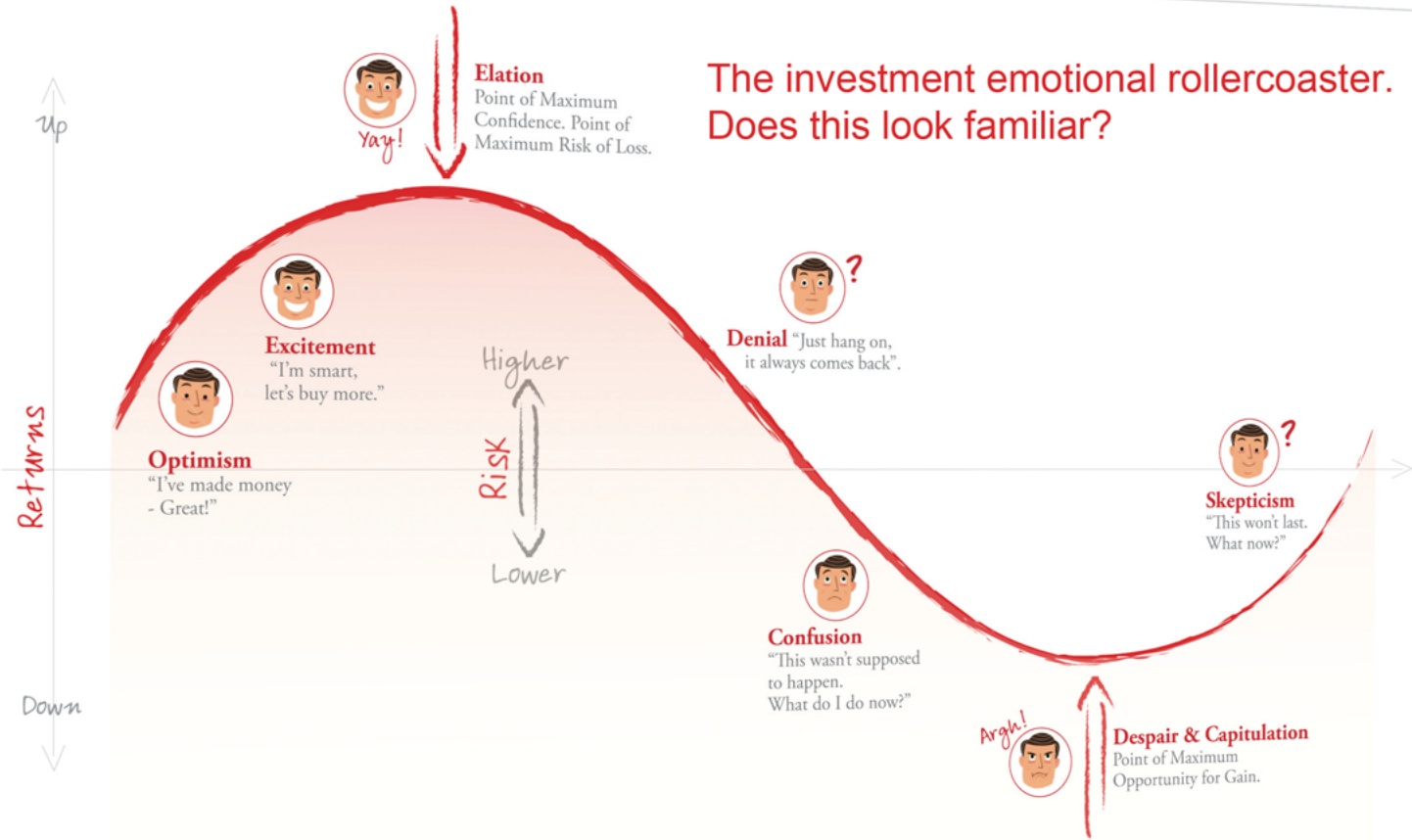


# The investment emotional rollercoaster. Does this look familiar?



Up

Returns

Down



**Elation**  
Point of Maximum Confidence. Point of Maximum Risk of Loss.



**Excitement**  
"I'm smart, let's buy more."



**Optimism**  
"I've made money - Great!"



**Denial** "Just hang on, it always comes back".



**Confusion**  
"This wasn't supposed to happen. What do I do now?"



**Skepticism**  
"This won't last. What now?"



**Despair & Capitulation**  
Point of Maximum Opportunity for Gain.

Higher

Risk

Lower