

## Email (nurture) series for paying subscribers

**Subject: There's a better way to overcome uncertainty, ##username##...**

If 2020 taught us anything ##username##, it's that nothing is guaranteed. COVID-19 caught us all off guard and by the first market drop on March 9th, many investors were ready to jump ship.

In fact, many did. But instead of improving their position, those that left after that first drop **missed out on a 35% gain.**

That's right... *a 35% gain.*

Based on S&P returns as of December 18th, those that stayed in the market through the year would have seen their investments increase in value. Because when the market goes down, it eventually goes up again. And the best way to build long-term wealth is to ride those waves and stay the course.

But you already knew that, didn't you?

As an investor, you know that there will always be uncertainty in the market. And as a Fool, you know you can beat that uncertainty by picking solid stocks and holding them long term.

That's our philosophy anyway, and we're sticking to it... because we've seen it proven true time and time again!

When we look at our average Best Buy Now return for example, that 35% gain becomes a whopping 55% and yes, that's for roughly the same time period. *That includes the market crash.*

Not too shabby for a year that we'd all just like to forget. And this wasn't a fluke, ##username##. We see numbers like that from our Stock Advisor program regularly, because we've done the research. We've chosen wisely.

*And we know the best way to beat uncertainty is to buy and hold. It is, after all, the Foolish way.*

So, we're glad you're with us, ##username##. We're glad you're part of our Foolish community. In times like these, we can't think of a better place to be.