

Go, Portfolio. Go!



by C. L. Israelsen

I Can Build it All By Myself
Investment Primer

Go, Portfolio. Go!

Big portfolios, little portfolios.

Big investors, little investors.

"Do you like my investment portfolio?"

"I do not. It is not diversified."

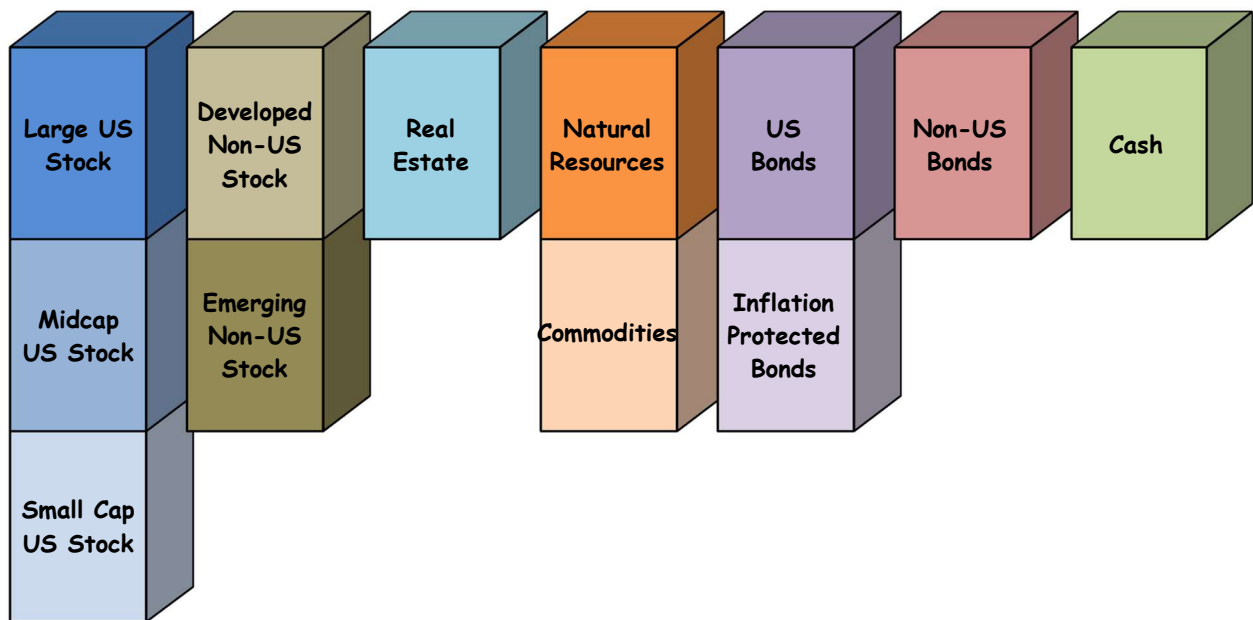
"Good-bye."

"No, don't go. I will teach you about diversification".

"Okay, but please make it short."

"Okay."

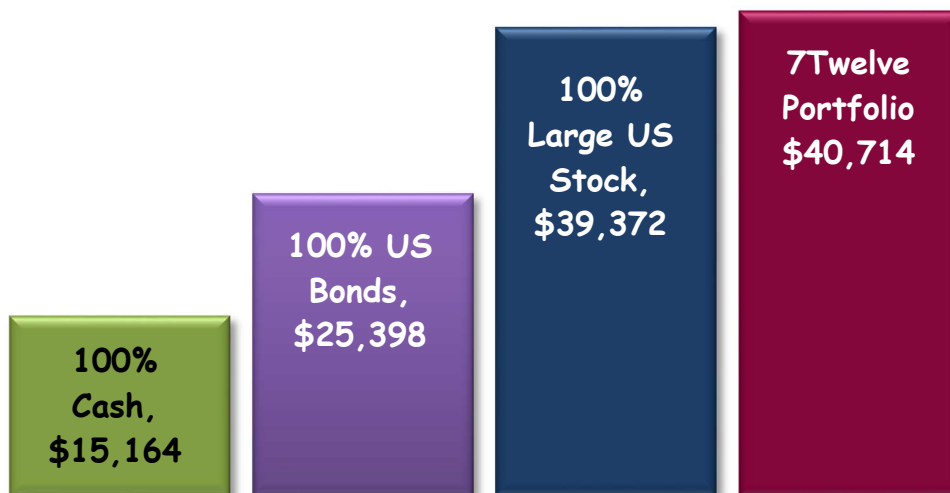
Diversified 7Twelve® portfolio.



This portfolio uses
12 different mutual funds.

Diversified portfolio results.

20-Year Growth of \$10,000
January 1, 1998 to December 31, 2017



More diversification is better.

And less risky than 100% stock.

Big portfolios, little portfolios.
Big investors, little investors.

"Do you like my investment portfolio?"
"I do like your **7Twelve**[®] portfolio.
It is more diversified."

"Good-bye."
"Good-bye."

Craig L. Israelsen, Ph.D. has taught Personal and Family Finance at the University of Missouri and Brigham Young University. He now teaches in the Woodbury School of Business at Utah Valley University. He writes monthly for *Financial Planning Magazine* and is the developer of the 7Twelve[®] Portfolio (www.7TwelvePortfolio.com).

He is the author of "7Twelve: A Diversified Investment Portfolio with a Plan" published by John Wiley & Sons which is available at Amazon.com.

