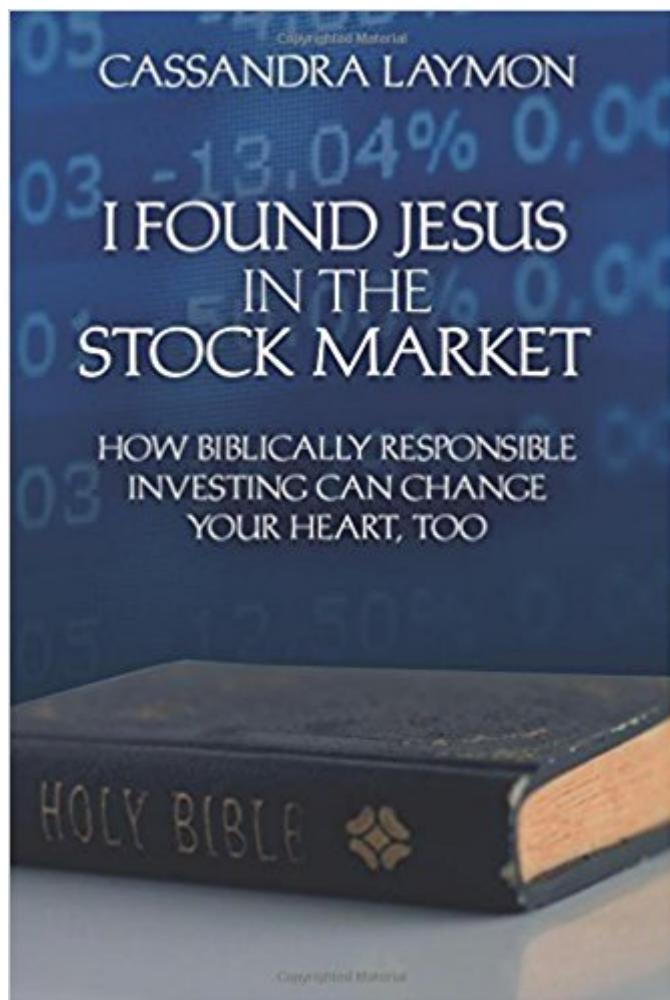


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# I Found Jesus In The Stock Market: How Biblically Responsible Investing Can Change Your Heart, Too



## **Synopsis**

Wherever your treasure is, there the desires of your heart will be also. Mathew 6:21 (NLT) This is not a book about how God wants you to be rich, nor is it a book about the "money secrets" of the Bible. This is the true story of how one woman's journey to learn about Biblically Responsible Investing transformed her life and opened her heart to Jesus. As an author and CERTIFIED FINANCIAL PLANNER™, Cassandra Laymon researched the principles of biblically-based investing, and learned that she was unknowingly profiting from business practices that directly opposed her Christian faith. Do you know what companies you are invested in and what business practices you are profiting from? In this book Cassandra shares why it is important to know what you own, how to find out the truth, how you can align your faith and your investments and make your money matter.

## **Book Information**

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## **Customer Reviews**

How refreshing to read about the personal experiences of a financial professional whose priorities are not centered around money being the driving force in her life. She deals with the major excuses we all can find for not incorporating Biblical principles in our investing practices. It is even more meaningful when you realize she has lived and dealt with these same excuses and came out discovering to be a better advisor and a better person by incorporating them into her personal investments as well as helping clients to do the same. This book is a great read for both advisors and investors. Advisors can walk along with the author as she struggled to decide if this was a good

idea, and investors can identify with the ideas presented and purchase a book for their own advisors and ask if they can incorporate Biblical principles in their own portfolio. It's a short book and an easy read but it is packed with great insights.

We Christians sometimes like to keep our money and God separate. Oh yes we tithe and go to church and read our bibles, but do we really really want Jesus to tell us how to invest our hard earned dollars. Well this book will give you the answer to that. Backed up with scriptures, the author weaves us thru how she found Jesus in the Stock Market. This book will make you take a closer look at how you invest. It is not only thought provoking, but it makes you say today is the day not only that the Lord has made, but is the day I will begin to examine what I'm doing with my money. Great read.

This book is a picture of how God will meet you where you are and draw you to him, if you are listening for Him. The author shares her story of redemption when she meets the love of her life and finds out that Jesus had been there all along wooing her to himself. Cassandra shares her own vulnerable story of the twists and turns of her life that landed her to a fuller understanding of how she could change up her investing strategies for herself and her clients by educating all on the importance of Biblically Responsible Investing. It's powerful, engaging, and hard to put down.

Prior to reading this book, I really hadn't thought too much about what my investments were funding. The book gave me a lot of food for thought regarding what we as believers should invest in. The information is presented in a straightforward way that makes it clear that this topic does matter. At the same time, it encourages people to make their own decisions about what matters most to them, and to start with the most pressing issue. What I love about that is that the author doesn't tell you what you must or must not invest in or how to go about it, but instead sets you on the right path of seeking God -- and making informed decisions -- about your investments. Highly recommended.

Cassie has done a great job of providing an easy to follow logic in how she has changed her own financial advisory practice. Many of the reasons often given for not changing she confronts and answers, but not in a manner that seems "my way or the highway". Just as important is why she changed, and in this area she has exhibited an honesty in her own life's journey to this point. Through her story and her journey, she tries to help others on their own journeys. Thoughtful and honest - a good book and reference for other financial advisors.

Real change, life change, is what most people long for but fall short. In Cassandra's story you experience compelling, sold-out life change - that which only comes when we have tried and tried our darnedest only to come up short yet again. Then, through a series of inexplicable (?) events, the Truth emerges, which impacts not only her "mate-picker" but the way she perceives the world's institutions. She will never be the same again. She will not ignore what has been revealed. She will not blindly follow the world's ways.. and neither will you when you see how you are voting with your investments. *I Found Jesus in the Stock Market* is a rare treat where a passionate story-teller provides principled financial advice from an "I've been where you are" perspective.

The powerful story of an author's personal journey, thought-provoking content, and simple calls to action make this book essential for every reader wanting to align their finances and decisions with their values and faith. The personal journey ties in the same thoughts and questions that I and many others are sure to have related to why we even should consider Biblical principles when investing. Her thought-provoking content provides sufficient answers to each question, and the simple calls to action make it possible to move the needle and align my investment practices with my values. Very well written, concise, engaging, and I was able to complete it in a short time. Very much worth a reader's time.

Having had the privilege of knowing both Rick and Cassandra Laymon for many years now, it came as no surprise to me that Cassie's new book on Biblically Responsible Investing (BRI), "*I found Jesus in the Stock Market*" is as engaging as she is. While one might initially be tempted to react a bit cynically to the book's title, you will soon find Cassie transparently weaving the personal tapestry of her life's successes and failures into a tale of how the Lord actually did help draw her to accept Jesus as her Lord and Savior via her investigation of worthiness of Biblically Responsible Investing as one important way of expressing Christian faith. Given Cassie's inquisitive nature and keen intellect, her own personal growth from studying the Why, What, Where and How of BRI was substantial and comprehensive. Readers of her thorough review of BRI will find they can quickly come up to speed on this important Christian stewardship topic as she addresses all of the key questions BRI raises for both individual investors and financial advisors. Moreover, she does not only leave the reader simply better off in their own Christian walk but also inspires them by pointing to what good might be accomplished in our world if BRI transitions from a simple act of personal faith to a broader movement within the church. I heartily recommend "*I Found Jesus in the Stock*

Market" for all those looking to deepen their relationship with their Lord and desiring to do what they can with the wealth, however great or small, the Lord has given them stewardship over to have a positive impact on the world.

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