



Bubble Hype - Checklist 2

Use when a headline tries to terrify you into abandoning your strategy and doing something stupid.

[] Words designed to scare you:

If the journalist sounds like they're auditioning for an action movie, ignore them:

Bloodbath / Carnage / Meltdown / Crash Imminent / Panic Selling / Market in Freefall

[] Words designed to whip you into FOMO.

Soaring / Exploding / Skyrocketing / Parabolic / Unstoppable Run

[] Click-bait structures.

Experts Warn / You Won't Believe / The One Chart That Proves / Why Analysts Say / This Time It's Different!

[] The magic-numbers.

7 Reasons The Market Will Crash By Christmas / 3 Stocks To Survive The Apocalypse / 10 Signs This Bull Market Is Over

[] Ancient history comparisons.

1929 / 1987 / Tulip Mania / The South Sea Bubble / Gold Fever

[] The journalist who just discovered the market exists.

Stocks Can Only Go Up From Here / Is It Time To Get Out? / Everyone Is Making Money Except You

[] The headline contradicts the chart directly below it.

Shockingly common. If headline says 'crisis' but the chart is positive trust the chart

[] The tone is emotional, not analytical.

Investors Are Terrified / Markets Cheer Fed Comments / Panic Grips Wall Street

[] Headlines that predict the future.

Market WILL Crash Next Month / The Bull Market Over / Analysts Forecast 40% Surge

[] Anything that contains an exclamation mark!

If it ends in '!' it belongs in gossip magazines