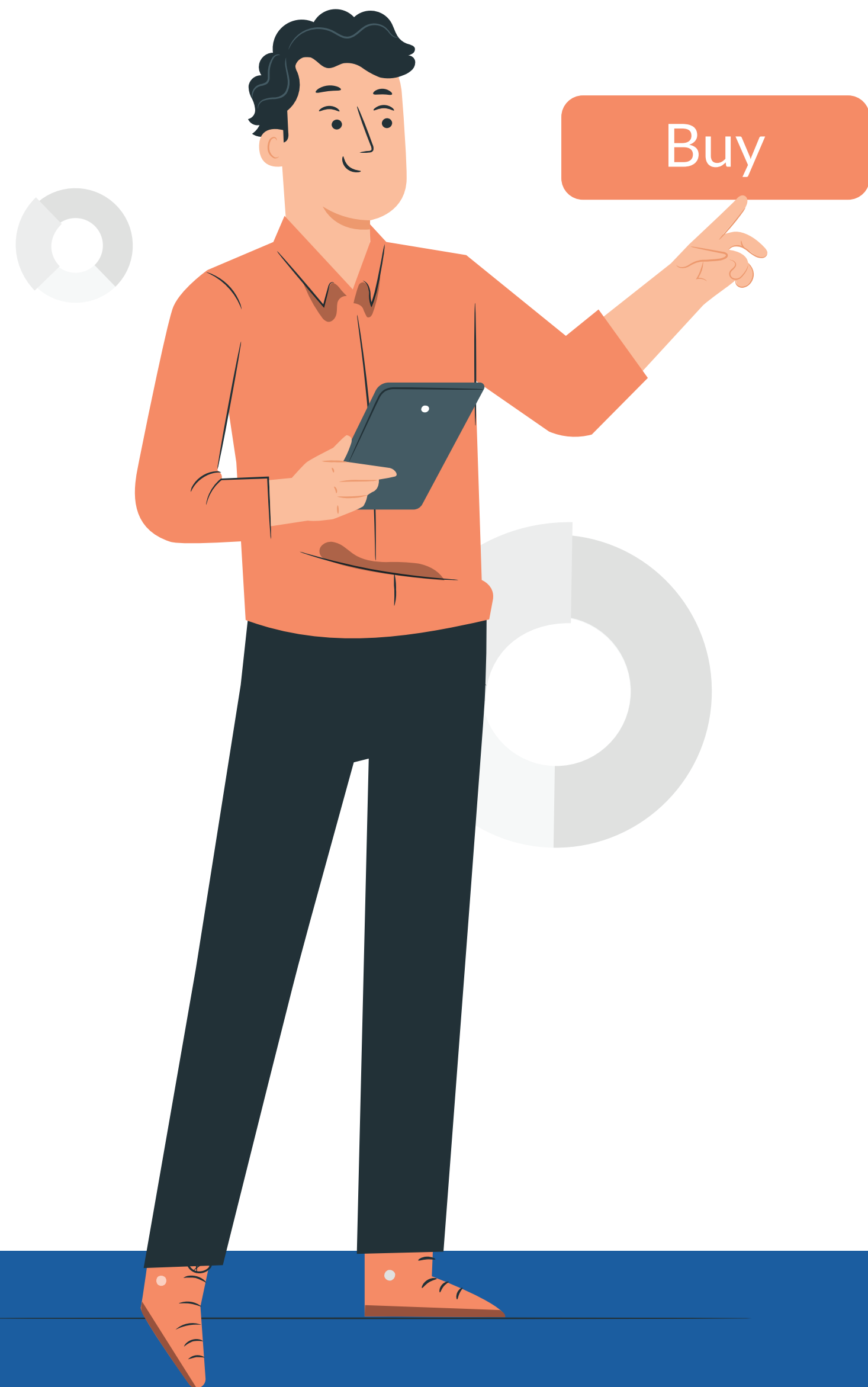


Stubbornly holding on to loss making stocks and rationalizing that, **‘My losses are very small and reasonable. The price will rise, I’m sure!’**

Your losses can easily spiral out of control.

02

Buying cheap!

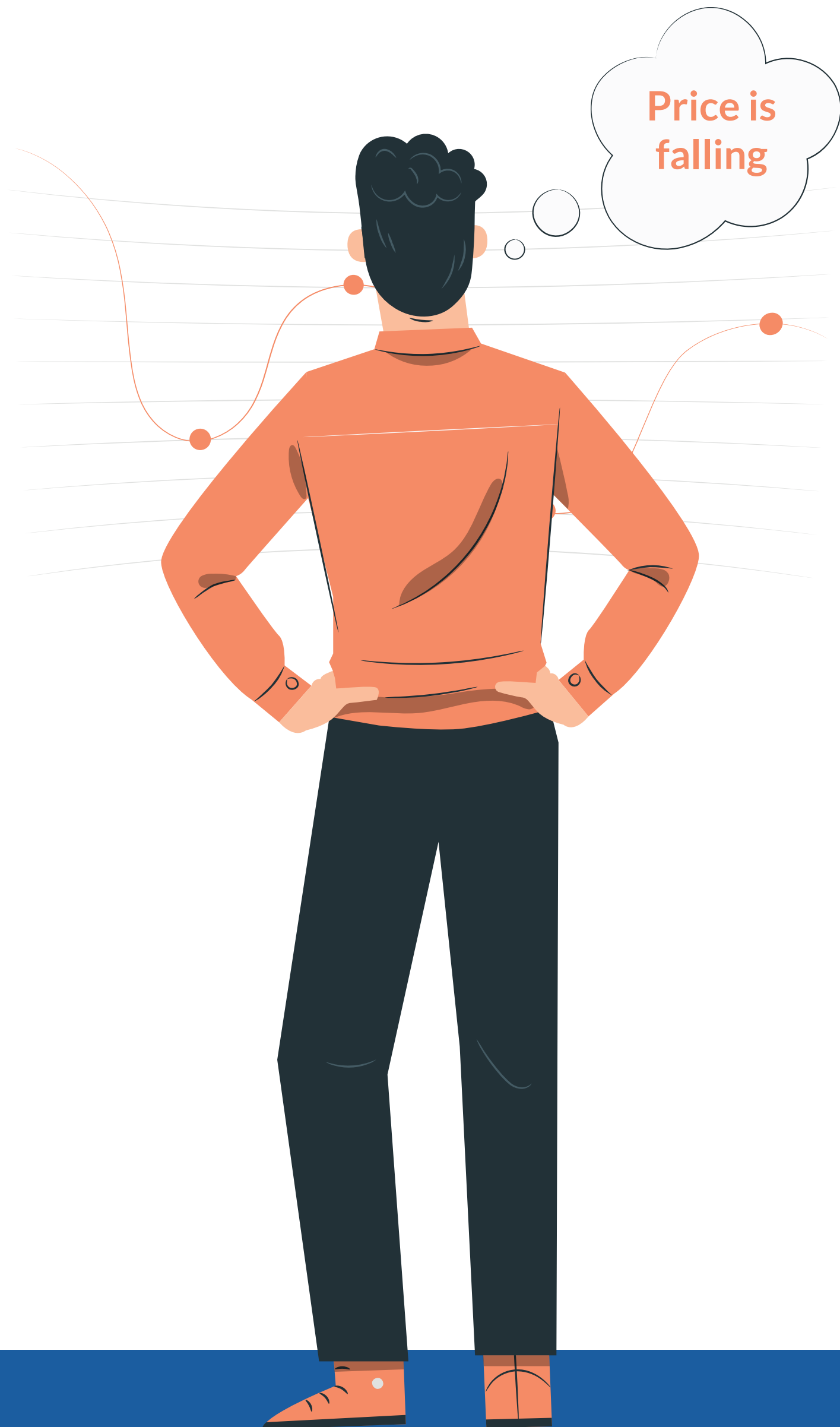


Buying a stock whose price is falling with a belief that, ‘I am buying cheap!’

Remember, Quality comes with a price.

03

Averaging down



Averaging down rather than up, thinking that, **'The price is falling; I'll buy more to reduce my cost!'**

Beware from catching a falling knife.

04

Buying low priced stocks

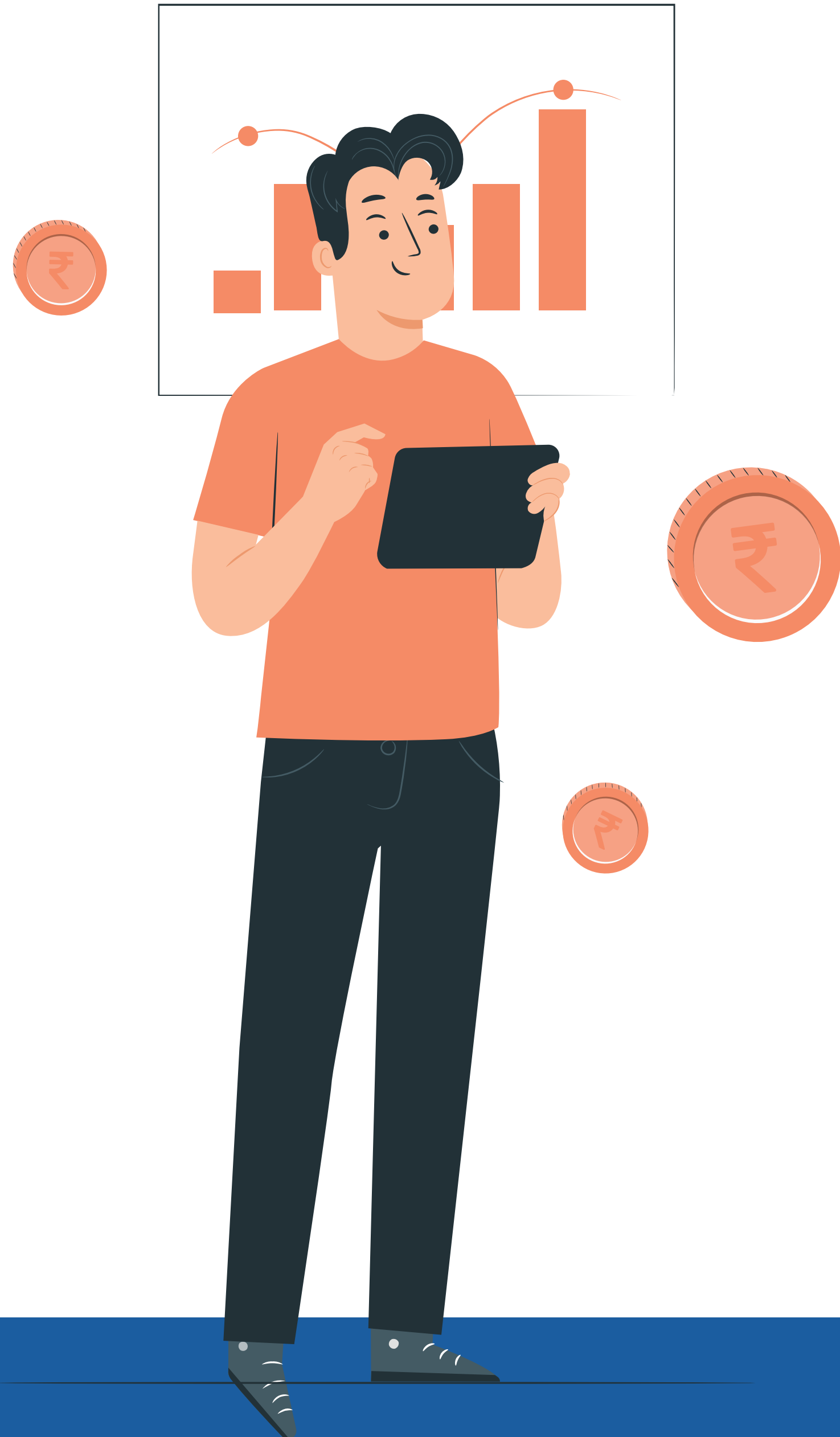


Buying large amounts of low priced stocks won't increase your chances of profiting. It's preferable to buy small amounts of higher priced stocks.

Always choose quality over quantity!

05

**Trying to make
an easy buck!**



Trying to make a quick and easy buck from the stock markets can backfire.

Always adopt a disciplined & strategic approach. Profits are all about time in the market & not timing the market.

06

Following rumours & tips



Following rumours, tips & stock market opinions aired on TV will lead to nowhere.

Always conduct intensive research or hire a professional who gains nothing from misleading you.

07

Investing in poor quality stocks



Investing in poor-quality stocks just because they are available at a low price earning (PE) or because of dividends seldom works.

Simply insist on quality!

08

Using flawed stock selection criteria

Using flawed stock selection criteria without knowing what to look for in a successful company can lead to a poor quality portfolio.

Utilise intensive research & choose robust stocks.



09

Investing in the familiar

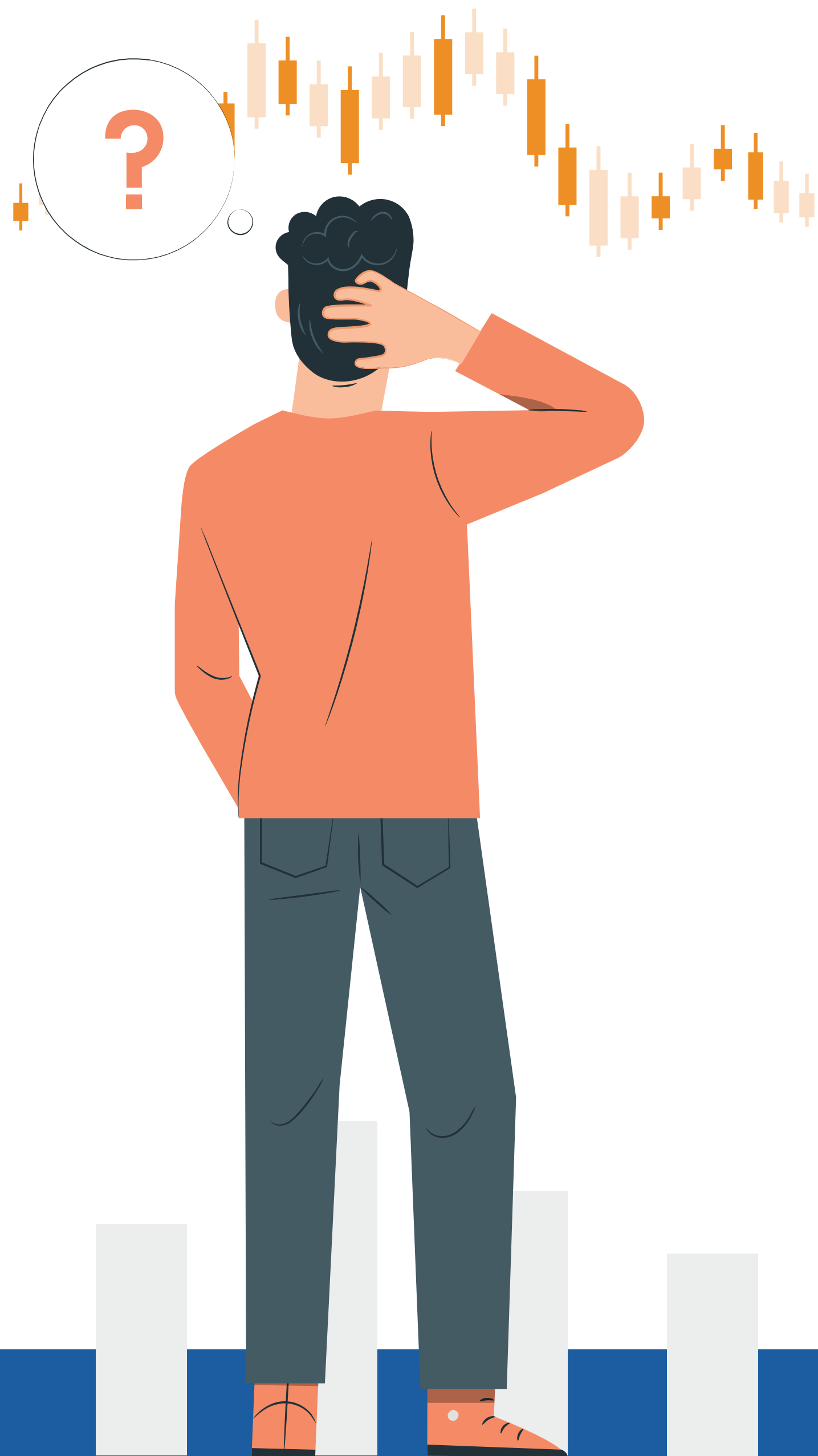


Investing in companies just because you are familiar with the name can be an easy beginner's mistake!

Remember, familiarity is not a measure of quality or growth.

10

**Not
understanding
stock charts**



Although not being able to read stock charts is not a mistake, it can be a serious set back.

Invest your time wisely in understanding price charts.

11

**Afraid of
investing in
new highs**



Being afraid of buying stocks that are rising and making new highs can lead to missing out on various golden opportunities!

After all, to make a new high the stock will have to outperform its previous ones.

12

**Selling too
quickly**



Selling too quickly to book small profits instead of holding till the stock price trend turns downwards.

Make sure to ride your winners & only cut your losers short!

13

**Too much
focus on tax,
costs, etc**



While it is preferable to keep the costs down, giving too much importance to tax, brokerage and other trading costs can divert your focus from profit and prevent you from making the right investment decisions.

14

Speculating



Speculating heavily in futures because you think you can make large profits quickly is simply a gamble.

Instead, rely on proven strategies & quality research!



So there it is!

We now hope that you won't make any such investing mistakes.

StockAxis

Shall always be delighted to assist
you with your investments!



Reach out to us on:

Call us on +**91 97730 15000**

Or ———

Drop us a mail on

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We're here to help you grow!

