

Wheel of Investor Emotion Instruction Sheet

Instructions

1. Ask the client how often they check their statements
2. Start with "DAILY"
3. Discuss the values in the window
 - Focus on the ratio
 - Take note of the "emoticon" before you move on
4. Rotate clockwise to the other time periods, repeating step 4 (note how the numbers get better the less often clients check their return)
5. When you're done, ask the client what he or she plans to do moving forward

What does it do?

It shows clients how checking their investment returns less often may reduce physical and emotional stress, and potentially improve long-term returns by staying invested.

Who should use it and for what purpose?

Advisors and institutional investors should use it with clients as a tool to discuss the benefits of thinking long term as opposed to focusing on the short term.

What's the rationale?

The Wheel is designed to help you help your clients appreciate the value of checking portfolios less often. This will help them focus on investing for the long term. Studies have shown that bad news has at least twice the emotional impact of good news. And, even with a solid-performing investment, the more often you look, the more likely you are to see bad news. Therefore, frequent checking can add to disproportionate anxiety, loss of sleep, and other stress factors detrimental to overall good health. Furthermore, stressed-out investors often abandon good plans made in concert with their advisor, falling into a sell low, buy high scenario.



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