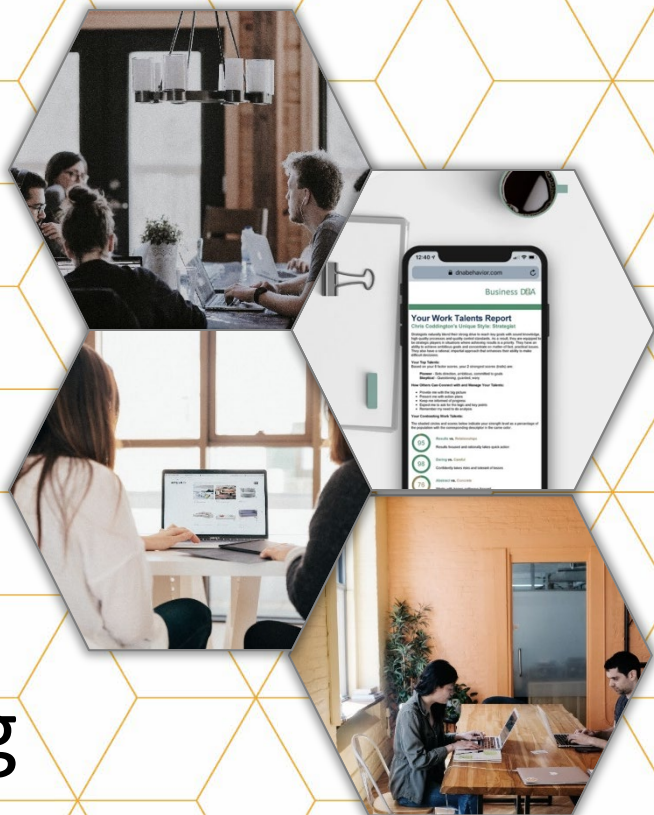


# A Guide to Measuring Money Energy Changes in Market Fluctuations



## Measuring Money Energy Changes in Market Fluctuations

DNA Behavior has developed a “Market Mood” app in its comprehensive Behavior Tech system. The app measures how you are predicted to react when markets gyrate up and down. In this way, the Market Mood app provides real time indicative measurement of your money energy in the face of market fluctuations. The app will highlight stress that could also be flowing through your HRV measurement.

How your money energy changes in market fluctuations can be measured by the Market Mood app.

### Using the Market Mood App:

The Market Mood app algorithms have been developed primarily using your Loss Aversion scores from the DNA Natural Behavior Discovery. The Loss Aversion score recognizes that people generally prefer to avoid losses two times for the opportunity of making a gain. However, for people seeking a higher level of stability in their lives, the Loss Aversion ratio may be higher, even up to five times.

A person’s ability to manage their reactions will come through a higher Financial EQ. Your natural level of Financial EQ (refer above) can be increased through behavioral management learned through experience and education. Further, managing market reactions will be improved if you have a good relationship to money. Although, under extreme pressure, the learned relationship to money can be seriously challenged, causing you to “flip back” to your Natural DNA Behavioral style.

Overall, the Market Mood app connects money, emotions and energy into real-time alerts that you and your coaches, advisors, and others should know, mainly when markets decline. Managing your stress and emotions could prevent your life story from being hi-jacked.

In addition, the Market Mood app can also be a powerful tool for the more risk-taking and price value-based investors who will seek to “double down” by capitalizing on the opportunities created by asset price dips made when markets have declined.

### Market Mood Case Studies:

Let’s look at how the Market Mood app predicts the money energy of the four different case study characters could change when the market fluctuates based on their Natural DNA Behavior.

## Jack Sun's Money Energy

Jack has an adventurous approach to wealth creation. He is an **opportunist** when it comes to investing. He can always cope with a high level of risk with an eye to his entire portfolio. Jack's money energy is increased when he senses market opportunities. While others fear a market downturn, Jack sees opportunities, which keeps his money energy high.

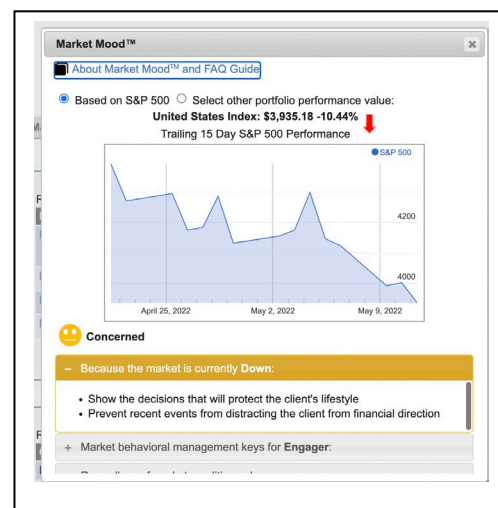
Jack's money energy reduces when he is not presented with or misses out on investment opportunities. Moreover, his stress levels rise when he isn't provided with direct answers to his questions. That impacts trust levels and can lead to health issues if this is sustained.



## Helen Jones Money Energy

Helen likes to invest in the right opportunities and will listen to advice from people she likes and trusts. However, she has a bias of excitedly rushing into investments “following the herd,” and exiting in fear in the spur of the moment based on her instinctive approach. Nevertheless, this behavior lifts her money energy levels in a market upswing, causing her to take opportunities.

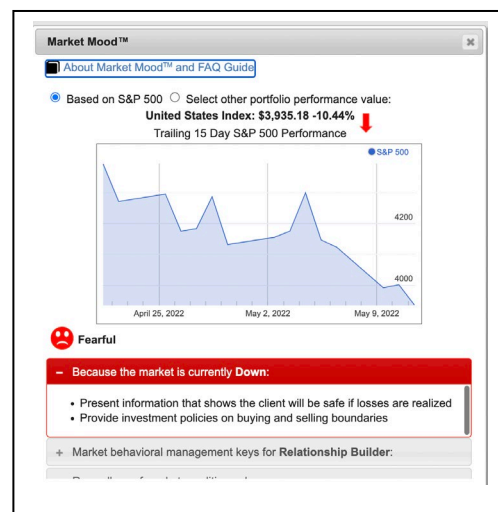
Helen becomes **concerned** when markets are uncertain, and she can see them falling. She wants to protect her lifestyle. This may cause her to panic easily, resulting in reactionary decisions based on emotion; this produces negative money energy and gives Helen sleepless nights and elevated blood pressure as she watches the market's head down. Her HRV is likely to be lower as a consequence.



## Craig Moon's Money Energy

Craig's money energy remains stable and high when working with and delegating decisions to a trusted advisor. Knowing his money is allocated in suitable “buckets” designed to protect his family life keeps him on track and content.

However, he can become **fearful** when markets dip and may make emotional spur-of-the-moment decisions and sell investments that are doing well and keep others that need to be sold. This negative money energy behavior leads to worry and stress and impacts sleep patterns and health. A trusted advisor relationship is critical for protecting himself from his behavior.



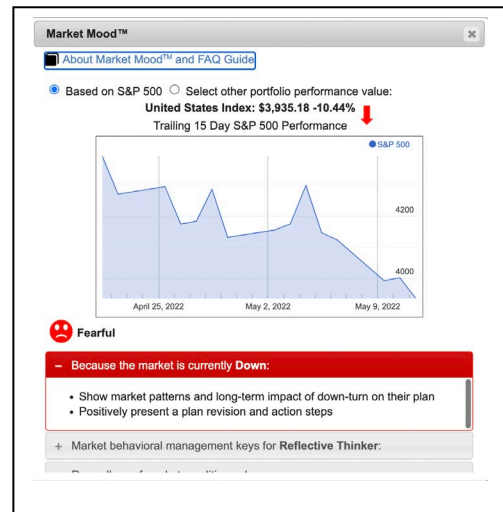


# DNA Behavior®

## Joshua Connor Money Energy

Joshua is serious, focused, and analytical in his approach to everything. He is a saver and knows how to manage budgets. His money energy is higher when he can make his own decisions and get the desired results. For the most part, Joshua thrives on order. Even with his biases, such as looking for predictable patterns in markets or erring on the side of being risk-averse – his money energy and, therefore, health and stress levels remain under control.

However, market downturns can make him **fearful** and produce negative money energy. Although, he will typically not panic. Nevertheless, he will react emotionally and physically until he sees a positive recovery plan with manageable work steps to correct the situation.



To learn more about DNA Behavior International and the solutions we offer, please visit: [www.dnabehavior.com](http://www.dnabehavior.com)

If you have any questions about Money Energy or any other matter related to energy and human behavior, please email us at: [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)

