

Owning a Single Investment Can be Like Owning Only a Single Golf Club



Beyond the clubs and balls, the hundreds of things to tweak a swing, and the challenges that each hole brings—golf is a very basic game. The object is simple: get the ball in the hole, in as few strokes as possible.

Although a golfer can take 14 clubs on a course, the amount and types of clubs needed vary depending on the golfer. While 14 clubs may seem like too many, every golfer needs the basics—woods, irons and a good putter. Not even

an experienced pro would play 18 holes with one club; the risk of blowing crucial shots or missing key putts is just too great.

Similarly, when investing, people shouldn't assume that they can successfully grow their portfolios with a single investment. Like a golf bag, a portfolio should be diversified with the appropriate growth, value and income investments that will equip the investor for challenging market swings.

Keep the Basics In Mind

Golf

What every golfer needs to play a decent round:

- 1 Clubs:
 - Wood/Long iron
 - Short iron
 - Wedge
 - Putter
- 2 Seek the advice of a professional.
- 3 Make sure you're lined up and aimed in the right direction.
- 4 Hit it long and straight, whenever possible.
- 5 Stay out of the rough as often as you can.
- 6 Make steady progress toward the hole.
- 7 Your short game is critical and is no time to forsake the fundamentals.
- 8 Landing in the sand isn't the end of the world—it's a good learning experience.
- 9 Choose core clubs that you are comfortable with.

Make an appointment with your financial advisor to get equipped with the right tools for your portfolio—it may have a dramatic impact on performance.

Investing

What investors should consider when building their portfolio:

- 1 Diversification:
 - Growth
 - Value
 - Income
- 2 Seek the advice of a financial professional.
- 3 Set goals that meet your needs and lifestyle.
- 4 Invest for the long-term and don't sacrifice a well-balanced portfolio for short-term gains.
- 5 Keep your long-term goals in mind and don't get distracted.
- 6 Be patient.
- 7 Volatile markets may not mean the end of your portfolio—if you're invested in products you like and trust they could potentially be buying opportunities.
- 8 Choose core investments that you are comfortable with based on your investment needs and goals.

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