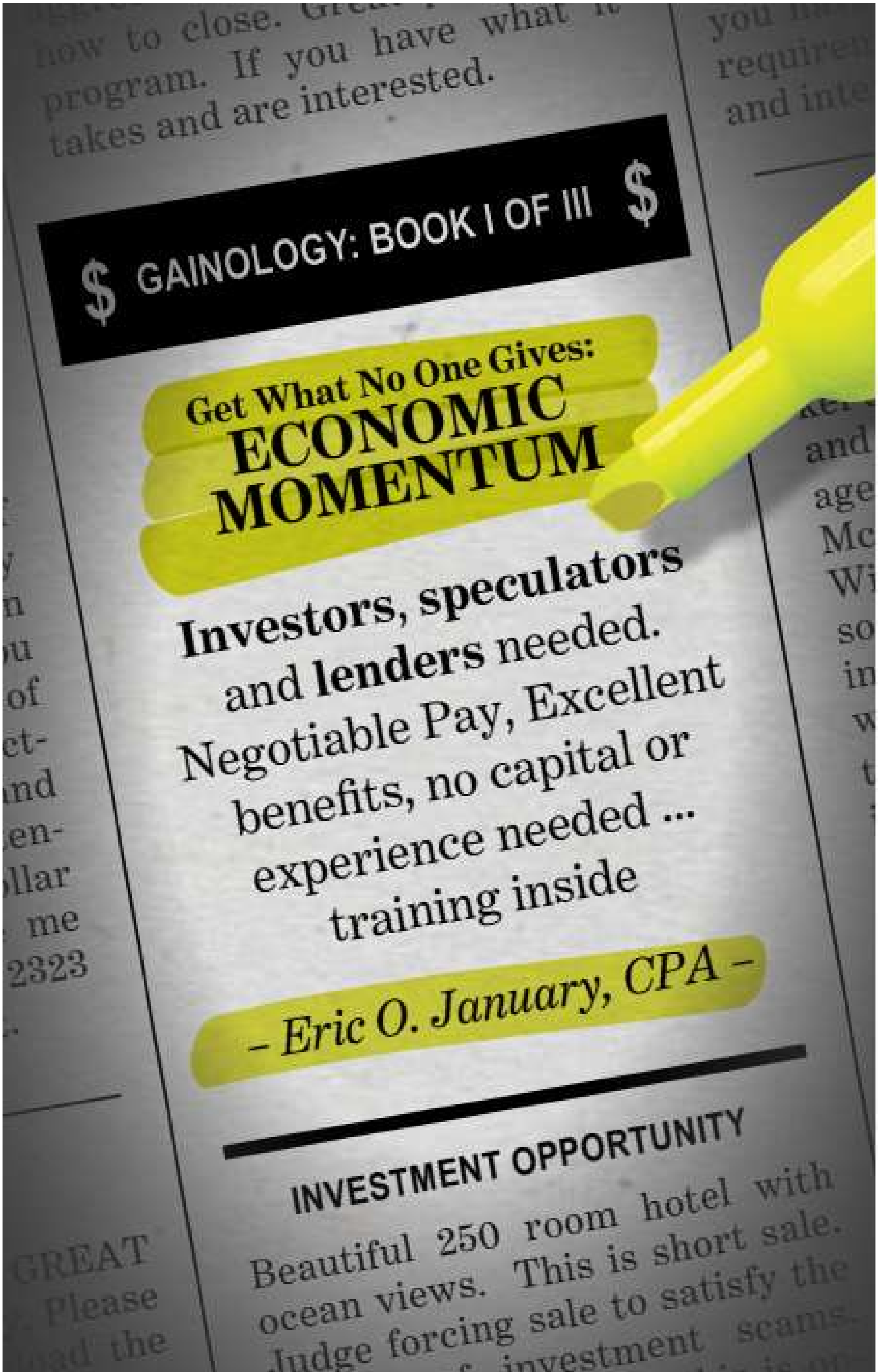
$ GAINOLOGY: BOOK I OF III $
Get What No One Gives:
ECONOMIC MOMENTUM
Investors, speculators and lenders needed.
Negotiable Pay, Excellent benefits, no capital or experience needed ...
training inside
– Eric O. January, CPA –
INVESTMENT OPPORTUNITY
Beautiful 250 room hotel with ocean views. This is short sale.

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Principle #3 – Don't Just Do It. Do What Works!

If an automobile didn't have an engine could a salesperson convince you that it would work in its "as is" condition?

The reason people waste time and money is often related to their idea of work. There are limited number of ways that something can work as well as an unlimited number of factors that cause things not to work. If you apply the idea of work to investments many questions arise. For instance, you may have accepted, as I did as a registered representative, the widely held belief that the stock market and other financial products work, but how is the word *working* being defined?

Scientists, in order to avoid confusion, use agreed upon terminology, but concerning money, there is no such agreement, and consequently there is more than one definition of the word *working* in use. The problem is that only one of the definitions actually works. The difference rests in the simple fact that an employer's expectations is how people measure if something works. For example, if an individual did not expect any type of compensation from a hard day's work–no paycheck, no benefits, no form of compensation or recognition–gaining nothing would work. In fact, if an individual did not expect to gain anything, then gaining even a little something would be a treat.

That is how the stock market works. Individuals using financial principles are financially trained not to expect anything from owning a publicly-traded business. For this reason, stock market gurus can claim that stock market investments are working. This is why I ask people, "If stocks are so profitable why do the owners have to sell them to make money?" Pundits claim that it works despite not paying the owners at all or paying such low amounts that our life average expectancies would have to increase many hundreds of years for the yields to be adequate. Health care is always improving for those who can afford it, but I doubt that it will ever extend human lives that much. In 2005 (the original publication year of this book) I noted that the median yield in 2001 was one hundred years.

Can I tell you something from a business owner's perspective? That is not working: Expecting nothing from your business or investment portfolio of businesses is hobby, not business like. Hobbies are activities that a person engages in for primarily fun. Businesses are activities that we engage in primarily to profit. The distinction between the two activities is one reason the IRS treats retail stock investors more like hobbyist versus business people when it is time to pay Uncle Sam. Business people can deduct all reasonable and necessary expenses against income and hobbyist have limited deductibility. The point is that I've never had a client or met a business person who defines what he/she hires employees do to, work, as doing any ole thing or nothing. In science, business and society in general, when something or someone is working it is producing power.

As simple as this definition is, to gain, you can't afford to think of "working for you" any other way. That is what working is. To understand what working is required me learning both the characteristics of motion and energy. I've explained previously that momentum is the quantity of motion, but what is energy? Energy is everywhere. Energy is defined as what has the ability to move or to produce work. When something like a river, wind or other force has the ability to move, engineers have learned that using that energy has the ability to produce electrical power. Therefore, when an investment is working it must be producing economic power for the owners.

Employers hire employees to work. Employees like doctors, lawyers, accountants, janitors and workers of all capacities complete tasks, resolve problems, and overall, their actions are what help the employer earn money. No employer, except those individuals who pay investment advisors, fund managers, and/or bankers, would pay someone for *not* working or said scientifically for not producing power. In the business world people get fired for not working.

It doesn't matter if your employees think that you are being too hard, unfair, unrealistic or an explicative. The bottom line is your workers must work. This is the basis of every employer/employee relationship outside of the stock market. Do not break this principle that has worked for ages by allowing your advisors and consultants to redefine what working is. Giving you a receipt called a stock certificate or brokerage statement and little or no passive income relative to the recommended price that you paid for the investment is not working.

Working is producing power (see playing the role of proton chapter). With your money, you are the boss.

Understand your one and only permanent employee is your money. I repeat, emphasis added, your money is your only employee. It can work 24/7, 365 days a year with an additional day every fourth year in leap years. Your money expects no overtime, benefits, pats on the back, or breaks, nor can it organize a union. Your money will do whatever you ask. Whether it is a brilliant move or just one that is outright stupid, your money is clueless because you are the CEO and Chairman of the Board who owns 100% business. It is your individual responsibility to do what works.

Do not assume that an investment will work when from the onset in the prospectus, the organizers, promoters, and management clearly state in the foreseeable future that we do not plan to pay the owners or we plan to retain all profits for business expansion and acquisition. Being optimistic is one thing, but that is entirely different from doing something that doesn't make momentum sense with your money. Don't just do it. Do what works!