

# Cycle of Investor Emotions

**The point of minimum fear is also the point of maximum price and risk.**



**The point of maximum fear is also the point of minimum price and risk.**

How many of the these companies do you or your friends use the products/services of?

Do you believe that you or your friends will stop using the products/services of these companies?

<b>Apple</b>	<b>Home Depot</b>
<b>Costco</b>	<b>Eli Lilly</b>
<b>Google</b>	<b>Mastercard</b>
<b>Amazon</b>	<b>Verizon</b>
<b>Johnson &amp; Johnson</b>	<b>Nestle</b>
<b>JP Morgan Chase</b>	<b>Toyota</b>
<b>Proctor &amp; Gamble</b>	<b>Sony</b>
<b>United Healthcare</b>	<b>Samsung</b>

There is the old pilot quip that their jobs are “hours and hours of boredom punctuated by moments of sheer terror.” It’s the same in investing. Your success as an investor will be determined by how you respond to punctuated moments of terror. Not the years spent on cruise control.

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Investing involves risk and you may incur a profit or loss regardless of strategy selected. Every investor's situation is unique and you should consider your investment goals, risk tolerance and time horizon before making any investment. Prior to making an investment decisions, please consult with your financial advisor about your individual situation.