

Here is the transcript of the audio file you provided:

### **[Intro]**

Welcome to the PlanVision podcast, where we share simple, straightforward investment and planning ideas for normal people. The description in this podcast is for informational purposes only. Do not construe this as personal tax, financial, or legal advice for your situation.

### **[Mark]**

Hey there, it's Mark with the PlanVision podcast. I'm going to discuss how you can make money when investing starts to get hard. Now, there's a saying I've heard about investing: "Investing is simple, but not easy." I think that expression could probably be used for many different aspects of our life. And at PlanVision, we definitely agree that it's simple.

But it's only simple once you realize how simple it really is. And how do you realize this? Well, you could become educated by—you might read some books about investing and how to simplify your approach; many people promote that. You could take classes potentially, personal classes, attend those. Maybe some higher education or personal education, public education courses that are provided. You could learn from others—family members, other people that you trust. And certainly, there are online resources that can talk about simplified investing.

Now, however it is that you learn about simple investing, that's the message: it's simple. You just have to keep it simple. Own one or a few funds that provide broad diversification, ignore the day-to-day factors which produce losses in the market, stay the course, blah, blah, blah. That's the message. And that's the simplicity of the whole thing.

But for some—actually many investors—it's really not that simple. You can hear about simplicity, you can take courses as I talked about, about simple investing, but when you work and save your money and invest for your future, sometimes it's not that simple to deal with loss, with poor performance. Of course, it sounds simple, but without real experience knowing how you're going to respond, it can definitely be difficult to stick with.

For investors that struggle with the whole notion of the simpleness of this thing, it's when your investments aren't doing well. This is when you have to earn the return of your investments. This is when you have to make money on this. You have to accept that you can't do anything about this. While simple to understand, it can be hard to execute. That's how it works.

Think of the bond market at this time. Some people have been investing in bond funds or ETFs going on three, four, five years right now. They haven't made any money. They're losing money. They want something better. Isn't that a natural tendency? But people like me, advisors like me, other commentators, and others just say, "Stick it out. Come on, keep it simple, keep doing what you're doing." In fact, I go so far as to tell people this is a good thing for you. Because this is happening in the bond market, if you stick with your well-diversified portfolio, keep buying those bonds, you're going to have more money because this is happening.

But it's still very difficult to have faith, isn't it? To just keep it simple and keep investing in something that hasn't been doing well for quite some time? So, like the saying, it's simple, but not easy. But now is when you earn your return on your investments. Just keep doing what you're doing, keep your investments well-diversified, and do nothing. And if you do that, you're going to have more money. And this is how you make money at a time like this.

### **[Outro]**

Thank you for listening to the PlanVision podcast. Let us know if you have any questions or comments on the topics covered.