

# Why You Should Never Buy Shares on the Same Day You Find Them

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Smart investors don't chase price  
—they set it.

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Imagine this: you're scrolling through stock market news, a hot new company catches your eye, and it feels like a golden opportunity. Your finger hovers over the "buy now" button. But hold on—what if I told you that clicking that button right away could cost you hundreds or even thousands of pounds?

Let's slow down and talk about a smarter way to invest: using a limit order.

## The Emotional Trap of Buying Immediately

First, why shouldn't you buy a stock on the same day you find it? Because you're likely buying into the hype. You see the price. You see the chart climbing. And you think, "I need to get in now before I miss out." That sense of urgency often pushes investors to make emotional decisions—ones they regret later.

That price you see on the screen? It's not necessarily the "right" price to pay. And yet, most retail investors hit "buy" anyway, thinking that's just how the market works. But professional investors know better. They don't chase the price—they set the price.

## Enter the Limit Order: Your Best Investing Friend

A limit order lets you choose the price at which you want to buy a stock—not the price the market is currently offering.

Let's break that down with an example:

- Suppose a stock is trading at £5.00 per share.
- You believe it's worth buying only if it drops to £4.75.
- You place a limit order at £4.75.

Now, you wait. If the stock hits £4.75, your order goes through. If it doesn't, you don't overpay—and you keep your money ready for a better opportunity.

This strategy flips the game. Instead of reacting to prices, you dictate them.

Would you pay the asking price on a home without making an offer first? Probably not. You'd negotiate. You'd weigh your options. You'd even walk away if the deal didn't feel right.

Yet in the stock market, many people throw that logic out the window. They hit "buy" without asking, "Could I get this cheaper?"

## Real-World Proof It Works

Here's a real trade example: A £20,000 investment in shares of Legal & General using a limit order earned 16% profit in under five months. If bought at market price? The gain would have been less than 10%.

That's a difference of £1,200 in profit—from just one small change in buying behavior.

## Think of It Like Buying a House

Let that sink in. You didn't need extra capital. You didn't need secret research. Just a limit order. That's it.

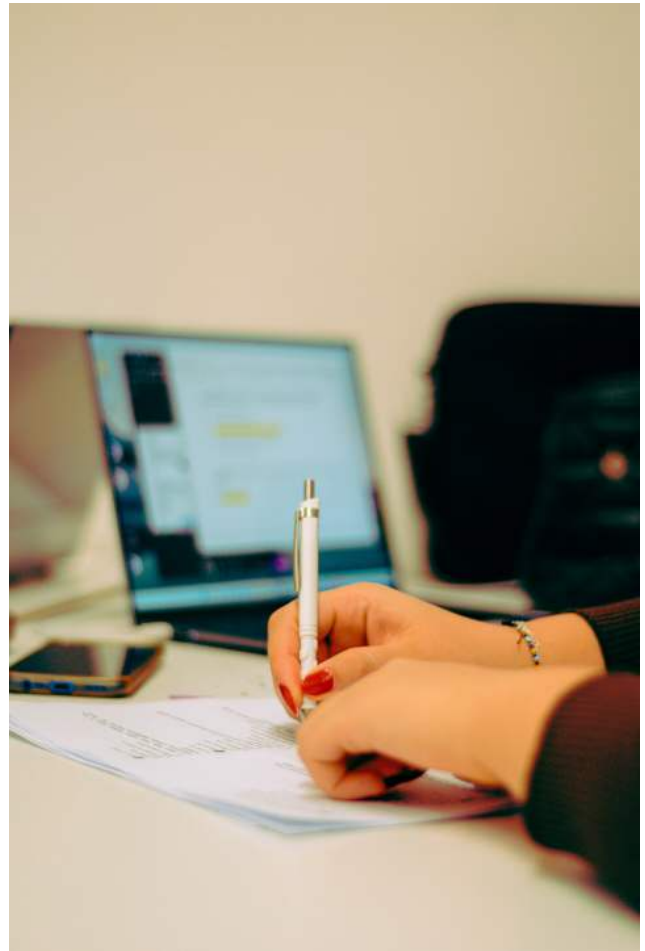
And here's the kicker: It's completely free.

## Why Most Investors Miss Out

Despite how effective it is, most people never use limit orders. They either don't know about them, or they think it's "too complicated." But it's not. It's a setting you choose when placing your order. It takes seconds—and can change your financial future.

In fact, around 90% of all trades by seasoned investors use limit orders. Why? Because it's smart investing.

Using limit orders gives you three powerful advantages:



1. **Discipline** – You stick to your price plan and avoid emotional decisions.
2. **Profit Boost** – You automatically buy low and increase your return margin.
3. **Control** – You're no longer at the mercy of market swings.

## Final Thoughts: Invest Like a Pro

Smart investors don't chase price. They make price.

So the next time you find a stock that excites you, don't buy it right away. Step back. Set your price. Use a limit order.

You'll avoid overpaying, protect your cash, and sleep better knowing you're playing the long game—the smart game.

And if this sounds like a strategy you want help with, you're not alone. Plenty of investors wish they had learned this earlier. There's real money on the table waiting for those who take a smarter approach.

So take that extra minute. Use a limit order.

Your future self will thank you.



## Why You Should...

In "Why You Should Never Buy Shares on the Same Day You Find Them," discover the hidden dangers of impulsive investing and learn how to take control of your financial future with limit orders. This game-changing strategy empowers you to dictate the price you pay for stocks, ensuring smarter decisions that can significantly boost your profits. Stop chasing the market and start investing like a pro—your wallet will thank you.