

Still waiting on the sidelines? Pitfalls of market timing.

(Date)

(Name)

(Address)

(City, State, Zip)

Dear (Salutation):

If you're waiting on the sidelines for a clear signal that the market's going up before you invest, let me offer you some insight:

There will seldom be a clear signal until *after* the market has gone up and you've missed much of that upside.

If you've been waiting for a market correction so you can buy back in at bargain rates, what correction point are you waiting for? 10%? 15%? And if the correction doesn't happen, when will you say you were wrong? When the market's up 10%? 15%?

Even the most seasoned investors seldom time the market with any real consistency. Successful investing is not about market timing, but TIME IN the market — staying in and “investing through” the market whether it's going up, down or sideways.

The stock market may be a good gauge of short-term investor emotions and fears, but not the long-term performance of a well-planned portfolio.

I can help you create that well-planned portfolio and invest successfully over the long run despite what the market does daily, weekly or monthly.

If you've been attracted to the day-to-day frenzy of the stock market, I can help you break away from it and start to focus on a solid long-term course for building your wealth.

(Call me or return the enclosed reply card) and I'll be in touch.

Sincerely,

(Your Name)

(Title)