Twitter Thread by Callie Cox



Callie Cox
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Seeing a lot of popular names down big today, so let’s have a little chat.

What do you do when your hot stock is falling fast?

■ (a thread)

Check your goals.

When do you need this money?

Now? In a few days? In a few years?

If you have time to wait, then it could make sense to hold on for now.

Remember your why.

Stocks rise and fall. It’s the nature of the market, and swings are the price of investing (h/t @morganhousel).

Just think about Apple. Amazing rally over the past few decades…with a lot of big drops.

https://t.co/odjl3C82B1

> What they tell you:
>
> If you invested $100 in Apple's IPO and and held shares until today, that investment would be worth about $100,000.
>
> What they don't tell you:
>
> If you invested $100 in Apple's IPO and held shares until today, you would've endured 23 declines of 20% or more.
>
> — Callie Cox (@callieabost) September 24, 2020

Back to the why. If your why behind buying this stock hasn’t changed, then it might be best to wait this drop out.

Re-frame your thinking. This could be a big opportunity.

If you're optimistic on this stock and you want to be in it for the long run, this could basically be a sale for you.

10% off full price!

Think about opportunity when everybody else wants out.

Whatever you do, do NOT try to time the market.

You don't know what the future holds. Nobody does.

Timing the market is a foolish game.

Nobody thought the market would rebound as quickly as it has.

And get this: one-third of all S&P 500 stocks have DOUBLED since March 23 (the bottom of the pandemic selloff).

If you sold then, you might've missed the incredible rally back up.

DON'T TRY TO PREDICT THE FUTURE.

...and most importantly, don't panic!

Breathe, and keep your plan in mind — why you invested, when you need the money, when you told yourself you'd get out.

Now get there and crush it ■

*get out there and crush it, ugh Mondays