

ideas for investors

# Feeling emotional about your investments?

Investing can trigger all sorts of emotions. When returns are rising, you may feel confident, secure, happy. But just as markets move in cycles, so do emotions. When returns fall, investors' emotions often do too.

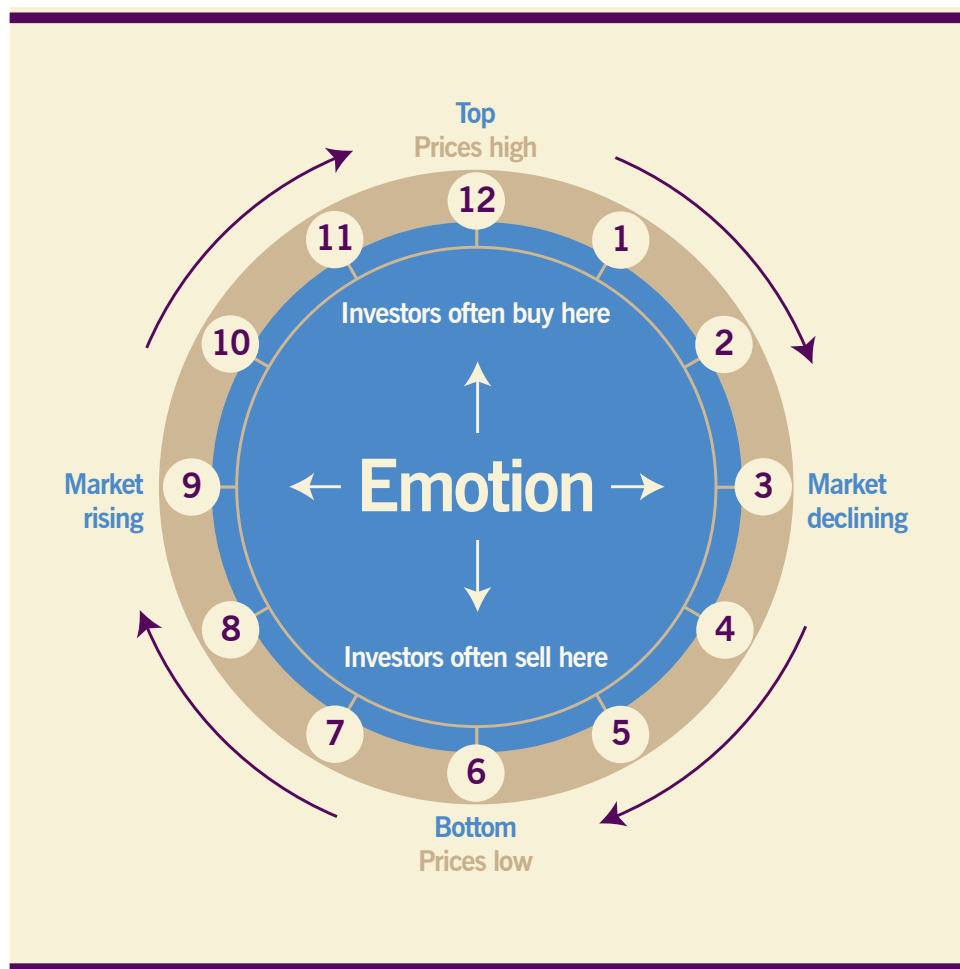
### Anatomy of a market cycle

Stock market cycles often cause investors to do the wrong thing at the wrong time. Historically, during periods when equity returns have been relatively high, people have flocked to the market. When equity returns have been low, many have left — at a time when stock values have been most attractive.

### Knowledge versus emotion

The clock on this page shows the timing of both the stock market's movements and investors' emotions. Even those who are aware of the market's historical cycles may sometimes feel torn between their emotions and knowledge.

This is a good time to talk things over with your financial adviser, who can help you keep your emotions from interfering with your long-term investment strategy.



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