

# Let's Talk About...

## Smart, Simple Strategies for Uncertain Times

Voters around the world, including the United States, will make decisions in 2024 that affect their lives, their governments and the global marketplace. That's plenty of uncertainty for investors, but that's not all. Climate change, continued global unrest, and the intertwined global economy add even more unpredictability.

The good news is that smart, simple strategies can help you maintain your financial health, even in uncertain times.

### Think Long Term

Short-term market fluctuations can be unsettling. Staying focused on your long-term financial goals helps you avoid making impulsive investment decisions based on short-term market volatility.

### Be Prepared

Having an emergency fund is essential during uncertain times. Aim to save at least three to six months' worth of living expenses in an easily accessible account. An emergency fund can help you in any number of scenarios, such as job loss, an unexpected medical diagnosis, or even weather-related damage to your house or car.

### Stay Informed with Credible Sources

Following the financial and economic news can help you understand the factors that drive market movements, but it can also become overwhelming. Stick to reliable, credible sources (such as Fidelity or Investopedia) and limit your time monitoring the news to avoid becoming overloaded. Seeking advice from a qualified financial advisor can provide valuable insights and guidance tailored to your specific financial situation.

### Know Your Risk Tolerance

Assess your risk tolerance before making investment decisions. Consider factors such as your age, financial situation, and investment timeline. Understand your ability to withstand market volatility and potential losses. This will help you determine the appropriate asset allocation and investment strategy that aligns with your risk tolerance.

### Keep Your Emotions from Steering You Off Course

Emotional decisions can lead to impulsive investment choices that may not align with your long-term goals. Instead, create a disciplined investment strategy and stick to your plan.

Remember, managing your finances in uncertain times requires patience, discipline, and a long-term perspective. With all three, you can navigate market volatility and stay aligned with your financial goals.

## Keeping Your Accounts Safe Online

In uncertain times, it's important to keep security in mind. You can protect your personal information and finances with enhanced cybersecurity.

- Use a personal firewall and anti-virus software on all your devices.
- Avoid using public Wi-Fi to check your account or handle important transactions.
- Never use debit cards for online purchases. If your debit card information is stolen, hackers can empty your bank account in a few moments. With a credit card, your account is affected, but your bank balance isn't.
- Keep your phone number and email address up to date on all your financial accounts. That way, your financial institution can reach you quickly if they detect suspicious activity. Some accounts also allow you to sign up for activity alerts for transactions over a certain dollar amount.
- Sign up for voice biometrics when possible. For example, Fidelity offers MyVoice® so you can create a "voiceprint" that can confirm your identity when you call Fidelity.
- Enable two-factor authentication for Fidelity and other financial, email, phone, and social media accounts. To access your account, you have to provide two forms of identification – usually your password and a code that is texted or emailed to you.
- Never click on a suspicious link or attachment in an email or text, especially if it's from an email address or phone number you don't know. Hackers can be clever, so even if it appears to be from someone you know but it feels suspicious, contact the person to confirm they sent it before you click anything.
- Phishing still drives 90% of cybersecurity breaches. If you're in doubt, don't click. Delete the message without opening it.

## Read more

[Investopedia: "How to Invest in Uncertain Times"](#)

[U.S. News: "The Role of Financial Planning During Times of Uncertainty"](#)

[Medium: "Financial Preparedness: Managing Finances for Uncertain Times"](#)

[Fidelity: "Protecting Your Information Online"](#)

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