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Talking Points for Advisors

Surviving a Bear Market

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Talking Points for Advisors

Reassure | Reframe | Refocus Client Conversations

"This Is Normal—Not New."

"Market downturns are not unusual. In fact, they're built into the long-term growth of the market."

- Share historical frequency: Bear markets occur **roughly every 7–8 years**.
- Let them know: We've been here before—and come out stronger.
- Analogy: "Think of this as turbulence, not a crash."

"The Recovery Usually Begins Before It Feels Safe."

"Historically, the market starts to recover well before the headlines improve."

- Clients often wait for clarity to re-enter—but that's too late.
- Reference data: After major drops, 12-month rebounds average over 50%.
- Encourage staying invested to catch the recovery curve.

"Volatility Is the Cost of Growth."

"If there were no downturns, there would be no reward."

- Use Morgan Housel's idea: Volatility is not a bug, it's a feature.
- Compare to other investments: cash = safety, equities = risk premium.

"Let's Review the Plan—Not Panic."

"This is why we have a long-term strategy in place."

- Remind them that their portfolio was built with downturns in mind.
- Ask: "Has anything changed about your goals or timeline?"
- Reaffirm: "If not, there's no reason to change the strategy."

"There Are Opportunities—If We Stay Disciplined."

"This is when strong companies go on sale."

- Help them see the upside: buying into quality at lower valuations.
- Use analogies: "Would you avoid a home you love just because it went on sale?"
- If appropriate: suggest dollar-cost averaging or small reinvestments.

"Let's Separate Emotion from Action."

"The worst investment decisions usually come from fear or haste."

- Walk through the common emotional cycle (euphoria → panic → regret).
- Provide behavioral guardrails: scheduled check-ins, journaling intentions, or review points.

"It's Not About Timing—It's About Time."

"The real advantage is time in the market—not trying to predict it."

- Reinforce the value of compounding over decades, not days.
- Highlight that missing the market's best days often happens right after the worst.

"I'm Here to Talk—Not Just When Things Are Good."

"Our job isn't to time the market. It's to guide you through it."

- Reinforce the relationship: their advisor is also their advocate.
- Offer clarity, not forecasts. Offer discipline, not predictions.