

Income Genius July – Using Stocks You Love to Generate Income

In this month's Income Genius we are looking at **a specific method we utilize to generate income** from stocks that you love. We walk you through the thinking behind this method and how it actually dovetails nicely with a long-term outlook for value investing because it is based on stocks that you would be happy to have in your portfolio.

It is something that we believe brings unique value to your portfolio and can truly change how you approach income.

We also discuss finding stocks at a reasonable value in an environment where many stocks that are income generators are at or potentially even above target value. And the kicker is **almost no investors and 95% of financial advisors** DO NOT use this strategy despite its benefits.

Options are not suitable for everyone as the special risks inherent to options trading may expose investors to potentially rapid and substantial losses.

Investors must consider carefully all relevant factors including their own personal financial situation before investing in options. Prior to engaging in trades involving options, you should carefully read Characteristics and Risks of Standardized Options that is provided by your brokerage.