



Consistency beats intensity in investing

 **Investment Solutions**
by Alexforbes



Let's talk about something super important in the world of investing:

consistency

You know those great investment outcomes we all dream about? They usually come from consistent, steady efforts over a long period of time. It's not about those occasional bursts of brilliance, but rather a smooth and steady climb to the top.



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Intensity

Now, don't get me wrong. Intensity in investing can be exciting. Those sporadic bursts of outperformance, where your investment 'shoots the lights out' can lead to some impressive gains. But here's the thing: achieving stellar returns consistently is really tough and not sustainable over the long term. Why?

Because markets are unpredictable and influenced by so many factors such as economic conditions, geopolitical events and investor sentiment. Timing the market perfectly to get the best returns every time requires exceptional skill and a good dose of luck.



Consistency

When we talk about **consistency in investing**, we're talking about a disciplined approach that focuses on smooth, competitive return streams over time.

This means sticking to a well-thought-out investment strategy, avoiding the temptation to chase short-term market trends and making decisions based on long-term goals. Diversification plays a huge role here too. By spreading investments across various asset classes, sectors and geographies, you can smooth out returns. This way, when one investment isn't doing so well, another might be having a better time of it, balancing things out.



Consistency is the long-term game changer

It might not seem flashy at first, but it builds remarkable results over time. While intensity in investing can lead to strong, short-term gains, it's the commitment to consistent and competitive returns that truly builds a solid foundation for building wealth over time. Regular, consistent actions accumulate and grow, leading to

significant long-term benefits. And let's not forget the power of compounding, where returns on investments generate their own returns over time. This principle isn't just true in investing; it applies to personal development, career growth and other areas of life too.



At Investment Solutions, we believe that great investment outcomes are often the result of consistent, competitive returns over a long period of time.

This approach provides you with a reliable and steady investment experience. So, next time you think about investing, remember: it's not about chasing the best performers all the time. It's about being consistently competitive, which gets you to scale the performance tables over time and winning in the end.