

Benjamin Graham, Warren Buffett's teacher, emphasized over and over again that an investor's biggest enemy can be seen by simply looking in the mirror. In other words - ourselves. Because of this, the predominant role we play as a financial advisor (coach) is to serve as a buffer between our clients' dangerous emotions of fear and greed and their temptation to give in to such emotions. Evidence clearly shows that most do-it-yourself investors, attempting to go it alone, end up with poor financial results over time. But there are certain concrete steps all investors can take to help protect us from ourselves. This brief, 3-minute video outlines what some of these all-important, yet practical steps are. As always, feel free to share this video with any friends or loved ones.