

# THINK TWICE

Whether you are a beginning investor or a seasoned professional, the acronym T.H.I.N.K. T.W.I.C.E can be a helpful reminder in all stock market environments.

<b>T</b> ake the global view.	Before you buy an investment, check to see if it overlaps with something you already own.
<b>H</b> ope for the best, but expect the worst.	Prepare your portfolio by diversifying. Even good investments sometimes underperform.**
<b>I</b> nvestigate, then invest.	Due diligence is important for any investment purchase.
<b>N</b> ever say always.	No matter how sure you are that an investment is a winner, don't over allocate.
<b>K</b> now what you don't know.	Find out what might make an investment go down and prepare accordingly.
<b>T</b> he past is not prologue.	As it is boldly disclaimed, past performance does not guarantee future results.
<b>W</b> eigh what they say.	Even the best stock market prognosticators are often incorrect.
<b>I</b> f it sounds too good to be true, it probably is.	Remember, the greater the potential reward, the greater the potential risk.
<b>C</b> osts are killers.	Trading costs can erode the value of a portfolio over time.
<b>E</b> ggs go splat.	Never put all of your eggs in one basket. Diversification is vital.

\* Source: *Your Money & Your Brain* by Jason Zweig, pages 266-267. Reproduced with permission of the author.

\*\* Diversification cannot prevent against loss.

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