

# Focus on Expert and Trusted Sources

Reading wise, well-researched investment advice is key.

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*“When I was a boy and I would see scary things in the news, my mother would say to me, ‘Look for the helpers. You will always find people who are helping.’”*

- Mister Fred Rogers

*“Be diligent to know the state of your flocks, and attend to your herds.”*

- Proverbs 27:23

We all rely on experts to help us “know the state of” and “attend to” our resources, but often there are too many “experts” vying for our attention. Their expertise and advice is not of the same value. We need to be selective.

*“When it comes to investing, there’s a world of difference between good advice and advice that sounds good. Investing is simply the struggle for self-control ... Successful investing is about controlling the controllable. You can’t control what the market does, but you can control what you do in response.”*

- Jason Zweig

Especially in volatile markets it is important to tune out the noise of daily and even minute-by-minute commentary and dial in the few calm, sturdy voices of reason, deep learning, and wisdom, such as investor Warren Buffett and journalist Jason Zweig, a personal finance columnist and author of several well-researched and insightful books about the principles of healthy investing.

To learn more about the behavioral aspects of investing, visit [jasonzweig.com](http://jasonzweig.com), a site he designed to be a “safe haven” and a “conflict-of-interest-free zone.”

The reference to Mr. Zweig is solely to provide an example of a quality resource and does not constitute a commercial endorsement of him or any corporation or agency which may employ his services.



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