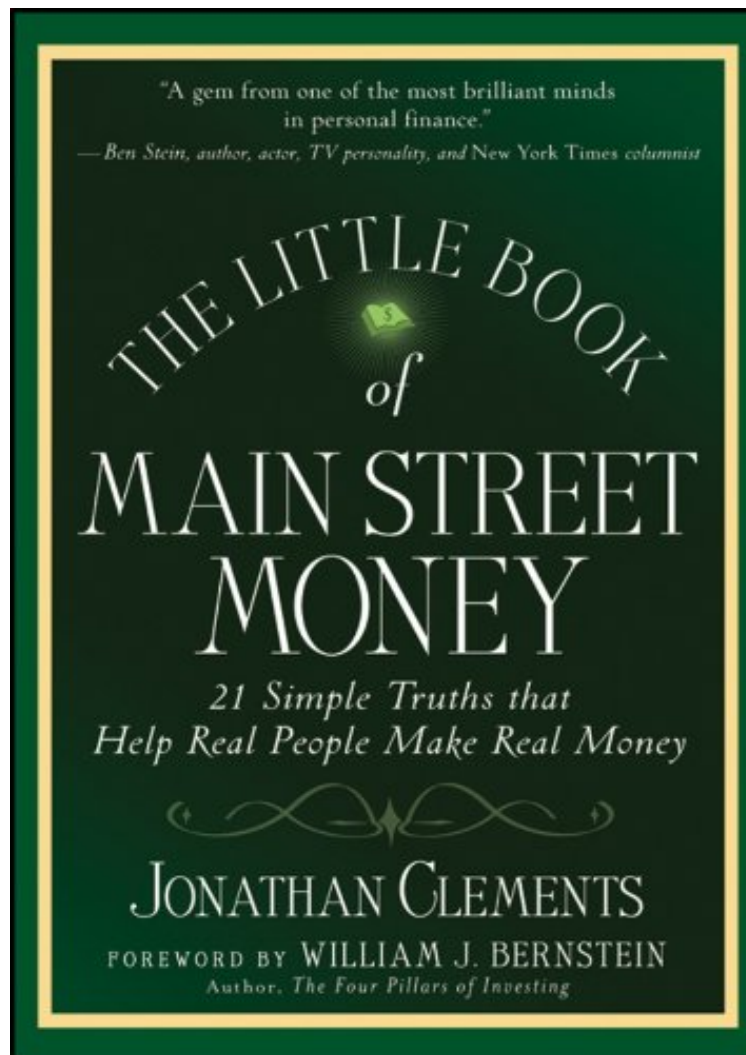


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The Little Book of Main Street Money: 21 Simple Truths that Help Real People Make Real Money (Little Books. Big Profits)

Jonathan Clements

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headed approach and British wit that inspires me to keep doing better. (It's one thing to know what to do; and then it's a second thing to actually do it. This book helps the reader in both.) The bottom-line is that reading this book helped me firmly acknowledge my true priorities (financial and otherwise) and inspired me to sally forth with the gumption to stick to them. The book also clears up the thorny financial questions a typical investor has. I am giving copies of this book as gifts to people I care about, and I recommend it to everyone who wants to get ahead financially and otherwise. And after you read this book, you'll see clearly what the "and otherwise" means in relation to your finances.

0 of 0 people found the following review helpful. If you take some of the top ideas from his 18 year plus career as principal personal finance writer for the Wall Street Journal

By James Lange Jonathan Clements is the top financial writer in the country. If you take some of the top ideas from his 18 year plus career as principal personal finance writer for the Wall Street Journal and organize them into an easy to read book, *The Little Book of Main Street Money* is what you get. This gem contains some of Jonathan's best ideas. It goes way beyond money too. For example, Jonathan advocates buying experiences rather than things. I personally many copies and give them to my clients because I think it is such a great resource. I highly recommend you purchase this book.

6 of 6 people found the following review helpful. An Excellent Book

By Joseph Marn Of all the people we interact with in the world, there are maybe six or seven that really change our life. Our parents make sacrafices so we are able to earn our degrees. One or two teachers make a strong impression on us. Our spouse shares their life with us. Perhaps there is a religious person who helps us understand the concept of God. In my life Jonathan Clements is one of these people. As a young man I spent money buying the latest hot mutual fund in an effort to beat the market. I paid huge fees, and last year's hot fund turned out to be this year's loser. Jonathan's book lays out the framework for investing using index funds with low fees to build a strong financial base. Equally important is his advice not to buy too much house, too much car, and too much stuff. We can have a good life, but we cannot do everything. His comments on health, diet, happiness, and physical fitness also add perspective. I highly recommend this book. Buy copies for your children also.

"A gem from one of the most brilliant minds in personal finance." mdash; Ben Stein, author, actor, TV personality, and New York Times columnist "Investing, as it is said, is simple but it is not easy. Jonathan Clements's fine new Little Book underscores the priceless (and price-less) value of simplicity. And his sage advice on living the good life and on spending well and saving wisely will surely make it, if not easy, at least easier for us to achieve financial peace of mind." mdash; John C. Bogle, founder of Vanguard and author of *Enough* "Nobody, and I mean nobody, can make the world of investing as easy to understand as Jonathan Clements can. In this wonderful book, he teaches Main Street how to beat Wall Street at its own game-and how to have fun along the way. This book does not stop at merely making you richer and smarter; it will even help you lead a better life." mdash; Jason Zweig, author of *Your Money and Your Brain* and editor of Benjamin Graham's *The Intelligent Investor* "Jonathan Clements is one of our wisest and finest writers in the field of personal finance. This Little Book contains gems of wisdom not only about investing, but also about living a full and satisfying life." mdash; Burton G. Malkiel, author of *A Random Walk Down Wall Street* "Easy to read, easy to understand-and easy to put to work-this Little Book is a winner. I'm getting copies for our children-and their children, too." mdash; Charles D. Ellis, author of *Winning the Loser's Game*

.com Street Smart Tips for Main Street Content from author Jonathan Clements

1. Don't pay an insurance company to shoulder risks you can afford to shoulder yourself.
2. To make it easier to amass enough for retirement, aim to start saving no later than age 30
3. Make it a point to sock away tax refunds, year-end bonuses, overtime pay, and any other extra money you receive
4. Mentally divide your portfolio into growth money and safe money ndash; and expect a rough ride from the former and comfort from the latter
5. The harder you try to beat the market, the more likely you are to fail, thanks to the investment costs involved.
6. By building a portfolio that is unlikely to suffer big short-term losses, you should improve your long-run investment compounding.
7. Unless your health is poor, plan on a retirement that lasts until age 90 ndash; and maybe longer.
8. Resist following the crowd, whether it's chasing hot performers in bull markets or shunning stocks during market declines.
9. Before purchasing a house, make sure you will stay put for at least five years and preferably longer.
10. If you're a conservative investor inclined to buy bonds, consider making extra principal payments on your mortgage instead.

21 Simple Truths that Help Real People Make Real Money Content from author Jonathan Clements

1. Our finances are bigger than a brokerage account
2. We can't have it all
3. Money can buy happiness ndash; if we spend it carefully
4. Even the best investors need to be great savers
5. Time is as valuable as money
6. No investment is risk-free
7. Portfolio performance ndash; it's all in the mix
8. Stocks are worth SOMETHING
9. To add wealth, we need to overcome the subtractions
10. Aiming for average is the only sure way to win
11. Wild investments can tame our portfolios
12. Short-term results matter to long-term investors
13. A long life is a big risk
14. Markets may be rational, but we aren't
15. Our homes are a fine investment that won't appreciate much
16. Paying off debts could be our best bond investment
17. Saving taxes can cost us dearly
18. A tax deferred is extra money made
19. Insurance won't make us any money ndash; if we're lucky
20. Even if we have a will, we may not get our way
21. Financial success: it's about more than money

"Any consumer concerned about money issues, from managing college to retirement, will find *The Little Book*

of Main Street Money; an excellent reference. Wall Street is demystified, with common strategies for money management geared to general readers and based on the wisdom of Wall Street successes. Taxes, inflation concerns, and investing are all covered within a series of 21 'truths' about success, perfect for general lending libraries." (Midwest Book) "The Little Book of Main Street Money" is aptly named. . . it's unimposing to all but the most hopeless finance-phobics. The book is also written in spare and concise language. . . Clements's sure-footed advice on fundamentals is comforting after last year's meltdown. When he strays toward more opinionated views, he's even better: Investing in your house will historically offer you a lackluster 4.7% annual return. Or, to those buying insurance as an investment. . . Best of all, Clements isn't only a sound financial planner, but something of an armchair shrink. Beating the market isn't what it's all about. It's more about meeting your personal goals and achieving peace of mind: "We should strive to ensure money is enhancing our lives, rather than getting in the way." (SmartMoney.com) "The Little Book of Main Street Money . . . does a brilliant job of navigating us through the post financial crash landscape. . . offers investors some tried-and-true, timeless advice, such as keeping investing simple and uncluttered by emotion. . . but what I love best about this book is the exploration of the relationship between money and happiness. Clements notes, in spite of the U.S. standard of living skyrocketing over the past few decades, that quantitative research indicates Americans are no happier than when we were less economically well off. . . Clements goes beyond the accumulation of money and essentially tells us how to convert the stored energy fro... "A gem from one of the most brilliant minds in personal finance." —Ben Stein, author, actor, TV personality and New York Times columnist "Investing, as it is said, is simple but it is not easy. Jonathan Clements' fine new Little Book underscores the priceless (and price-less) value of simplicity. And his sage advice on living the good life and on spending well and saving wisely will surely make it, if not easy, at least easier for us to achieve financial peace of mind." —John C. Bogle, founder of Vanguard and author of Enough "Nobody, and I mean nobody, can make the world of investing as easy to understand as Jonathan Clements can. In this wonderful book, he teaches Main Street how to beat Wall Street at its own game—and how to have fun along the way. This book does not stop at merely making you richer and smarter; it will even help you lead a better life." —Jason Zweig, author, Your Money and Your Brain, and Editor of Benjamin Graham's The Intelligent Investor "Jonathan Clements is one of our wisest and finest writers in the field of personal finance. This Little Book contains gems of wisdom not only about investing, but also about living a full and satisfying life." —Burton G. Malkiel, author of A Random Walk Down Wall Street "Easy to read, easy to understand - and easy to put to work - this little book is a winner. I'm getting copies for our children - and their children too." —Charles D. Ellis, author, Winning the Loser's Game "Jonathan Clements is one of those rare financial writers who is thought-provoking, sensible, informed, and insightful. This new book is his best yet!" —Eric Tyson, author of Personal Finance For Dummies "Personal finance books are a dime a dozen, but this one is a gold mine. Jonathan Clements has taken his must-read Wall Street Journal columns and distilled them into the simple truths that help real people make real money." —Consuelo Mack, anchor, Consuelo Mack WealthTrack "Jonathan Clements is one of the best personal finance writers of our time. He has crafted a pithy primer to help us navigate stormy seas. Those who care about their happiness, ignore it at their own peril." —Terry Burnham, Ph.D., author of Mean Markets and Lizard Brains "There are very few journalists who actually have investor's interests at heart. Those that do write about what might be called the science of investing, or evidence-based investing. The rest write about the noise . . . Clements was not only one of the few that truly had investor interests at heart, but he was one of the best of the group (if not the best). I considered his weekly column a must read. The same could be said of this little book. It's only little in size. It's giant in terms of the number of pearls of wisdom that it contains; pearls not limited to investing, but finance in general and life as well. I highly recommend this book especially for those just beginning their financial journey — it's a journey you shouldn't take without this book as a guide." —Larry Swedroe, CBSmoneywatch.com