

# MEDIA SCRIPTS

## REACTION VS PREPARATION

### 30 Second Script:

Market volatility tends to get more attention when it increases.

Account values move. Headlines shift. It can feel like something needs to be done.

What may go unaddressed is how your plan is positioned during periods like this.

Market movement is expected.

How your strategy responds to it is what matters.

**TV Option | Volatility Readiness Quiz CTA:** Scan the QR code on the screen or visit *{Domain Name}* to take our free **Volatility Readiness Quiz** to see how prepared your plan may be.

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**Volatility Readiness Checklist CTA:** Visit our website or scan the QR code to access the **Volatility Readiness Checklist** and see how prepared your plan may be.

# MEDIA SCRIPTS

## REACTION VS PREPARATION

### 60 Second Script:

When markets become more volatile, it is natural for investors to pay closer attention.

Account values change. Headlines become more frequent. Conversations shift toward what might happen next.

What may not be considered is whether your current plan accounts for these types of environments.

Market fluctuations are not unusual. They are part of the investing experience.

Volatility is a normal part of investing, and an important consideration is how your strategy may respond to it. The question is whether your strategy is positioned to respond to it.

In some cases, the gap is not the market itself. The gap is how prepared the plan is for it.

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**Volatility Readiness Checklist CTA:** Visit our website or scan the QR code to access the **Volatility Readiness Checklist** to learn how preparation could influence your overall plan.

# MEDIA SCRIPTS

## THE REAL RISK

### 30 Second Script:

During market volatility, the biggest risk is not always the market itself.

It is how investors respond to it.

Decisions made in uncertain moments can feel urgent, but they may not always align with long-term goals.

A plan is designed to guide decisions, not react to headlines.

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# MEDIA SCRIPTS

## THE REAL RISK

### 60 Second Script:

When markets become uncertain, attention often shifts to performance.

What may be less visible is how decisions are being made during those moments.

Selling, reallocating, or making sudden changes can feel like the right response.

What could be overlooked is whether those decisions are aligned with a long-term strategy.

At times, the challenge may be less about the market itself. It is the reaction to it.

A structured plan is designed to help guide decisions during periods of volatility, so that actions are intentional rather than reactive.

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**Volatility Readiness Checklist CTA:** Visit our website or scan the QR code to access the **Volatility Readiness Checklist** to explore how preparation may influence your strategy.



# MEDIA SCRIPTS

## IF YOU WERE STARTING TODAY

### 30 Second Script:

Here is a question worth considering.

If you were starting today, would you build your portfolio the same way?

Over time, portfolios can shift as markets move.

What may have started as a balanced strategy can gradually become more exposed.

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# MEDIA SCRIPTS

## IF YOU WERE STARTING TODAY

### 60 Second Script:

A simple question can provide a different perspective.

If you were starting today, would you structure your portfolio the same way?

As markets rise and fall over time, portfolios can shift without a deliberate decision being made.

Exposure may increase. Risk levels may change. Positioning may look different than originally intended.

This may not always be revisited until markets become more volatile.

At that point, the conversation often becomes reactive instead of intentional.

Taking time to review your positioning before making decisions could provide greater clarity.

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# MEDIA SCRIPTS

## INCOME AND STABILITY

### 30 Second Script:

For many investors, market volatility raises an important question.

Where will income come from during a down market?

Having a strategy in place may help support a more structured approach to income decisions.

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**Non-TV Alternative | Risk Assessment Quiz CTA:** Visit *{Domain Name}* to take our free **Risk Assessment Quiz** to evaluate how your income strategy may perform during volatility.

**Volatility Readiness Checklist CTA:** Visit our website or scan the QR code to access the **Volatility Readiness Checklist** to better understand your income approach.

# MEDIA SCRIPTS

## INCOME AND STABILITY

### 60 Second Script:

Market volatility can feel different depending on how income is generated.

For those approaching or in retirement, this becomes especially important.

If income is tied closely to market performance, periods of decline may create added pressure.

What may help is having a strategy that considers how income will be generated across different market conditions.

Planning ahead could reduce the need to make decisions during uncertain moments.

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**Volatility Readiness Checklist CTA:** Visit our website or scan the QR code to access the **Volatility Readiness Checklist** to better understand how income planning fits into your strategy.

# MEDIA SCRIPTS

## MONITORING VS PLANNING

### 30 Second Script:

It can be tempting to watch the market more closely during periods of volatility.

Frequent reactions to short-term movement may not align with long-term strategies.

A plan may help guide longer-term decision-making.

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**Volatility Readiness Checklist CTA:** Visit our website or scan the QR code to access the **Volatility Readiness Checklist** to better understand your overall strategy.



# MEDIA SCRIPTS

## MONITORING VS PLANNING

### 60 Second Script:

During volatile markets, attention often increases.

Account values are checked more frequently. News is followed more closely. Decisions may feel more immediate.

What may not improve outcomes is reacting to short-term movement.

A long-term plan is designed to account for these periods in advance.

It provides structure and direction, even when markets feel uncertain.

The focus is not on daily changes. The focus is on whether the strategy remains aligned with long-term goals.

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**Volatility Readiness Checklist CTA:** Visit our website or scan the QR code to access the **Volatility Readiness Checklist** to better understand how your strategy is structured.

