

# Risk is...

Not achieving your cherished life goals.

Permanent loss of your hard-earned capital.

Not understanding stock market history.

Forgetting that inflation is the real enemy.

Choosing short-term comfort over long-term security.

Missing out on the next stock market advance.

Moving to cash during a temporary decline.

Not saving enough for your future.

Falling in love with what's working now.

Trying to time the stock market.

Following the news rather than your financial plan.

Not insuring your income.

Outliving your money.

Going it alone.

Going all-in on one stock.

Not knowing what you don't know.

A plan with no options.

**Unique to you.**