



July 8, 2020

*“Chad, I think I should wait to invest until there’s less uncertainty and things calm down a bit. It’s just seems crazy right now and I want to wait and see what happens...”*

I’ve heard 🙌 this statement thousands of times over the past twenty years.

Translation:

- 1) I’m afraid that right after I invest the markets will go down.
- 2) Something I’ve heard or read makes me feel worried about the future.
- 3) I’d like the financial markets to go up first so I feel comfortable getting money invested.

The challenge with this investor mindset is that you want validation before investing... which means, you want to wait until markets go up and are MORE EXPENSIVE before you buy in. 💰 It also means that your investment plan is somehow based on feelings and short-term market outlook predictions.

💡 REMEMBER 💡 : ALL SUCCESSFUL INVESTING is goal-focused and planning driven. All failed investing is market-focused and current outlook driven.

Investing requires uncertainty. 📈

Successful investing requires a long-term strategy. 🎯

Click the blue button below to schedule a conversation with us and see what strategy options could help you reach financial security sooner rather than later. Happy Wednesday!

Sincerely,

  
CHAD WILLARDSON  
WEALTH ADVISOR FOR ENTREPRENEURS

**Certified Financial Fiduciary®**

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Schedule a Call

