



September 26, 2022

<<First Name>>,

Recessions don't feel fun at all. After a multi-year bull market (and excessive government spending/borrowing), 2022 has been rocky for all asset classes. Recessions are temporary, but your decisions DURING recessions can have permanent consequences. That being said, avoid these 6 major recession traps:

1) TIMING THE MARKET:

To achieve a high level of growth, be patient and level-headed in the chaos. Don't try and outsmart the markets or get caught predicting short-term events.

"Time in the market always beats timing the market."

2) CONSUMING "FINANCIAL FAST FOOD":

Sorry if you're hearing this for the first time, but the Financial News is not your friend! Don't get caught up in the hype of the news media. Turn the TV off, go outside and get some exercise.

3) COMPARING YOUR STRATEGY WITH SOMEBODY ELSE'S STRATEGY:

Nobody has the exact same financial situation as you. Your goals, income, investments, tax situation, etc. are all different from others. It's easy to feel the peer pressure or FOMO, but remember that your situation is unique.

4) JUMPING FROM ONE IDEA TO ANOTHER

Staying invested allows you to capture above average long-term growth. Successful investing is less about jumping from new idea to new idea and more about making smart decisions, adjusting, and being patient despite volatility.

5) LETTING FEAR CONSUME YOU

Almost all of the things we worry about are completely outside of our control. When the majority of the population is consumed by fear and panic, it's a great time to step back, assess your situation with your professional advisors, and see what opportunities people might be missing.

6) LOSING TRACK OF THE "LONG-TERM"

The reason we earn great long-term investment returns is because of the uncertainty and volatility! Volatility and widespread pessimism can actually be your friend. If markets were certain and steady with no volatility, the returns would be miniscule.

There is no need to stress about your financial life when you know you have an experienced team helping guide the ship through turbulent waters. [Our team has decades of experience navigating bear markets including 2002, 2008, 2020.](#)

If you're uncertain about your financial future and want some guidance, [Click here and let's talk about it.](#)

Our mission is not to completely shelter you from volatility, but to protect you from big long-term mistakes. That's our sole focus, helping you be successful and enjoy life while we are working on your financial goals.

A few resources to check out:

[Crisis equals opportunities](#)

[Do you have a tax preparer or a tax strategist?](#)

[Stress Free Money](#)

Sincerely,



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Jonathan ★★★★★ "Their team is highly educated and very experienced in helping their clients reach their financial goals. They go above and beyond in making sure that the financial decisions I make in my life are in my best interest." Schedule a Call

