

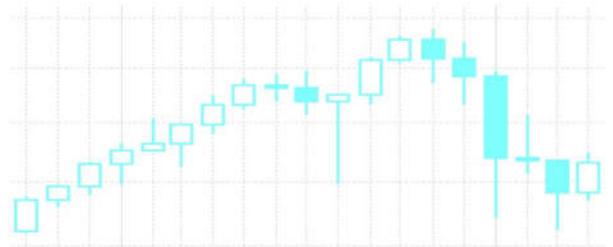
# Psychology and emotions of investing and trading



**Robert Brain**  
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 *"The share market can seem mystical and almost like black magic; but with the right support and assistance, it just seems like magic."*

**Robert Brain**



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## Brainy's Share Market Toolbox

### Set the scene...

- (1) Have you ever had doubts about an investment / trade?
- (2) Felt uncomfortable about the investment?
- (3) Had overwhelming feelings?  
(eg. butterflies, sweaty palms?... )
- (4) Worried about possible losses?
- (5) Perhaps had a “feeling” that all is not well?

**Let's try to explain these, and more...**





## Today's Agenda

1. Awareness of psychology and emotions:
  - (a) Brain functions and brain deception
  - (b) Feelings
  - (c) Emotions – F, G, H
  - (d) Cognitive bias – introduction
2. Share some strategies for overcoming the feelings, emotions and the biases.
3. Q & A?



## Important Notice — No Advice!

- (1) This presentation does not include any advice.
- (2) For proper advice, your personal financial situation needs to be considered.
- (3) This presentation is pure education, only for your general awareness.
- (4) There are no recommendations to take any action, or to invest any money in any way.
- (5) Always consult a properly licensed advisor before making investment decisions.

