

10 Things **NOT TO DO** on the SSG

1. Don't buy or sell without knowing /explaining why.
2. Don't rely on one analyst— use 3 or more, then discount.
3. Don't use old data.
Don't enter manually, always import data.
4. Don't accept stocks that don't have sufficient growth for their size.
Or don't fit your portfolio guidelines.
5. Don't be overly optimistic on judgment points.
Understand what the U/D means.
6. Don't forget to compare to industry/ sector/ S&P averages.
Don't forget the missing 20%.
7. Don't accept dips in sales without investigation.
8. Don't ignore management evaluation. (Section 2).
Don't accept declining profit margins.
9. Don't buy and forget.
SSG judgments should be reviewed and updated quarterly as earnings reports come out.
10. Don't accept default judgments.
Don't just plug in the numbers.
Understand why you are using information or a judgment----
THINK!