



## **FOR IMMEDIATE RELEASE**

Contact: Shark Investing, 941-375-2982,  
[press@SharkInvesting.com](mailto:press@SharkInvesting.com)  
For Press Kit: [www.SharkInvesting.com](http://www.SharkInvesting.com) or  
<http://sharkinvesting.com/press>



Reject Traditional Wall Street Advice in 2009

James 'RevShark' DePorre  
Stock Market Expert / Author of 'Invest Like A Shark'

Don't Stay the Course in 2009!

Bradenton, FL December 26, 2008 – Investors who followed traditional Wall Street advice saw the value of their stocks fall 40 to 50% or more in 2008. Unfortunately that traditional advice remains the same for 2009. Wall Street professionals continue to tell investors to "stay the course" and to "buy and hold" stocks. James 'RevShark' DePorre, believes that you should reject traditional Wall Street advice in 2009 and take control of your investment future by Investing Like a Shark. DePorre, is the author of "Invest Like a Shark" which was named a Top Ten Investing Book by Editors of Amazon.com. DePorre also operates the SharkInvesting.com web site, is a highly popular market columnist for Jim Cramer's RealMoney.com, where he has been writing daily for over seven years, and a frequent guest on financial television and radio shows.

DePorre challenges the sacred tenets of Wall Street, which encourage individual investors to "stay the course," passively hold onto flagging investments and pay for questionable—frequently self-serving—advice that mostly benefits financial institutions.

Mr. DePorre assails the "Whales of Wall Street," arguing that individual investors too often squander their advantage to be flexible and more nimble. Individual investors have a unique ability to react to shifting market conditions that allows them to protect their precious capital and flourish even during hard times.

Mr. DePorre offers the follow investing resolutions for 2009

1. Reject traditional Wall Street advice.

There is no reason to believe that the stocks you held on the way down will be the best stocks to hold in which to recover your losses. Don't just stay the course.

2. Be more aggressive.

One of the great benefits of being a smaller investor is that you can move quickly. Unfortunately we are encouraged by market professionals to just sit and do nothing when things turn bad.

When the market turns down we should be aggressive with our selling and when it turns up we should be aggressive with our buying. Sitting through thick and thin does not produce superior results for most investors.

3. Don't be afraid to sell.

Many investors think selling a stock is a major decision. It isn't. It can be done quickly, easily and cheaply in the blink of an eye. Selling is a cheap form of insurance. If the market starts to struggle selling is going to keep your investments safe and secure.

4. Do not anticipate.

There is no shortage of people who are willing to predict where the market is headed. You will be able to find compelling arguments for a massive rally as well as highly logical opinions supporting a terrible bear market. Ignore them and focus on what is happening in front of you. If the market is acting well then go with the flow and hold on to positions. If the market starts to act poorly then make some sales and be more defensive. React rather than anticipate

5. Have a strategy.

Investors tend to get in trouble when they don't have a plan as to how they are going to handle their investments. They let losses grow too big and don't take profits before they slip away. Have a plan when you buy a stock and stick to it.

6. Protect your capital.

The most important thing you can do as an investor is to protect your capital. That means selling aggressively when the market acts poorly and not letting your portfolio fall too much from its highs. If you have to make up losses it's very unproductive and you are much further ahead if you get out fast and wait for a better market rather than incur losses and then have to make them up when conditions are better.

If you are not convinced that Mr. DePorre knows what he is talking about then read what Jim Cramer of CNBC's Mad Money and TheStreet.com writes in the foreword for Invest "Like a Shark", "The book..... is, hands-down, one of the most original and insightful books I have ever read when it comes to teaching you, the individual investor, not only why you have the ability to beat the Whales of Wall Street, but also how you can do it."

###

About the author:

When James "RevShark" DePorre lost his hearing due to a hereditary genetic defect, he lost his job, his marriage, and his

ability to communicate with the outside world. To alleviate his isolation, he began exploring the Internet stock market chat groups and forums that were just forming in the early 1990s. DePorre withdrew the last \$30,000 he had in savings, and began to buy and sell stocks using a strategy that embraced good performing stocks aggressively while cutting losses quickly.

Today, James "RevShark" DePorre is a wealthy investor known for his timely stock picks, insight into the market and battles with proponents of the buy-and-hold philosophy. In 1995 he co-founded The Shark Attack Trading site on American Online and the Shark Tank chat room—the first of their kind. In 1999 he co-founded the Shark Investing chat room, which continues to operate today with many of its pioneering members. Since 2001 he has appeared on Fox Business News and Happy Hour with Cody Willard and is a featured blogger for RealMoney.com. DePorre has also been featured in numerous publications including the Boston Globe, Money Magazine, the Wall Street Journal Online, Fortune, Online Investing Magazine, the Detroit Free Press, the San Francisco Chronicle, The Bradenton Herald and the Sarasota Herald-Tribune. He lives on Anna Maria Island in Florida with his family.

Book Information:

INVEST LIKE A SHARK: How a Deaf Guy with No Job and Limited Capital Made a Fortune Investing in the Stock Market (FT Press; November 15, 2007; Hardcover) provides individual investors with an easy-to-understand primer on how to succeed in today's turbulent markets.

---

#### **FOR IMMEDIATE RELEASE**

Contact: Shark Investing, 941-375-2982,  
[press@SharkInvesting.com](mailto:press@SharkInvesting.com)

**Stock Market Expert, James "RevShark" DePorre's Book  
Ranked #2 Best Book of 2007!**

**Foreword by James Cramer**

CNBC's "Mad Money" and TheStreet.com

**Bradenton , FL November 8, 2007:**

**2nd best book in 2007**

The Editors of Amazon.com have picked James 'RevShark' DePorre's book, **INVEST LIKE A SHARK: *How a Deaf Guy***

***with No Job and Limited Capital Made a Fortune Investing in the Stock Market***, as the number two best book for 2007 in finance and investing!

With the recent volatility of the stock market comes the need for traditional Wall Street experts to tap into knowledge carried by an individual investor with demonstrated knowledge in the market. Barry Ritholtz, Chief Investment Officer, Ritholtz Capital Partners offers, "There are very few traders who have RevShark's intuitive feel for the market. I especially appreciate Rev's unique ability to recognize and utilize the distinct advantages of being a smaller, individual investor versus the less agile large institutions"

Due to his proven track record and the success of his book, James DePorre is quickly becoming recognized as an invaluable market expert. Last week he appeared on Fox Business News and Happy Hour with Cody Willard and shot video segments for RealMoney.com, where he is a featured diarist.

**INVEST LIKE A SHARK** provides the individual investor with an easy-to-understand primer on how to succeed in today's turbulent markets. Jim Cramer of CNBC's Mad Money and TheStreet.com writes in the foreword, " The book..... is, hands-down, one of the most original and insightful books I have ever read when it comes to teaching you, the individual investor, not only why you have the ability to beat the Whales of Wall Street, but also how you can do it."

DePorre challenges the sacred tenets of Wall Street, which encourage individual investors to "stay the course," hold onto flagging investments, absorb unnecessary inflated administrative/management fees, and pay for questionable—frequently self-serving—advice that benefits the financial institution. Institutional Wall Street encourages investors to be passive and to defer to their supposed ability to better understand the market. DePorre assails these "Whales of Wall Street," arguing that retail investors are more nimble to read and react to shifting market conditions, enabling them to reflexively respond to both buying and selling situations.

Realizing that each investor is unique in terms of both objectives and risk tolerance, he explains how these general investment principles can be personalized based on the individual reader's special circumstances. The key is to not only buy the right stocks, but to be fearless about using the power of selling. He also explains the flaws in some hallowed stock market wisdom ("Buy low, sell high," among others), shows how to take advantage of the human emotions and mood swings that affect the market, and demonstrates how charting a stock's movement

over time can lead to great, under-the-radar buys.

“Shark Investing is like most good things in life. If it were simple to master and easy to do well, it wouldn't be so potentially lucrative,” DePorre writes in his conclusion. “You must always appreciate the difficulty of the battle ahead, but also be sure you take pleasure in doing your best, improving your skills, and working hard at one of the toughest games of all.”

# # #

### **About the author:**

When James “RevShark” DePorre lost his hearing due to a hereditary genetic defect, he lost his job, his marriage, and his ability to communicate with the outside world. To alleviate his isolation, he began exploring the Internet stock market chat groups and forums that were just forming in the early 1990s.

DePorre was surprised to find that many investors didn't control their own stocks; they simply would buy and hope. They would sit passively even when losses began to grow because they thought that was the correct way to invest. To DePorre this was madness—why let conventional Wall Street wisdom that is designed for giant, slow moving funds determine your money's fate, when as an individual you have freedom to buy and sell at a moment's notice? And why hold onto stocks that aren't performing well?

He decided to put his money where his mouth was. DePorre withdrew the last \$30,000 he had in savings, and began to buy and sell stocks using a strategy that embraced good performing stocks aggressively while cutting losses quickly.

Because he had the ability to turn on a dime in his investing, he called himself a Shark Investor—able to move in for the kill quickly, and retreat rapidly after making a profit. In the years since, DePorre has inspired hundreds of other people (some of them professional money managers themselves) to take this approach to their finances. And the end result has been profits above and beyond what can be expected under the “buy and hold” philosophy.

Today, James “RevShark” DePorre is known in the online world for his timely stock picks, insight into the market and battles with proponents of the buy-and-hold philosophy. In 1995 he co-founded The Shark Attack Trading site on American Online and the Shark Tank chat room—the first of their kind. In 1999 he co-founded the Shark Investing chat room, which continues to

operate today with many of its pioneering members. Since 2001 he has been the featured diarist for RealMoney.com, the paid subscription site of TheStreet.com. DePorre has been featured in numerous publications including *Money Magazine*, the Wall Street Journal Online, *Fortune*, *Online Investing Magazine*, the *Detroit Free Press*, the *San Francisco Chronicle* and the *Sarasota Herald-Tribune*. He lives on Anna Maria Island, Florida, with his family.

**INVEST LIKE A SHARK:**

***How a Deaf Guy with No Job and Limited Capital Made a Fortune Investing in the Stock Market***

By James "RevShark" DePorre

On sale: November 15, 2007

FT Press

Hardcover / \$25.99 / 195 pages

ISBN10: 0132213087

ISBN13: 9780132213080

[WWW.INVESTLIKEASHARK.COM](http://WWW.INVESTLIKEASHARK.COM)

---

**INVEST LIKE A SHARK:**

***How a Deaf Guy with No Job and Limited Capital Made a Fortune Investing in the Stock Market***

**By James "RevShark" DePorre**

**Foreword by James Cramer**

CNBC's "Mad Money" and TheStreet.com

When James "RevShark" DePorre lost his hearing due to a hereditary genetic defect, he lost his job, his marriage, and his ability to communicate with the outside world. To alleviate his isolation, he began exploring the Internet stock market chat groups and forums that were just forming in the early 1990s.

DePorre was surprised to find that many investors didn't control their own stocks; they simply would buy and hope. They would sit passively even when losses began to grow because they thought that was the correct way to invest. To DePorre this was madness—why let conventional Wall Street wisdom that is designed for giant, slow moving funds to determine your money's fate, when as an individual you have freedom to buy and sell at a moment's notice? And why hold onto stocks that aren't performing well?

He decided to put his money where his mouth was. DePorre withdrew the last \$30,000 he had in savings, and began to buy and sell stocks using a strategy that embraced good performing stocks aggressively while cutting losses quickly. Because he had the ability to turn on a dime in his investing, he called himself a Shark Investor—able to move in for the kill quickly, and retreat rapidly after making a profit. In the years since, DePorre has inspired hundreds of other people (some of them professional money managers themselves) to take this approach to their finances. And the end result has been profits above and beyond what can be expected under the “buy and hold” philosophy.

In his new book, ***INVEST LIKE A SHARK: How a Deaf Guy with No Job and Limited Capital Made a Fortune Investing in the Stock Market*** (FT Press; November 15, 2007; Hardcover) , DePorre challenges the sacred tenets of Wall Street, which encourage individual investors to “stay the course,” hold onto flagging investments, absorb unnecessary inflated administrative/management fees, and pay for questionable—frequently self-serving—advice that benefits the financial institution. Institutional Wall Street encourages investors to be passive and to defer to their supposed ability to better understand the market. DePorre assails these “Whales of Wall Street,” arguing that retail investors are more nimble to read and react to shifting market conditions, enabling them to reflexively respond to both buying and selling situations.

**INVEST LIKE A SHARK** provides the individual investor with an easy-to-understand primer on how to succeed in today's turbulent markets. Realizing that each investor is unique in terms of both objectives and risk tolerance, he explains how these general investment principles can be personalized based on the individual reader's special circumstances. The key is to not only buy the right stocks, but to be fearless about using the power of selling. He also explains the flaws in some hallowed stock market wisdom (“Buy low, sell high,” among others), shows how to take advantage of the human emotions and mood swings that affect the market, and demonstrates how charting a stock's movement over time can lead to great, under-the-radar buys.

“Shark Investing is like most good things in life. If it were simple to master and easy to do well, it wouldn't be so potentially

lucrative,” DePorre writes in his conclusion. “You must always appreciate the difficulty of the battle ahead, but also be sure you take pleasure in doing your best, improving your skills, and working hard at one of the toughest games of all.”

# # #

**About the author:** James “RevShark” DePorre is known in the online world for his timely stock picks, insight into the market and battles with proponents of the buy-and-hold philosophy. In 1995 he co-founded The Shark Attack Trading site on American Online and the Shark Tank chat room—the first of their kind. In 1999 he co-founded the Shark Investing chat room, which continues to operate today with many of its pioneering members. Since 2001 he has been the featured diarist for RealMoney.com, the paid subscription site of TheStreet.com. DePorre has been featured in numerous publications including *Money Magazine*, the Wall Street Journal Online, *Fortune*, *Online Investing Magazine*, the *Detroit Free Press*, the *San Francisco Chronicle* and the *Sarasota Herald-Tribune*. He lives on Anna Maria Island, Florida, with his family.

#### **INVEST LIKE A SHARK:**

***How a Deaf Guy with No Job and Limited Capital Made a***

***Fortune Investing in the Stock Market***

By James “RevShark” DePorre

On sale: November 15, 2007

FT Press

Hardcover / \$25.99 / 195 pages

ISBN10: 0132213087

ISBN13: 9780132213080

[WWW.INVESTLIKEASHARK.COM](http://WWW.INVESTLIKEASHARK.COM)

---