

Invest Like a Girl and Secure Your Own Financial Future, Right Now!

Put yourself in control of your finances and give yourself that cushion to fall back on in good times, and in bad...

As women, we need to think about ourselves more often. Not to be self-centered, but to make sure we can provide for ourselves and for our families if tragedy strikes in its many forms.

You want to be prepared if you lose your job, your husband or partner or if you get sick and can't work for a while.

You want to be able to provide for your children, giving them the things you may have had to work for yourself, like a college education.

You want to have that extra money lying around if your child suddenly needs braces or if you want to join your girlfriends in wine country for a weekend of "ladies time."

Investing in your own financial future may be the best gift you ever give to yourself and your family!

Yep, we all know it. Girls are smarter than boys...

Believe it or not, women tend to be better at investing than men. In a 2001 study done by University of California at Davis finance professors Brad Barber and Terrance Odean, data showed that women were more inclined toward the "buy and hold" method of investing, increasing their net returns over those of their male counterparts by an average of 1 percent annually.¹

However, many women don't know a lot about investing or the stock market. They don't know which stocks to buy, when to buy them or how much they should pay per share to get a "good deal."

Women helping women navigate a man's world

Currently, 98% of financial investor advice is written for older, conservative males. There is a huge hole when it comes to providing good, timely financial information that resonates with women's values and goals.

That's where we come in. At LJ Investment Research, we provide financial research by women, for women.

We understand how busy you are. You have to make decisions about the money you spend on your family, your bills, even occasionally on yourself.

We know what it is like to run a household, build a career and take care of a family all at the same time. Finding time to do the research necessary to build a good stock portfolio falls to the bottom of the list when you look at everything the average woman is faced with.

That's why we created our newsletter, *What's Trending Now* to give you daily information on what's trending on the stock market, in politics, entertainment and the news. Information that is geared towards **you and the life you want to build.**

These daily tips will help you gather the information you need on stocks and other influential factors so you can invest wisely and potentially see a healthy return.

We know how important it is for a woman to have control of her own financial future and we want to help you get there.

Women need to make up for the “Wage Gap”

As of 2011, women make an average of 77 cents for every dollar men make, regardless of education level. In 1963, that gap was larger, with women making 59 cents for every dollar men earned.

That means in the last 48 years, the wage gap has narrowed by **less than half a percent per year!**ⁱⁱ What’s more, women are more likely than men to work a job where they are paid at or below minimum wage.ⁱⁱⁱ

As smart women, we know that there are always ways around the obstacles put in front of us. By investing our money, we can help it grow and make up for this financial gap.

And in doing so, we save ourselves from the horrible consequences of being unprepared for a financial crisis, whether it is global or personal. But to make wise financial investments, we need the right information at the right time.

That’s why ***What’s Trending Now*** was developed. To help you find that information when you need it and can put it into action. We are your online research center for the news you need to prepare you – the independent minded woman – for anything that may come your way. We want to help you increase your wealth and secure your future in the same ways we’ve helped XXX of other women.

And, of course, because we’re women, we love to share!

In addition to having ***What’s Trending Now*** delivered to your Inbox every day, you will also get:

- Our weekly ***Savvy Profiler*** – Our company profile column highlighting companies we love and see as potentially profitable investments
- Our monthly column: ***Money, Men & Mommies*** – Providing you with insight on how to live successfully and economically
- Our monthly educational articles answering all of your basic investing questions

And the best thing about all of this information...***It’s FREE!***

That’s right. You don’t have to pay one cent to get this valuable information to help you increase your wealth. We want you to invest in **your** future, so we offer this information to you **at no cost**.

Simply fill out the subscription form below and you will start receiving our daily newsletter, ***What’s Trending Now*** right away. Shortly after that, you’ll start receiving all of our information packed articles and columns, the weekly ***Savvy Profiler***, the monthly educational articles and ***Money, Men & Mommies***, giving you valuable resources to secure your own financial future.

You know you’ve got what it takes to run a household, get that promotion, finish your education and start your own business. You can do the same with your finances. Use the helpful information we give you every day, **for free**, to start investing in yourself and your family, **now**.

SUBSCRIBE TODAY!

First Name: {Text box}

Email Address: {Text box}

ⁱ <http://faculty.haas.berkeley.edu/odean/papers%20current%20versions/boyswillbeboys.pdf>

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ⁱⁱ <http://www.pay-equity.org/info-time.html>

ⁱⁱⁱ <http://www.bls.gov/cps/minwage2011tbls.htm#1>