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# Financial First Aid for Canadian Investors: Stop the Bleeding, Start the Healing and Get Your Portfolio on the Road to Recovery

*Bryan Snelson, Michael Graham, Cindy David*  
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## FINANCIAL FIRST AID FOR CANADIAN INVESTORS

Stop the Bleeding. Start the Healing  
and Get Your Portfolio on the Road to Recovery



MICHAEL GRAHAM, Ph.D., BRYAN SNELSON  
*with CINDY DAVID, CFP, CLU*

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**Bryan Snelson, Michael Graham, Cindy David : Financial First Aid for Canadian Investors: Stop the Bleeding, Start the Healing and Get Your Portfolio on the Road to Recovery** before purchasing it in order to gage whether or not it would be worth my time, and all praised Financial First Aid for Canadian Investors: Stop the Bleeding, Start the Healing and Get Your Portfolio on the Road to Recovery:

0 of 0 people found the following review helpful. Excellent choice for beginning investorsBy RobinEven though it

was written a few years ago (but after the crash of 2008), this is a very informative book, clearly written and a good choice for a novice personal investor like myself. Full of detail and clear explanations.

Praise for the previous edition, *Portfolio First Aid* "I'd categorize *Portfolio First Aid* as a serious investment primer that has the laudable, if ambitious, goal of raising the sophistication level of the general public." —Jonathan Chevreau, *Financial Post* "*Portfolio First Aid* has the right pedigree as an advice tome on healthy investing. Covers the bases of portfolio balance, building wealth, investing for income and managing risk." —The *Edmonton Journal* The financial meltdown has taken a severe toll on the finances of Canadians, and on their confidence in financial and investment advisors. Canadians need help to learn how to diagnose what is the greatest threat to their long-term financial well-being and to follow a course of treatment to recovery. *Financial First Aid for Canadian Investors* is for all the battered and bloodied investors whose portfolios are in tatters and who lack direction about what to do next. By examining the lessons to be learned from mistakes made in both good and bad markets, the authors address the common and recurring investment blunders they have witnessed over many years, and offer a clear prescription for how to repair wounded portfolios.

From the Inside Flap Current and timely, *Financial First Aid for Canadian Investors* includes coverage of the following: What exactly happened in the most recent economic crisis and why, and the fresh lessons to be learned from the meltdown. How to deal with the challenge of a historically low interest rate environment, and the close-to-zero investment returns of today. The increased need to provide for our own independent financial futures at a time when there must be less reliance on hard-pressed governments. The uniquely Canadian opportunities in the face of the global financial crisis, such as the strength of our banking system and our status as an energy power. Entirely new chapters on some emerging, and powerfully positive, securities to help investors mitigate risk, such as Insurance Products and Structured Products. For anyone who wants to take control of their financial future, *Financial First Aid for Canadian Investors* is the first step towards a truly healthy investment strategy. About the Author Michael Graham, Ph.D., is currently President of Michael Graham Investment Services Inc., an investment counseling firm which he formed in late 2007 to continue a career in the Canadian investment industry that dates back to 1962. Senior industry positions have included Director of Research at Wood Gundy, Chairman of Investment Strategy at Dominion Securities, Director of Investment Support at Merrill Lynch Canada and Director of Private Client Investing at Midland Walwyn. He is a longstanding Contributing Editor of *The MoneyLetter* and a columnist for *Advocis' FORUM* magazine, and has appeared frequently on radio and television, most recently the *Money Talk* show on BNN. He is also a frequent speaker to groups within the financial services industry. Bryan Snelson is Vice President, Financial Advisor, and Branch Manager with Raymond James Ltd. He reaches over 500,000 listeners per week on Toronto radio station JAZZFM91 with his twice-daily market reports and weekly radio commentary, "*Portfolio First Aid*." Bryan appears frequently on CBC *NewsWorld* and *The National*, and is a contributor to *The MoneyLetter*. He has spoken to many national and regional organizations on investing, including The Canadian Bar Association, The Ontario Nurses' Association, and the Canadian Association of Retired Persons. Cindy David, CFP, CLU, is Vice President, Estate Planning Advisor, with Raymond James Financial Planning Ltd., with 15 years of financial planning experience. She is an accomplished speaker and frequent member of industry panel discussions. She has had articles featured in industry publications, local newspapers, and client newsletters.