

THE ETERNITY PORTFOLIO: ILLUMINATED

ALAN GOTTHARDT

Introducing the Illuminated Edition

More than a decade ago, The Eternity Portfolio presented a groundbreaking framework for managing your money intentionally to invest in God's kingdom. Grounded in the historical Christian belief that to the extent we have food, clothing, and shelter, we must decide what to do with the "excess," financial advisor Alan Gotthardt cast a vision for God's kingdom as the ultimate investment opportunity for that excess, whether \$100 or \$1 million.

Gotthardt's flexible, practical strategy will equip anyone with the tools to make an Eternity Portfolio an integral part of a solid financial plan. Times change and methods change, yet biblical principles endure. Building on the framework of the first edition, the author has expanded and illuminated the content based on more than a decade of observations, questions, and experience engaging audiences and advising families. This new edition also features seven other world-class, kingdom investors who add their perspective with annotations throughout.

Gotthardt delves deeper into questions such as:

"How much is enough?"

"How do I balance my Family Portfolio with my Eternity Portfolio?"

"Isn't it selfish to seek eternal rewards?"

"How should entrepreneurs allocate capital between kingdom enterprises?"

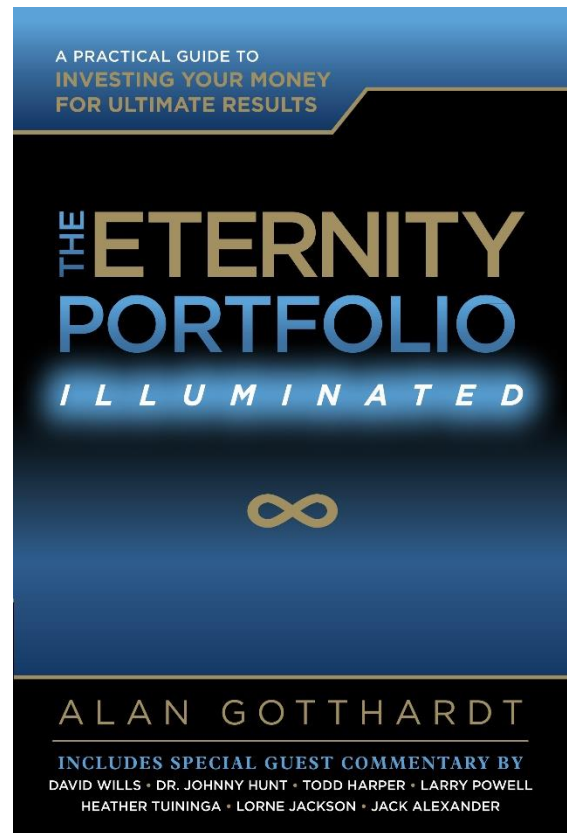
"When it comes to selecting recipients, how do I give wisely?"

"How do I help without hurting?"

"Have things changed since the Great Recession?"

"How do I teach my children about generosity?"

Never before in history have so many Christians—rich and poor—been focused on stewarding their material possessions in light of Christ's kingdom. Now The Eternity Portfolio, Illuminated brings expanded insight to empower those already on the journey of generosity, as well as wisdom for the coming generations who desire to be intentional about their finances in light of eternity.



For more info please contact media@deepriverbooks.com

Deep River
BOOKS



About the Author

Alan Gotthardt

Educated at the University of Georgia, Alan also completed investment analyst training at the Wharton School. He holds a number of professional designations and began his career as a Certified Public Accountant in the San Jose, California office of Ernst & Young, LLP. In addition to his passion for kingdom investing, Alan Gotthardt is having the time of his life studying business, investment markets, and behavioral economics as co-founder and chief investment officer of TriniD Capital, a private investment

company. Formerly the president of Brightworth, Alan has been listed in Robb Report Worth magazine as one of the Nation's 100 Most Exclusive Wealth Advisors and was part of the leadership team that built Brightworth into a nationally recognized wealth management firm. Alan serves a number of nonprofit organizations as a board member or volunteer advisor. He and his wife, Melissa, have three almost-grown children and live in suburban Atlanta, Georgia.

CONNECT WITH THE AUTHOR

www.alangotthardt.com

For more info please contact media@deeperiverbooks.com



What Others are Saying About

THE ETERNITY PORTFOLIO ILLUMINATED

"It has been my personal experience that it is better to give than to receive. The Eternity Portfolio reinforces this idea by providing compelling, biblically based guidance on the joys of investing in others. Enjoy the book for yourself and then share these new insights by impacting others and their eternity."

-S. Truett Cathy, *Founder, Chick-fil-A, Inc.*

"After reading Alan's book, I was impressed that this is a man who has something significant to say. This book is challenging and even compelling, as well as being extremely practical. I strongly recommend this book as one that can go on your bookshelf to be referred to again and again.

-Ron Blue, *Best-selling author; Founder, Ronald Blue & Company*

"The Eternity Portfolio represents a paradigm shift in strategies for long term investing. Alan Gotthardt has masterfully woven together two important financial principles: investing and giving. In a remarkably simple way, he challenges us to shift our focus off of the stock market or the bottom line, and begin to invest for eternity. I recommend this book to anyone who is serious about long-term investing. What an amazing challenge to see our gifts as investments in the lives of others, investments in eternity."

-Honorable Sonny Perdue, *Governor, state of Georgia*

"I appreciate The Eternity Portfolio's emphasis on the big picture. If we look at living and giving—and all we pour our lives into—through the lens of eternity, what we see is radically different. This book is thought-provoking, practical, and inspiring."

-Randy Alcorn, *Best-selling author of The Treasure Principle*

"This book will inspire and motivate you to become a better manager of your money. The truth here is not only that what we give and invest—if based on our values—brings incredible joy to us personally, but that our "earthly portfolio" can literally change the world (and us!) as God transforms it into an 'Eternity Portfolio.'"

-Dave Ramsey, *Best-selling author and nationally syndicated radio host of The Dave Ramsey Show*

For more info please contact media@deeperiverbooks.com



"There is a responsibility that comes with financial blessings. And, since it all belongs to God, we should be looking for how He would have us manage it. The Eternity Portfolio is a well thought out plan for making the most of your finances. I believe it will help my family, along with many others, grow to new levels of faithfulness."

-Coach Mark Richt, *Head Coach, University of Georgia Football*

"I wish every Christian had an Eternity Portfolio! Alan Gotthardt's solidly biblical approach gives you a step-by-step guide to making financial and giving decisions with eternal rewards in mind. Follow the principles of this book and be blessed!"

-Luis Palau, *International evangelist*

"While laying a solid biblical foundation for why we should give, this is a great "how to" book that shows how to formulate a true action plan for "laying up treasures in heaven" for eternity."

-Hugh O. Maclellan, Jr., *Chairman, The Maclellan Foundation*

"Alan has delivered a compelling vision for investing in eternity that will reshape the way you think about your financial future. The Eternity Portfolio is fundamental truth that is powerful yet practical. I believe these principles will make a tremendous difference for all eternity as we focus our investing in God's strategic Kingdom work."

-Josh McDowell, *Best-selling author of More Than a Carpenter*

"As a church pastor for many years, I have used numerous books on stewardship and money management to instruct our people. But I do believe this is the most comprehensive and thorough work I have read. Alan has provided an extremely valuable resource for the church in this excellent work."

-Randy Pope, *Pastor, Perimeter Church*

"The Eternity Portfolio is a critical book. I know of no other like it. My husband and I are filled with excitement at the prospects of God multiplying and using our resources in an even more strategic way for the furtherance of His kingdom. What could be more important? I recommend this book for every child of God, rich or poor."

-Kay Arthur, *Best-selling author; President, Precept Ministries International*

For more info please contact media@deepriverbooks.com



"In a time when opportunities for excellent giving are increasing exponentially, we need to become far more intentional and thoughtful regarding how we steward what God has entrusted to us. The Eternity Portfolio book will be a key resource as you seek to make a difference, both now and for eternity. I highly commend it."

-David Wills, *President, National Christian Foundation*

"One of the reasons God has blessed America is in order to fund the Great Commission. Alan Gotthardt has delivered a book full of compelling and practical strategies for how each Christian can have a financial stake in that plan. The Eternity Portfolio is a must-read for those who want to experience the excitement and joy that comes from investing in eternity. Don't miss out on this opportunity of a lifetime."

-Larry Burkett, *Founder, Crown Financial Ministries*

"When it comes to stewardship, Alan Gotthardt is on the cutting edge. The Eternity Portfolio has challenged and encouraged me and has confirmed how God is leading our family to be intentional about investing in eternity. This book is a "must-read" for anyone serious about their faith and their money."

-Dr. Johnny M. Hunt, *Senior Pastor, First Baptist Church Woodstock*

"Alan Gotthardt's book, The Eternity Portfolio, is going to make a major and positive difference in the way and the places you invest. You are going to be a whole lot more effective at it and a whole lot more pleased when you do it. Money isn't, you see, only about how you get it, it's about what you do with it. This is a book that will make a major and positive difference in your life and for the kingdom of God."

-Steve Brown, *Founder, Key Life Network*

"Books on stewardship and giving abound, but are seldom very original or particularly helpful. Alan Gotthardt's The Eternity Portfolio is the first book I have seen that actually covers new ground by telling a believer how to maximize his investment and consequently his giving to kingdom causes. I pray that every church will gain access to this excellent work."

-Dr. Paige Patterson, *President, Southwestern Baptist Theological Seminary*

For more info please contact media@deepriverbooks.com



"For most people, when it comes to faithfully handling money, giving is the final frontier. Alan combines biblical wisdom with financial strategy to create a solid plan for your giving that will change your life. It is a great book. After you read *The Eternity Portfolio*, your vision for long-term investing will never be the same."

-Howard Dayton, *CEO, Compass, author of Your Money Counts*

"Alan Gotthardt connects the dots in one of the most critical areas of our lives. With a total paradigm shift on creating wealth and investing with purpose, this highly devotional book is a must-read. If every church member reads and acts on this practical wisdom, our churches will never again need to beg for money and will soar in their endeavors for the kingdom."

-Jay H. Strack, *President, Student Leadership University*

"Alan Gotthardt's book has coined a phrase that I hope churches in the future will use over and over: *The Eternity Portfolio*. His sound, biblically based insights keep us focused on truly long-term investments that build up the kingdom of God."

-Dr. Bryant Wright, *Senior Pastor, Johnson Ferry Baptist Church*

"Alan Gotthardt delivers a convincing explanation of Jesus' teaching that it is in a Christian's enlightened self-interest to be generous. Gotthardt systematically shows how to be a wise and effective investor in God's kingdom by following biblical principles. If the people of America who call ourselves "Christian" were to truly believe God's promises about money and follow His principles of wise giving, countless lives would be changed for Christ around the world."

-Laurence Powell, *President, Powell Family Enterprises*

For more info please contact media@deepriverbooks.com



Suggested Interview Questions

For Alan Gotthardt

Author of *The Eternity Portfolio, Illuminated*

- What makes you believe *money* is the biggest stumbling block for faith in America?
- Why do you think of giving as an opportunity and not an obligation?
- Do you really believe people can *earn* eternal rewards? Isn't that selfish to want?
- Shouldn't we focus on giving of ourselves personally as opposed to focusing on money?
- Is there a Christian lifestyle? How should I decide how much to spend on my family?
- How do you figure out a financial finish line? How much is enough?
- You've said that money is a whole different category – not the same as “treasure” as Christians have traditionally lumped it in with the modern axiom of “time, talents, and treasure.” Explain that.
- You've highlighted in this new edition a lot of new writing on the concept of “helping without hurting.” Is that really such a big problem? Shouldn't we just encourage people to give?
- This idea of an Eternity Portfolio strategy seems mechanical. Shouldn't my giving be done “as the Spirit leads”?
- Why did you decide to write a new edition of The Eternity Portfolio?

For more info please contact media@deepriverbooks.com

