



INSIGHTS – DOES FOMO HOLD YOU BACK?

From David L. Belk, CFP®, CKA® of Carolina Financial Advisors

What are you missing out on?

Probably not as much as you think.

But in our hyperconnected world with its 24/7 news cycle, the Fear of Missing Out (FOMO) has made many people focus more on what they're not doing than on what they are doing. That can lead to some bad decisions and some missed opportunities to improve Return on Life.

Here are three ways that FOMO can distort your perspective on what's really important.

Losing perspective on your portfolio.

The vast majority of investors who build wealth through the markets do so by making consistent contributions to a balanced, diversified financial plan. That might not sound as exciting as jumping on the latest social media investment craze, but over time, this tried-and-true strategy is a lot more reliable than trying to take shortcuts.

For example, the "meme stock" craze boosted shares of GameStop and AMC in 2021. But those companies [came crashing back down to earth in 2022](#). And while all securities experience ups and downs, many folks suffering from FOMO "bought high" right before the meme stock bubble burst or overinvested in these trendy stocks instead of diversifying into traditional brokerage or retirement accounts.

Will some of these FOMO investments rebound and turn profits over time? Maybe, but if you treat investing like a slot machine, you may "miss out" on the ability to build a strong foundation for long-term financial growth.

Losing perspective on your time.

[According to Statista](#), in 2022 the average person spent 147 minutes per day on social media. Some of that time educates us about what's happening in the world, connects us with friends and family, and brings an extra smile to our coffee breaks.

But a big chunk of those 147 minutes is spent seeing other people do things that we're not doing. Not surprisingly, [more and more scientific studies are finding a link between high social media use and FOMO](#). When we're looking at exquisite snapshots of meals we can't afford or tropical vacations we can't find time for, that can lead to feelings of low self-worth and even depression. For many, this prompts them to plan a vacation they can't afford...or maybe they can, but they are not saving enough for their futures'...*remember every spending decision has a ripple effect!*

Rather than worry about what everyone else is doing, it might be worth reexamining your own daily schedule to make sure you're spending time on the things that are most important to you. If you've always hated running, training for a half-marathon just because your friends are will only make you -- and them -- miserable. Instead, consider unplugging at the beginning or end of every day to do something you love, whether that's half an hour of yoga or reading an extra bedtime story to your children or grandchildren. *Using your time your way will be much more fulfilling than eating food you don't really like, planning for a trip you don't really feel like taking, or buying a boat or your dream classic car you'll never drive enough.*

Losing perspective on your “Return on Life.”

As we age, FOMO can take on some complicated new dimensions. Seeing colleagues promoted ahead of you might make you worry that you've peaked in your career. Market fluctuations and global economic challenges might make you worry about the security of your retirement. Packing your kids off to college might make you worry about missing out on their lives. Retiring too early may release you from a “job”, but could limit everything in your future. Retiring too late because of escalated income could keep you from your real impact in other people's lives or significance you could provide non-profit organizations that you truly care about. Remember, money is important, but it's not the most important thing, and that's what we continue to help you uncover!

Acknowledging, planning for, and celebrating all the important moments in your life is an essential part of our processes. Looking back on life milestones you've crossed should fill you with pride and gratitude. Hopefully, those feelings can help you stay focused on the personal goals that you've plotted in the future and the financial plan we're working on together that will help you to achieve them.

Remember to “filter out the noise” and that your financial security is our business!

Schedule an appointment now. Click here: <https://calendly.com/davidbelk>

Until Next Time,
David L. Belk, CFP®, CKA®
03/13/2023

*David Belk is a Certified Financial Planner™ and a Certified Kingdom Advisor™ with Carolina Financial Advisors in Greensboro, NC with 30+ years of experience in providing sound advice about financial matters. He can be reached at 336-333-0176

Carolina Financial Advisors, Inc. is a registered investment adviser. Information presented is for educational purposes only and does not intend to make an offer or solicitation for the sale or purchase of any specific securities, investments, or investment strategies. Investments involve risk and, unless otherwise stated, are not guaranteed. Be sure to first consult with a qualified financial adviser and/or tax professional before implementing any strategy discussed herein. Past performance is not indicative of future performance.