

**What Three Words?**



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We are wired to tune into the power of three.

Great communication is built on it. Consider many of the most durable marketing slogans:

*Just Do It*

*Finger Lickin' Good*

*Coke is It*

*Beanz Meanz Heinz*

*Diamonds are Forever*

There are the Amigos, the Stooges and the Musketeers (three of each).

In making presentations we are reminded to tell our audience what we are going to tell them, tell them, and tell them what we told them. We are also advised to never leave anyone with more than three key messages.

In personal relationships there are few phrases more powerful than “I love you” or “I need help”.

We see it in comedy; “three men walk into a bar....”

Thinking in threes is cognitively engaging, combining brevity and rhythm to make messages memorable. Thinking in threes makes sense, which got me thinking about what three words might be the most useful in an investment context. In the spirit of symmetry, I settled on these three themes...

What three words? \*

Three most important: *What's priced in?*

Three most expensive: *I missed it.*

Three most underrated: *I don't know.*

L Endersen – Feb 2018

(\*Apostrophes excepted)