3 MISCONCEPTIONS ABOUT INVESTING IN GOLD

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Congratulations on downloading something that could change your life.

The following insights are all things I talk about in my book:
A Beginner's Guide to Investing in Gold

If you want to find out more, I'd suggest you get that, but here are some free tips to get you started!

Hi, I’m Simon Popple, and I’ve been dealing with and investing in gold for over 15 years now!

Over that time, I have experienced the ups and downs of the gold market, worked with clients to help them invest with knowledge and skill and made some incredible returns myself.

To me, investing in gold has become second nature, but I know how daunting it can be when you first start.

It’s the reason I wanted to get this short guide together, to help you navigate your way through to becoming a savvy and informed investor.

I thought a very good place to start is to look at some common misconceptions that stop people in their tracks.

These are three pieces of relevant information I go through with everybody I teach about the gold markets and the process of investing in gold. And I’m sharing those insights with you now.

Once you have absorbed the information in this free guide, you may want to get more immersed in the world of gold investment. If so, you can also download my latest book, ***The Beginner’s Guide To Investing In Gold***. This has proved incredibly popular with people who want the inside track on how to become a successful investor in gold.

DOWNLOAD TODAY FOR JUST £4.97

WHY GOLD?

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Before I get into the three misconceptions about investing in gold, let me first give you a snapshot of *why* you should think about investing in gold.

Here are a few things for you to mull over.

First up, in the world of investments, few assets stand the test of time like gold (it's been a popular investment choice for centuries). With a rich history spanning millennia, gold has earned its reputation as a reliable and resilient investment.

Its history as a store of value dates back thousands of years. Ancient civilizations recognized its intrinsic worth, and today, it continues to hold its value despite the ever-changing economic landscape. **This historical resilience makes gold a beacon of stability in uncertain times.**

Its use as a safe-haven asset is particularly evident during times of economic turbulence. Whether it's a financial crisis, geopolitical tensions, or global economic uncertainty, investors flock to gold as a refuge for their capital. Its ability to shine brightest when the world seems darkest is a testament to its reliability.

I'd like to add that **successful investors understand the importance of diversifying their portfolios to manage risk effectively.** Gold plays a crucial role in this strategy because it invariably has a low correlation with other asset classes like stocks and bonds. Adding gold to your investment mix can reduce overall portfolio risk and enhance stability.

WHY GOLD?

Finally, for many, **gold is not just an investment; it's a legacy.**

Families have passed down gold through generations as a symbol of long-term wealth preservation. It's a timeless asset that transcends time and borders.

Anyway, let's crack on with the three most common misconceptions that regularly stop people from investing in this life-changing asset.

1 I'LL HAVE GOLD LYING AROUND THE HOUSE!

1

I'LL HAVE GOLD LYING AROUND THE HOUSE!

TRUTH: YOU DON'T HAVE TO TAKE DELIVERY OF IT!

This is a very common misconception and one of the reasons why many people shy away from gold as a serious investment vehicle.

After all, when you buy most tangible stuff - like clothes and groceries - you take them home!

Of course, you can buy gold and keep it at home, but most people would be worried about the security of having gold lying around the house.

But this is something you never really have to worry about. In my book, I discuss many ways to invest in gold, and NONE of them involve keeping gold in your home

So if you thought you needed to keep gold bars in your house....

This could not be further from the truth!

You can buy gold through a reputable dealer who will both store and insure it for you.

Should you need the money at a later date, many can buy the gold back from you and put the cash you need straight into your account.

1 I'LL HAVE GOLD LYING AROUND THE HOUSE!

I find this to be a really good way of having some cash that I don't spend. Sure, I'm taking a risk on the gold price, but I'm not actually spending the money. It's "within sight" but "out of grasp".

If I simply had it in my account, I'd probably (definitely!) spend it, but as it's not in my cash account, I can't. If I need cash at a later date, I can simply liquidate my position. I may get more or less back - but I've often got more!

To me, it's another way of managing my money.

I go into great detail about how to invest in gold online in my book ***The Beginner's Guide To Investing In Gold***, which you can get for less than the price of pizza **HERE**.

It's important to get the right information from day one, so make sure you get a copy today!

2 GOLD DOESN'T GENERATE INCOME

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TRUTH: YOU CAN GET AN INCOME FROM GOLD INVESTMENTS

This is a very common misconception.

A lot of people (most!) just think in terms of buying physical gold – if you do that, you won't get an income.

They cross gold off their list and don't think about it again.

But contrary to popular belief, gold has the potential to generate income through various investment strategies.

It isn't just a store of value. You need to look closely into the world of gold dividends, gold mining stocks, and gold-backed financial instruments. You'll be amazed to discover how your gold investments can work for you, ensuring that your money doesn't just sit idly by but instead works diligently to increase your financial well-being.

I go into much greater detail in my book, but let's look at an example here.

You could invest in a gold company that pays a dividend. As I write this (September 2023), Newmont has a dividend yield of about 3.9%. If you invested in that, you not only get dividends, but also the potential for capital gain.

Some gold companies have market values which are over $30 billion (at the time of writing, Newmont's is $32 billion). This is probably A LOT LARGER than many companies you're ALREADY investing in.

2 GOLD DOESN'T GENERATE INCOME

You probably talk about gold in your everyday language:

"*They've been as good as gold"*
"I'm looking forward to my golden years"
"I don't want them to get married – they're just a gold digger"
"I want to win that gold medal"

But you don't actually have any! Odd, eh?

As a bonus in the **Gold Package**, you get some fantastic information in "Discover Where the Funds are Investing". This shows you what the pros are doing, so you can not only find out which ones are paying dividends, but also where some of the most savvy money in the sector is going.

Income is important to me. Don't get me wrong, I love capital gains as well, but I think you need both. I go into more detail about what I do in my book - it could be very exciting times.

3 GOLD IS REALLY RISKY!

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TRUTH: YOU CAN CHOOSE WHAT LEVEL OF RISK YOU WANT TO TAKE

Before I get into this, let me ask you a really simple question.

What does risk mean to YOU?

Risk - it's a word we use a lot, but it can mean many different things to different people.

The problem a lot of investors have is the first question they ask themselves is what return do I want?

But I think that's wrong. I like to start "from the other end".

My first question is what level of risk am I comfortable with?
From that come my investment options.

As I've got older, the level of risk I take has got a lot more important.

I like to manage it.

There are many different ways you can invest in gold.

Some high risk, others much lower.

It's important you pick a strategy that works for you.

Start with the universe of what you can invest in (I talk about the different gold products in my book). Understand the risks of each potential investment

and then decide whether it's right for you.

Although I've made some life-changing returns from some of my investments, I'd be a nervous wreck if my whole portfolio was in high risk companies. I like to have a blend – manage my risk.

When looking at risk, I think that currencies are very relevant. Your house, earnings and pension are probably all in the SAME currency. Am I right? Gold is a global asset.

Take a look at this.

Gold Performance since 2000 in Various Currencies

	USD	EUR	GBP	AUD	CAD	CNY	JPY	CHF	INR	Average
2000	-5.3%	1.2%	2.4%	11.2%	-1.9%	-5.4%	5.8%	-4.2%	1.4%	0.6%
2001	2.4%	8.4%	5.3%	12.0%	8.8%	2.4%	18.0%	5.5%	5.8%	7.6%
2002	24.4%	5.5%	12.3%	13.2%	22.9%	24.4%	12.2%	3.5%	23.7%	15.8%
2003	19.6%	-0.2%	8.0%	-10.7%	-1.3%	19.6%	8.1%	7.4%	13.9%	7.2%
2004	5.6%	-2.0%	-1.7%	1.5%	-2.0%	5.6%	0.8%	-3.1%	0.1%	0.5%
2005	18.1%	35.2%	31.6%	25.9%	14.1%	15.1%	35.9%	36.3%	22.8%	26.1%
2006	23.0%	10.4%	8.1%	14.3%	23.3%	19.0%	24.2%	14.1%	20.7%	17.5%
2007	30.9%	18.4%	29.2%	18.0%	12.0%	22.5%	22.5%	21.8%	16.9%	21.4%
2008	5.4%	10.0%	43.0%	30.5%	28.7%	-1.5%	-14.2%	-0.8%	30.0%	14.6%
2009	24.8%	21.8%	13.0%	-1.6%	7.9%	24.8%	27.9%	21.1%	19.2%	17.6%
2010	29.5%	38.6%	34.2%	13.9%	22.8%	25.1%	13.2%	16.8%	24.8%	24.3%
2011	10.2%	13.8%	10.6%	9.9%	12.7%	5.2%	4.5%	10.7%	30.7%	12.0%
2012	7.1%	5.0%	2.4%	5.3%	4.2%	6.0%	20.7%	4.5%	11.1%	7.4%
2013	-28.0%	-30.9%	-29.4%	-16.1%	-23.0%	-30.1%	-12.6%	-29.8%	-19.1%	-24.3%
2014	-1.8%	11.6%	4.4%	7.2%	7.5%	0.7%	11.6%	9.4%	0.2%	5.6%
2015	-10.4%	-0.2%	-5.3%	0.6%	6.8%	-6.2%	-9.9%	-9.7%	-5.9%	-4.4%
2016	8.5%	12.1%	29.7%	9.4%	5.3%	16.1%	5.4%	10.3%	11.4%	12.0%
2017	13.1%	-0.9%	3.3%	4.6%	5.9%	6.0%	9.0%	8.3%	6.3%	6.2%
2018	-1.5%	3.0%	4.3%	9.0%	6.8%	4.1%	-4.2%	-0.8%	7.3%	3.1%
2019	18.3%	21.0%	13.8%	18.7%	12.6%	19.7%	17.2%	16.6%	21.3%	17.7%
2020	25.0%	14.7%	21.2%	14.1%	22.6%	17.2%	18.8%	14.3%	28.0%	19.5%
2021	-3.6%	3.6%	-2.6%	2.2%	-4.3%	-6.1%	7.5%	-0.6%	-1.7%	-0.6%
2022	-0.2%	6.0%	11.6%	6.3%	7.0%	8.3%	13.7%	1.1%	10.8%	7.2%
2023 YTD	8.3%	7.3%	5.3%	11.0%	7.9%	10.0%	14.0%	5.4%	8.6%	8.7%
Average	**9.3%**	**8.9%**	**10.6%**	**8.8%**	**8.6%**	**8.4%**	**10.4%**	**6.6%**	**12.0%**	**9.3%**

Source: Reuters Eikon (as of 05/19/2023), Incrementum AG

As you can see, it's done pretty well. **Look at all that green!** Does that look like a risky asset to you?

3 GOLD IS REALLY RISKY!

If you go back even further in the history books, since the “IPO of gold” on August 15, 1971, when Nixon ended the convertibility of the US dollar into gold, the average annual increase of the gold price in US dollars amounts to 10.0%.

Yes – that’s 10%!

For more information, take a look at this:

[The Federal Reserve History](#)

It’s worth looking at the “average” for your currency highlighted at the bottom of the table.

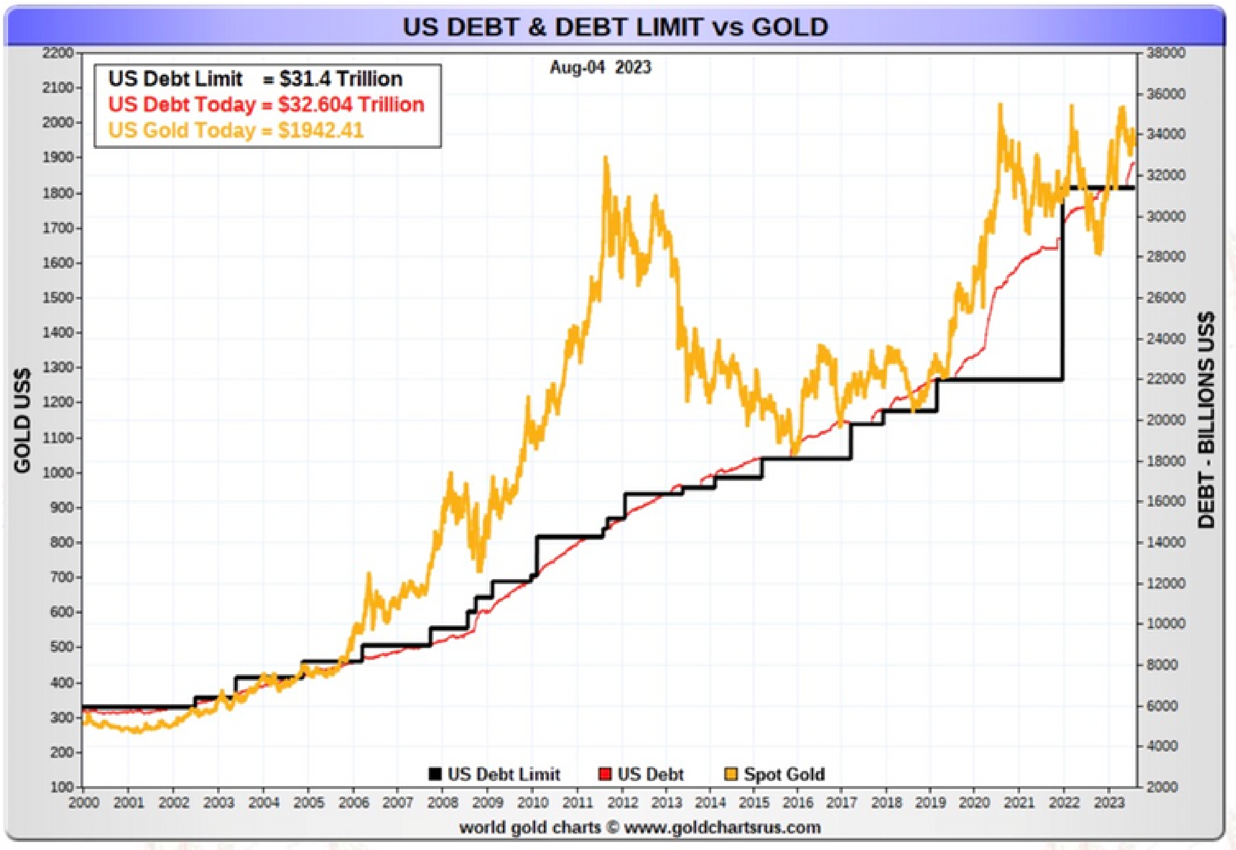
If history were to repeat itself, it looks like gold could be worth considering in the fight against inflation!

3 GOLD IS REALLY RISKY!

As debt goes up (and I'm yet to hear a convincing argument that it's going to come down), the gold price has performed well.

Take a look at this chart, it shows the performance of the gold price relative to US debt and the US debt ceiling.

What do you think?



WHAT'S NEXT?

Is It Time To Put All The Pieces Of The Puzzle Together?

Your next step on your journey is to immerse yourself in knowledge. My latest book, T***he Beginner's Guide To Investing In Gold,*** can be accessed for just £4.97 by hitting the button below.

I'm also including some really valuable bonuses at the moment. So let me take you by the hand and lead you through the gold investment landscape.

BUY TODAY FOR JUST £4.97

ABOUT SIMON POPPLE

I thought you might find it useful to know a little bit about me.

I started off on the normal path to success….

After completing my MBA at Birmingham University, I worked in the Corporate Finance team at Singer & Friedlander. I was then headhunted to join the Senior Banker group at ABN Amro and after several years, I became one of the founding members of their Financial Sponsors team within the Corporate Finance Franchise. From there, I went on to become Head of Investment Management at Strutt & Parker Real Estate Financial Services and then joined Topland (one of the World’s largest private property companies) as a Director.

That was considered “successful”

I had a Porsche, a nice house, a good job… "All that and a cup of tea”.

I was a director of one of the world’s largest private companies in my 30’s. Anyone "looking in” would be impressed.

But they didn’t see my pension statement. I kept that to myself.

On the face of it…..it didn’t look too bad. But there were an awful lot of “assumptions”.

One was about INFLATION. Let’s just say it was LOW.

I didn’t care. Inflation WAS low.

Retiring was a long way away.

Fortunately, 12 years ago, I did a bit of maths.

The question was really simple. What happens to my pension if we get inflation?

I crunched a few numbers (I can be a bit of a nerd).

Now it gets depressing…..

If you assume an inflation rate of 8% over the next 10 years - The present value factor is 0.463

Let’s say your pension pot is worth £1,000,000.

Bear with me, this is a bit boring. If you multiply that pot by the present value factor, that means if we get 8% inflation for 10 years, in today’s money, it’s worth about £463,000

Scary, eh?

It gets worse.

If you apply an annuity rate of 4.5%, that gives you an income of less than £21,000 a year - I assumed I'd retire at 60.

When I’d crunched the numbers, annuity rates were A LOT HIGHER. But it still didn’t look very good.

I just stared at the screen - Unbelievable.

Back to TODAY. Things have got a lot worse.

£21,000 a year…..seriously? What about AFTER 10 years? I’m hoping to live longer than that!

I did this simple math in my early 40s.

I had a choice. Do nothing or something.

I chose SOMETHING.

I packed in my well-paid job (I was raking in well over £100,000 a year) and started researching commodities. I was convinced they were the future. People thought I was mad.

Come to think of it. That does sound a little bonkers.

But my investments went well. *Really* well.

I was asked to write a Newsletter for Moneyweek called Metals & Miners. Following this, I was asked to work with Jim Rickards on Gold Speculator, a Newsletter run by Agora Financial. I didn't realise it at the time, but I'd been "kept on" when they sold Moneyweek.

This was great, but I was still worried about inflation.

8% inflation sounded insane; it was running at less than 2% at the time, so no one believed me.

At the time of writing, my personal level of inflation is over 10% and it could get WORSE. A *lot* worse.

Please do something, or you'll ALWAYS be scared of that heating bill and not being able to afford the food you want. I'm sure you never want to worry about those kinds of things.

This is why I wrote my book. I've learnt a lot and wanted to share it with YOU.

HOW DO I INVEST?

As a professional investor, I think it's important to have a system. Which is exactly what I have. Although I go into a lot more detail about it in my book, here's a quick head's up on what I do.

I use my Fantasy Football process to put my portfolio together. I don't want all my investments (players) to be the highest risk, so I break things down a little.

I have a goalkeeper (which is my lowest-risk position), several defenders, midfielders and forwards (which are my highest-risk positions).

If they come off, you can make a life-changing amount of money. You could have made over 65x your money if you invested in Chalice – one of the forwards I invested in.

But if they don't work out, you don't want all your eggs in one basket.

Diversification is key. Which is exactly what I talk about in my book.

YOUR NEXT STEPS

If this free download has given you everything you need to know, that's great. But if you'd like to dig a little deeper, you'll find my gold package very useful.

It will give you a hell of a lot more knowledge about investing in gold. I've been investing in the sector for almost 20 years and I've distilled all of this knowledge into the Gold Package.

Some of the returns I've had from my investments have literally been life-changing. I want the same for you.

Click here to find out more about that.

FIND OUT MORE ABOUT THE GOLD PACKAGE

AND START INVESTING IN GOLD TODAY