

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.”

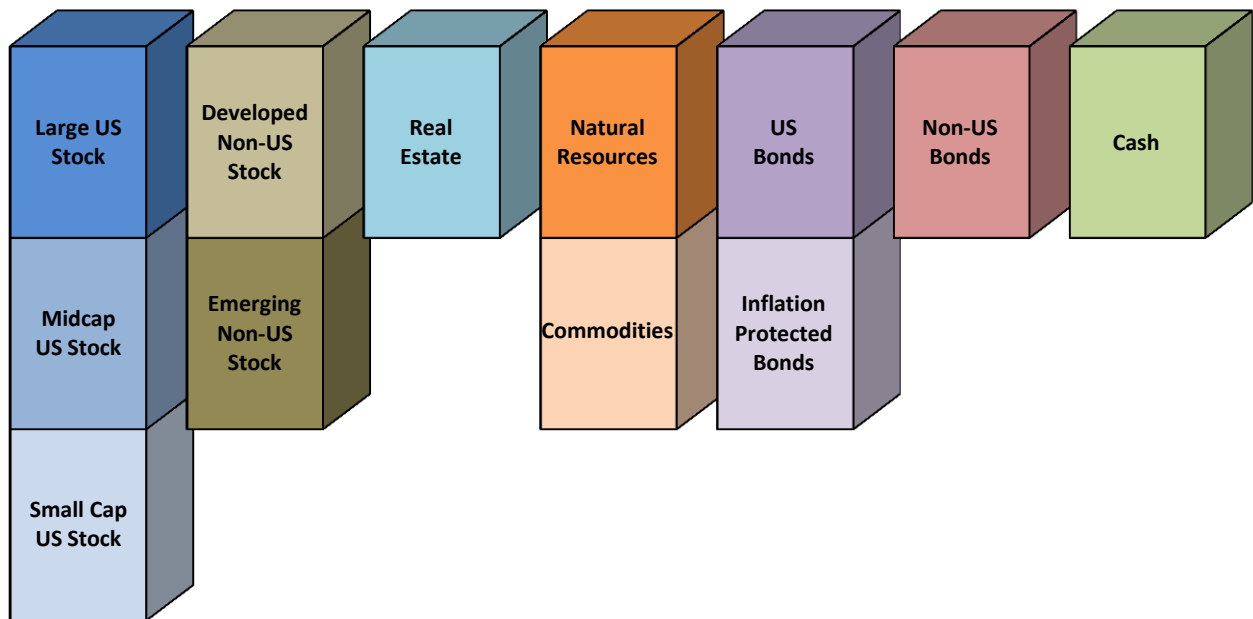
“Good-bye.”

“No, do not go. I will teach you about diversification”.

“Okay, but please make it short.”

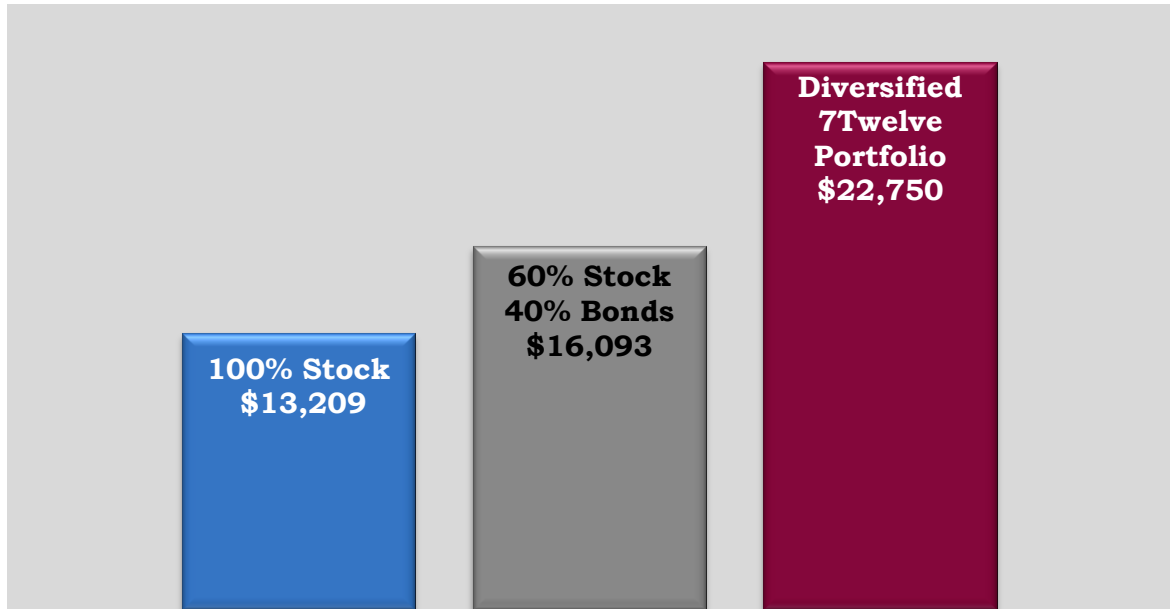
“Okay.”

Diversified *7Twelve*TM portfolio.



This diversified portfolio uses
12 mutual funds.

10-Year Growth of \$10,000
January 1, 2002 to December 31, 2011



Diversified portfolio results.

More diversification is better.

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

“Do you like my investment
portfolio?”

“I do. I do like your portfolio.
It is more diversified.”

“Good-bye.”

“Good-bye.”

Craig L. Israelsen, Ph.D. has taught Personal and Family Finance at University of Missouri and Brigham Young 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.

