**Dr. Steve Sjuggerud**

Living your best lives includes avoiding catastrophic losses, maximizing good decisions, and taking care of you.

A group of people went to climb Everest. There was a cut off time at 1pm. No matter where you were at 1pm, even if you were not at the summit, turn around. Don’t risk taking the catastrophic loss.

Well, three people followed that cut-off time and they lived… the rest didn’t make it. In the markets, your cut off time is your stop losses, your exit strategy, or however you get out before taking a catastrophic loss.

Steve recommends the book Quit by Annie Duke.

Maximizing your decisions in the market by only investing in an uptrend. And avoid the market when it is in a downtrend.

11% a year returns when you’re in an uptrend and -2.7% returns if you buy in a downtrend.

The last thing is don’t forget about you…

Steve’s been focusing on taking care of himself as he is writing less. And Steve has brought his weight down from above 275 down into the 230s.

Obesity in America is about to change due to Novo Nordisk and Eli Lilly. Steve is not recommending these companies but they are worth checking out.

Ozempic, Wegovy, Mounjaro are the three drugs that work.

**Brett Eversole**

Dow 150,000 by the end of this decade

Buying the biggest companies is going to lose you money.

We are not in a Melt Down today… a decline of 50% or more. Only 3 in history were 50%-plus declines. Most bear markets are run of the mill… down 20%-30%. And we are already down 25%.

We are in a cyclical bear market that will end soon. And we are in a secular bull market… one that could last another decade.

In a secular boom, annual returns are between 12% and 20%.

Today’s secular bull market is only 10 years in… that would be the shortest on record. A typical secular bull lasts 18-20 years.

There is a lot to fear… fed hikes, crushing inflation, a looming recession. But these are all typical in a secular bull.

We are going to have short cyclical bear markets. It could last 12 months or so. But the 15-20 year secular bull is still intact. The secular trend is still up using a 50-month moving average – despite the recent decline.

Stocks are now cheap… the Forward P/E of the S&P 500 is at 16… near the lowest since the secular bull market started.

All kinds of indicators are flashing max fear.

You might think you can just buy the FAANGs and do well going forward. The biggest names from 2000 have mostly underperformed the S&P 500… outside of Microsoft.

So what do you buy? After studying the dot.com bust, Brett’s team found stocks that had staying power.

Companies that had consistent revenue and continually positive return on assets. So growth and profitability.

These stocks led to 2.1x outperformance over three years. More than 3x in five years. Some of these stocks rose thousands of percent.

Stocks that fil Brett’s mold…

**PayPal (PYPL):** Global leaders in mobile payments. 20-plus year track record. Trusted brand. $340 billion in payment volume last year. Accounts are up 40% since the pandemic.

**Spotify (SPOT):** More than all of its revenue comes from premium. It has global scale. And it has tons of revenue growth. Long-term growth rates in the high teens.

Positive free cash flow and still a solid business.

**Dutch Bros (BROS):**

Coffee chain that is drivethru only. 600 locations… longterm growth plans for 3,000 locations.

It’s growing 3x Starbucks but trades at the same valuation.

**Yeti Holdings (YETI)**

Coolers, drinkware. Industry leading insulation. High end product with a high-end price. Most expensive cooler. Double digit profit margins. 20%-plus return on assets (ROA)