

Ashley Financial Services, PA, CPA

From: Ashley Financial Services [ashleyfinancialservices@verizon.net]
Sent: Tuesday, October 07, 2008 10:48 AM
To: Ashley Financial Services PA CPA
Subject: Refuse to Panic

Your financial survival skills should (always) include:

1. Maintain investment portfolios diversified among different asset classes, sectors, & industries.
2. Maintain 6 months – 1 year's worth of living expenses in cash (if you receive a steady paycheck or steady retirement pension)
Maintain 1-2 years' worth of living expenses in cash (if you are living entirely on your savings).
3. Stay out of (unnecessary) debt.
4. Do not spend / live beyond your financial means. (Take personal responsibility for your spending!)
5. Identify and capitalize on what you can control – and don't panic over what you cannot control.
At times like these, attitude is everything. You choose to be a victim – or you choose to be an opportunist.

Savvy investors will be taking advantage of historic buying opportunities – with prices rolled back several years on stocks of some great companies. (You may recall from my earlier Executive Summary that Procter & Gamble company has been in business since 1837! P&G has weathered copious economic conditions, while over the last ten years increasing its earnings by 159% and its shareholders' dividend by 167%).

My lengthier quarterly Financial Outlook will follow in a few days, in which I will outline in Q&A format more details related to the "Emergency Economic Stabilization Act of 2008," including:

- Bullet points of the \$700 billion act
- How taxpayers will profit from the plan
- Economic terms tossed around the media over recent weeks
- Additional steps the Federal Reserve announced today in attempt to strengthen credit markets for small – medium sized businesses and borrowers.
- Why a "flight to safety in Treasury Bills" is a misnomer.

Best Regards,
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