

San Diego Business

The Power Curve

San Diegan Gives Guidance on Investing Wisely in Today's Market
By Kim Purcell

Investing can be an emotionally driven activity. Knowing when and what to invest in can leave you as unstable as the market. For anyone looking to become a successful investor, La Jolla resident Scott Kyle, professional money manager and author of *The Power Curve: Smart Investing Using Dividends, Options, and the Magic of Compounding* (Nautilus Press 2009), offers advice for improving your trading performance if you have an interest in investing in the stock market today.

Kyle is the CEO and Chief Investment Officer for Coastwise Capital Group LLC. He co-founded The Active Network Inc., a technology and marketing company based in San Diego that encourages and enables participation in activities and events. *Active* currently has more than 3,000 employees worldwide.



Local financier Scott Kyle

Kyle was also the CEO/Publisher of Triathlon Group North America LLC, headquartered in San Diego, the parent company to the world's largest triathlon publication, *Triathlete* magazine. He holds a Bachelor's degree in Economics and International Relations from Tufts University, a General Course Degree in International Relations from the London School of Economics and an MBA from Harvard University.

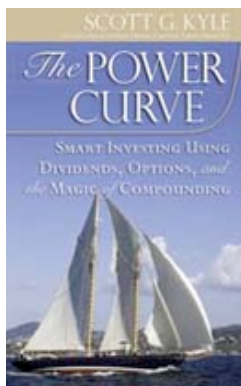
He currently lives and works in La Jolla, Calif., and has served on the Board of Directors for more than 15 companies and non-profit organizations in San Diego and throughout the

United States. He is a two-time world and nine-time national champion in sailing, an Ironman triathlon finisher and a third-degree black belt in Shalion Kempo.

"Basic mistake 101 - most investors don't do well in the stock market because they let their emotions take over," says Kyle. "Most people sell when the market is down because they're afraid and buy when the market is giddy and high. I talk a lot about recognizing your emotions and how to override them, which can be the downfall for most investors."

Using timeless concepts that can be applied to any market, *The Power Curve* describes in detail how to pick out the right companies and construct a portfolio, covering everything from the fundamentals for beginners to advanced techniques with 60 charts and diagrams, and more than 25 Power Tips to illustrate his concepts.

"Some of my concepts are investment related, but others really touch on real-life issues and the mistakes that people make in investing," says Kyle. "Often people think they're reducing risk by putting money into a CD or a money market fund because it seems really safe, and that's fine if you need the money to grow in the next 10 or 15 years for college education for your kids," says Kyle. "But you're actually taking a huge risk because that money is going to lose value over time with taxes and inflation."



The Power Curve by

author Scott Kyle

Kyle points out that the objective of investing should be to have more money tomorrow than today in order to reach some type of financial objective - to buy a house or for retirement - stressing the importance of matching your investments to your time horizon, which will benefit you in the long run.

"Investing successfully takes tremendous patience and long-term vision," says Kyle. "Most people give up goals when they don't see results right away. If you're going to run a marathon, you shouldn't sprint. You can't take off really fast. You have to pace yourself if you want to get to the finish line 26 miles later," says Kyle, who applies his philosophies as a world-champion athlete to his business practices.

So when should you invest? Kyle advises that it's not a good time to invest if you need money right away. For example, if you need money tomorrow to buy groceries, then you shouldn't have it in the stock market. Setting realistic financial goals and knowing your timeline will help you make wise investments. "You can find the right stocks - there are really

good tools out there. You can put your money in a nice mutual fund or a broad-base basket of stocks," says Kyle.

For real estate-centric San Diegan investors, Kyle advises to diversify. "People tend to be over-invested in real estate and under-invested in stocks, which have many advantages over real estate, including being 100% liquid, having lower transaction costs, the ability to hedge, easily diversify and get international exposure," says Kyle.

Having focus, discipline and the right attitude is key to finding financial success, says Kyle. "I set a goal at age 11 to become a world sailing champion and reached that goal eight years later. I was fortunate early in life to see the connection between short-term work and long-term results, and I apply this into investing. If you can set long-term goals and work hard everyday, your financial goals can be achieved."

Business Sector Personal Finance



Kim Purcell

About the author: *Kim Purcell is production editor at SanDiego.com. She began her publishing career in 2002 as a columnist for a local paper and has since established herself in the industry with a diverse background in writing/editing/marketing for magazines, book publishing and online media.*

[More by this author](#)

