

the good your money can do

Becoming a Conscious Investor

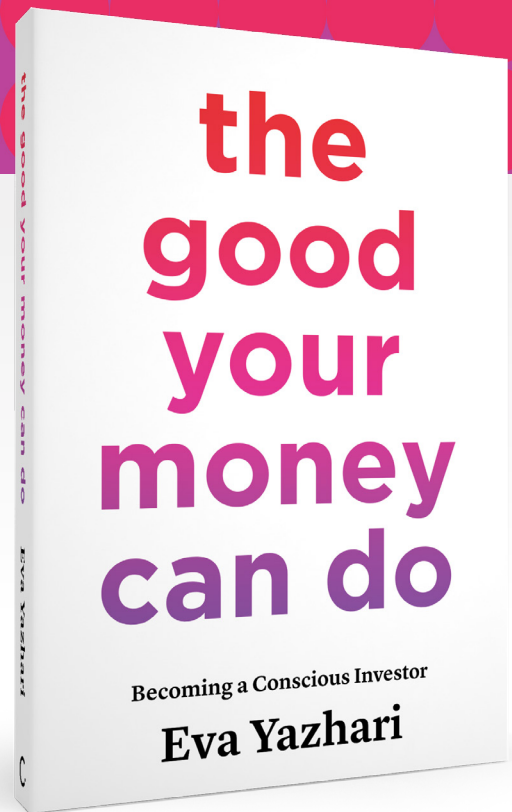
by Eva Yazhari

What is The Good Your Money Can Do?

Everyone is trying to find their meaning and purpose in life. We are becoming more conscious and more intentional with our decisions. Perhaps we have thought about making meaningful choices with food, lifestyle, and overall health, but when it comes to money, we often separate our purpose from our finances.

How would it feel knowing that every dollar you invest is a reflection of you, as a person? It's the feeling of watching your child grow up strong and happy, or the feeling of accomplishment after a completed project. It's the peace of knowing, with every breath you take, exactly what you own in the world.

In *The Good Your Money Can Do*, Eva Yazhari introduces her concept of impact investing and shares the story of her own mindset shift toward investing with awareness. At times philosophical and other times instructional, Eva shows you that your money has more potential than you ever thought possible.



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What Eva Brings

Eva Yazhari is a seasoned investor, entrepreneur, and CEO with sixteen years of experience working in the venture capital and asset management industries. She's the cofounder and CEO of Beyond Capital, a pioneering impact investing fund dedicated to the belief that investing can inspire good and sustainably improve access to basic goods and services. She also co-hosts The Beyond Capital Podcast.

Eva launched her weekly magazine, The Conscious Investor, in 2019. She has appeared in interviews with the lifestyle brands Goop and Thrive Global, and in Authority Magazine and Cheddar. She also has been a guest on numerous podcasts, and a speaker at family office and impact investing conferences.

Eva lives in Dallas, Texas with her family.

Purchase your copy of *The Good Your Money Can Do* now at [Amazon.com](https://www.amazon.com)!

Praise for the good your money can do by Eva Yazhari



In her thoughtful yet powerful voice, Eva explains what impact investing is and why it is so important to our future. Then, without losing a beat, she shows us how almost anyone on the planet can start investing with impact today. Delightful stories, detailed examples, and practical tips: *The Good Your Money Can Do* is an inspirational book that I'll be sharing with family and friends for many years to come.

—Ed Stevens, Preciate, Inc.

The Good Your Money Can Do is a wildly informative, new-generation, paradigm-shifting resource for zeroing in on purposefully using your money and honoring the things that matter most. Eva Yazhari's wealth of experience melds together in a refreshing combination of honest talk, deep insight, and inspiration. Backed by rigorous research, Eva takes you through a journey that includes the potential of impact investing, the evolution of our current capitalistic system into one that actually works for all of humanity, and the opportunities that unfold when we can create new moral criteria for ourselves and live according to our values. It's also essential to note that this book is just so enjoyable. Filled with heartfelt stories, it reads like you're having lunch with your smart best friend. Checking the boxes for burgeoning and seasoned investors, as well as those who simply seek more meaning, *The Good Your Money Can Do* meets you wherever you are with your portfolio and in life—in all the best ways.

—Stacey Lindsay, Journalist

We now know more than ever that we are all interconnected. In order to live in a world that works for *everyone* and not at the expense of the planet, we must use all the various levers we have at our disposal. This book gives you the tools to use all your levers to effect change and meet you where you are at on your own

personal impact journey. One of your greatest tools is your investment capital, and it has the power to truly transform and level the playing field for all. Eva's book is a compelling read for any investor and/or philanthropists looking to take their work, and life, to the next level. And, we need everyone to join in this endeavor if we are going to have true transformation for *all*. Dive in if you want to discover what difference you can make and discover your *why*."

—Jennifer Kenning, CEO and Co-Founder Align Impact

The events in 2020 have undeniably shaken all of us, catalyzing a deep period of introspection and a proliferating moral imperative to find ways to help alleviate social disparity and injustice globally. To that end, *The Good Your Money Can Do* is a highly timely resource and an opportune call-to-action. In this book, Eva challenges us to reframe our fundamental views of what it means to be "wealthy" in this world, dispels our misconceptions about impact investment, and shines a much needed light on a myriad of shortcomings of traditional approaches to investing that claim to make an "impact." As she masterfully and elegantly weaves together sophisticated investing philosophies and ideologies, with vignettes and anecdotes from her own personal journey in and experience with impact investing, Eva provides the reader a succinct, yet personalized and easily digestible playbook for how to invest with both personal and social purpose and meaning—which as we finally recognize, are the true hallmarks of impact.

—Osman Khan, Co-Founder and CEO, Paddle8, Deep and Squared Circles; Expert-in-Residence, Nike Valiant Labs

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