



# Harry: The Headline Hunter

## Key Quote

*"My biggest challenge is refining my style - becoming less interested in Special Situations, where I've been caught out. Much more Buy & Hold. Becoming better at selling..."*

## Background

**Age:** 35

**Income:** Marketing manager - £60,000 salary

**Investable Wealth:** £35,000

**Market:** UK (home)

**Security Types:** Stocks (~10 holdings)

**Investment Hero:** Paul Scott

**Broker:** iWeb

**Tech Literacy:** Moderate

**Financial Experience:** Low

## About

Harry began investing recently when his friend gave him a tip on a mining stock that quickly doubled. This gave him the confidence to start "playing shares." He favours investing in individual stocks and is looking for capital growth, but loves a contrarian punt (quality stocks, marked down). He will buy on a profit warning if he thinks he's seen a bargain and trades more than he likes to admit (fortnightly). He often feels like he is buying at the top and selling at the bottom.

## Investment Strategy

- Favours short to medium-term investments.
- Overly optimistic by nature.

- Decision are driven by his emotions.
- Ideas come from news and tips from other investors.
- Aware of behavioural biases and thinks that makes him immune to them.

## Information Sources

- **Tools:** IC, Shares magazine, ADVFN, Twitter, Reddit.
- **Influencers:** The Naked Trader, George Soros, Elon Musk, Paul Scott.

## Devices and Accessibility

- **Primary Device:** Phone (for daily news checks and editorial).
- **Secondary Device:** Laptop (for in-depth research).
- **Challenges:** Wants push notifications and automated alerts to stay up to date with news and events on stocks he is interested in.

## Frustrations

1. **Staying Updated:** "I want push notifications and alerts to stay up to date with news and events on stocks I'm interested in."
2. **Understanding Profitability:** "I don't understand why some of my 'trades' are profitable and others aren't."
3. **Selling Decisions:** "How do I know when to sell?"
4. **Missed opportunities:** "Which stocks have results upcoming? I don't want to miss out on an opportunity!"
5. **Research Effort:** "Do I have to go through all the company accounts? It's tedious and I don't know what I'm looking for."

## Goals

- Build wealth through capital growth.
- Gain peer approval and belong to a community of investors.
- Develop to his best potential and prove he can do it.
- Feel capable and effective as an investor.

# Site Usage

## Frequency:

- Daily use for 20 mins when the news comes out at 7 am.
- Quickly checks the site half a dozen times during the day to see Stockopedia editorial and community discussions.
- Conducts in-depth research in the evenings and on weekends (StockReports, charts, screens).

## Key Tasks:

- Monitoring the news
  - Checking which stocks the community is talking about and deciding whether to buy or sell.
  - Finding out what Pauls Scotts view on a stock is.
  - Monitoring news alerts on stocks he is interested in.
  - Identifying stock charts breaking out.
  - Learning more about investing.
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