

# *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."

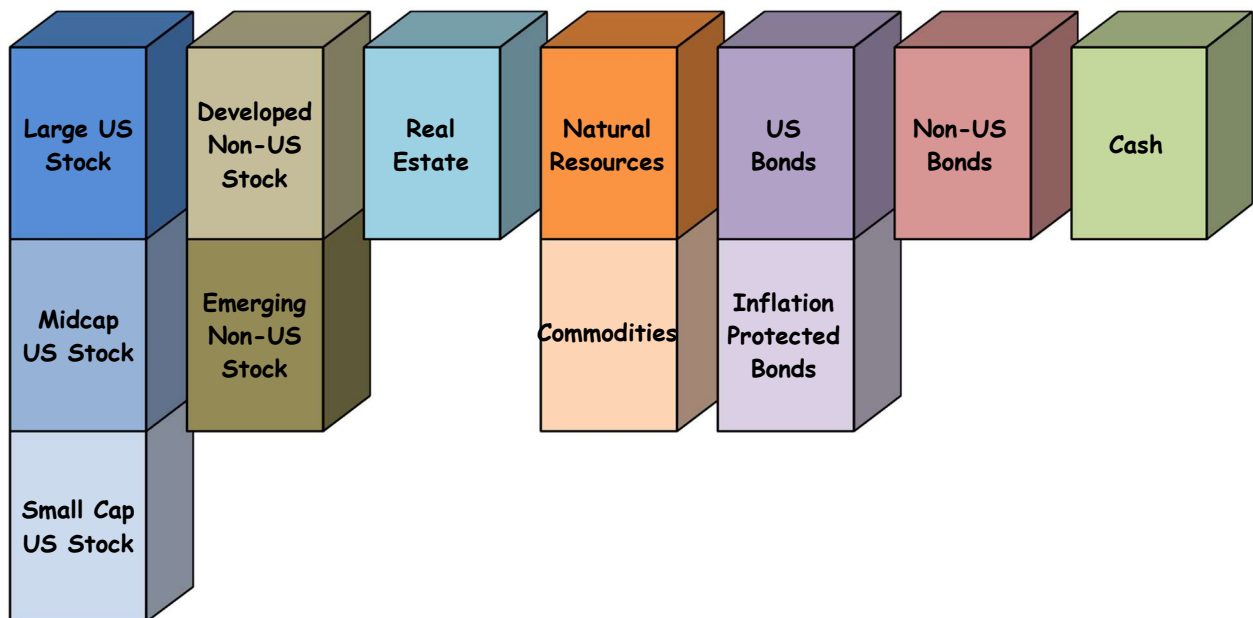
"Good-bye."

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

"Okay, but please make it short."

"Okay."

# Diversified 7Twelve® portfolio.

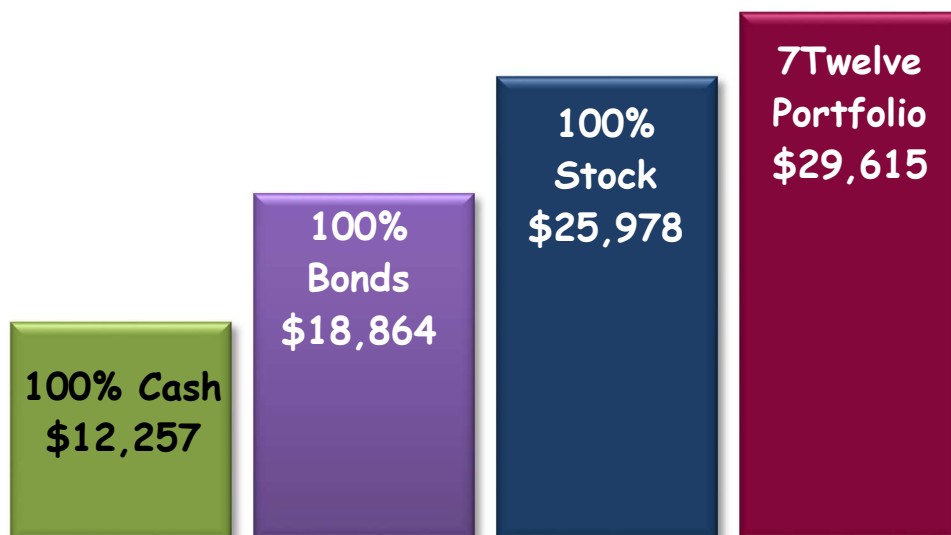


This portfolio uses  
12 different mutual funds.

# Diversified portfolio results.

## 15-Year Growth of \$10,000

January 1, 2002 to December 31, 2016



More diversification is better.

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

"Do you like my investment portfolio?"  
"I do like your **7Twelve**<sup>®</sup> 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<sup>®</sup> Portfolio ([www.7TwelvePortfolio.com](http://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](http://Amazon.com).

