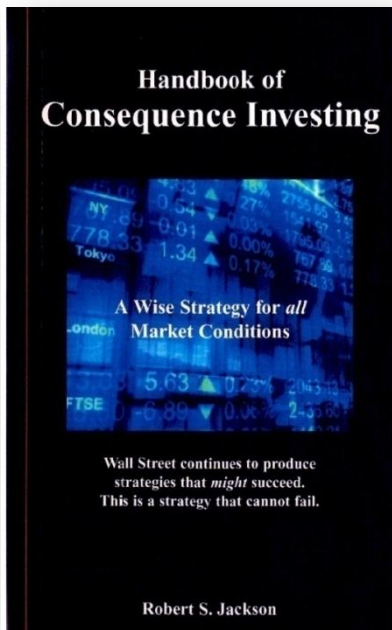


Handbook of Consequence Investing

A Wise Strategy for all Market Conditions



For further information on where to pick up a copy of your own "Handbook of Consequence Investing," please contact us at Info@VistaFA.com or call (904)880-8010/ (866)821-8010.

by Robert S. Jackson

The *Handbook of Consequence Investing* by Robert Jackson, President & Chief Investment Strategist for Vista Financial Advisors, Inc. was written in 2006 with the following points in mind:

Key Points of *Consequence Investing*

- You do not know what will happen tomorrow. Wise strategies are built on consequences, not predictions or probability.
- You should incorporate Wisdom from all sources into your strategy.
- Every concern you have can and should be addressed in your investment plan.
- We all hope for "Good Times" ahead – if that happens, most investment approaches will be fine. But remember: "Hope is not a strategy."
- If you are comfortable with the worst-case scenario, then you have a sound plan.
- You simply cannot "time" the market.
- Solomon left us much wisdom to apply to investing, including:
 - "A prudent person sees danger and protects themselves, but the simpleton keeps going and suffers the consequences."
- History and "Old Sayings" can serve us well regarding wise investment decisions:
 - "Those who are too ignorant to learn from history are doomed to repeat it."
 - "You can't go broke taking a profit."
- Your human nature can be your worst enemy in investing. Guard against procrastination, and keep natural tendencies like greed in check.
- Real issues in the economy today are reasons for concern—they are not reasons for worry. Your overall investment plan should be designed to protect you from every area of concern.