

## **“MOMMY PLEASE READ ME A BEDTIME STORY.” HOW FREEING OURSELVES FROM MARKET PREDICTIONS BRINGS CLARITY TO INVESTING**

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### **Summary -**

Anyone who has raised children remembers one of the biggest struggles is trying to appease a toddler who suffers from nighttime anxiety. If you are actually struggling with this issue at this point in time with your child or grandchild, there is a great website with several steps on how to help. Near the top of the list is one of the most effective manners in which to appease a child who is afraid to go to sleep at nap time/bedtime is to read them a story that soothes their anxiety.

<https://copingskillsforkids.com/blog/12-kid-friendly-strategies-to-calm-anxiety-at-night-from-a-child-therapist>

**Once children get hooked, they beg their parents to keep reading and reading. This is key in that not only is it a way to appease children’s fears, but it also gets youngsters involved in reading at an early age.**

**That is the good news.** The not so good news is that although young children may ultimately give up their fear of the dark while going to sleep, this type of regressive behavior does not stop at adolescence but continues onward through adulthood. The same need for appeasement can be seen in adults who because they don’t operate under sound judgement when it comes to the inner workings of their investment portfolios, latch on to nonsensical stories. A very good example of this is when adult investors need to have their own personal fear of market meltdowns soothed by reading and listening to forecasts and predictions by so-called market experts. Crash-proof Retirement and Preparing for the Coming Financial Meltdown are just a few topics that lure people into purchasing books and DVDs that draw unprepared investors into a state of daily dependency on such fodder. The irony and sad component to our thesis is that when adults are asked whether they truly believe that anyone can predict the future, they emphatically say no.

Even though children really don’t believe there are monsters living under their bed, they still want Mommy or Daddy to pacify their anxiety. They welcome anything that would take the temptation of fear from them that in some remote chance the bogeyman is alive and living in their closet. The ultimate remedy to appeasing a child’s belief in nonsensical creatures living in their rooms is not to read them a story that lulls them to sleep, but in a firm and loving way show them that monsters and bogeymen don’t exist. Ironically, that is what the experts at “Coping Skills for Kids” (referenced earlier) suggest and we quote their recommendations below:



## Pinpoint What the Fear Is

**One of the most important things to do is to figure out exactly what is causing the anxiety. Is it fear of the dark? Is it worry about something in the closet? Is it monsters? Is it spiders? Figuring out the cause of the fear will help you come up with ways you can help your child combat it.**



## Rearrange the Room

**Are there particular spots of the room that seem to be darker or cause more fear at night than others? Go into the bedroom during the day with your child and talk about the spots that make your child nervous. Try moving night lights and furniture around for a more calming room arrangement.**

**Just as tough love is required in the raising of a child, adults need to have a trusted advisor walk them through a similar set of questions that get to the deep seeded reasons they fear drops in stock prices.**

As important in determining the answer to that question is breaking the addiction of relying on story-telling to soothe our fears. We call this behavioral deficiency “Addiction to Prediction”. We have developed three remedies that may sound a bit strong in our estimation, but are the most effective ways in which to combat this form of self-degradation.



**As soon as you hear a so-called expert in the field of Investments say; “I believe” or “We feel” as it pertains to a future forecast, commit to yourself to turning off the station, stop reading the article or simply hanging-up the phone.**



**As soon as you hear an analyst reference their so-called “Black Box” or proprietary trading technique that they are willing to sell you that will make you a fortune (just like it made them), commit to turning around and walking the other way. Yes, this may appear to be extreme, but it is the only way in which you can truly protect yourself.**



**As soon as you hear some advertisement touting the guy who predicted the 1987 Crash or the 2008 Housing Bubble consider writing them a note asking them if and when they ever got back into the market. We are always amazed when those who predicted the so-called crash never told us when to re-invest back into it. You want to know why? Because like anyone else, they can’t predict the future and should not even attempt to do so.**

## These people in our estimation are no better than Soothsayers, Palm Readers or the County Fair guy who guesses people's weight.

They are imposters and charlatans to the nth degree who prey on the fears of investors likened to vultures who hover above their next meal. The only way they will ever cease to stop what they are peddling is for you to stop listening to them. You must face your fear and control your emotions by finding clarity in your investment plan. Just as monsters don't live under the bed and adults no longer require Mommy to read them a bedtime story, so should investors take a step towards maturity by recognizing that people can't predict the future and that get rich schemes don't work.



**SOUNDS TOO GOOD TO BE TRUE? IT MAY JUST BE ANOTHER BEDTIME STORY DESIGNED TO APPEASE OUR FEAR AND CLOUD OUR JUDGEMENT. AT NEPSIS, WE BELIEVE THESE FINANCIAL STORYTELLERS ARE NO BETTER THAN SOOTHSAYERS OR PALM READERS.**

When a child grows into adulthood and is told by their parents how they needed to be tucked away on nightly basis when they were younger, they laugh with amusement at their former childish and immature ways. In the same way, when an adult reaches a state of Clarity with their investment plan and they hear bedtime stories in the form of forecasts and predictions, they smile with amusement that they no longer need to fall prey to such petty nonsense and sensational storytelling.

**Would you consider joining us in this endeavor to find clarity in your investment plan?**

## Summary -

**Ironically, bedtime storytelling for scared children and finding clarity in investments for adults allow people to get a better night sleep, gain greater peace of mind, and mature.** Both are processes or paths that move from mere appeasement to true knowledge.

At Nepsis, we believe that spending time and energy worrying about factors that we can't control or latching on to predictions or get rich quick schemes is juvenile and futile. Understanding what you own and why you own the investments that are in your portfolio is time well spent and puts you on a path to greater maturity in your approach to investing. We call this process, the Road to Nepsis™... the Road to Clarity. Are you ready to join us in this endeavour? We are here to help be your guide.

**Remember to always Invest With Clarity™**



**Listen to Mark Pearson share his insights on how to Invest With Clarity™.**

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