

Subject: Susan Weiner Investment Writing Update: Your most valuable retirement asset (May 2006)

You are receiving this email from Investment Writing because you purchased a product/service or subscribed on our website. To ensure that you continue to receive emails from us, add newsletter@investmentwriting.com to your address book today. If you haven't done so already, click to [confirm](#) your interest in receiving email campaigns from us. To no longer receive our emails, click to [unsubscribe](#).

~~~~~

## Investment Writing Update

### Your most valuable retirement asset May 2006

~~~~~

in this issue

- Your most valuable retirement asset
- Does your writing need a bullfighter?
- The SEC is keeping busy writing regulations, and that means RIAs will be keeping busy trying to understand them
- Looking for humor you can borrow for your next presentation?

Your most valuable retirement asset

~~~~~

What will be your most valuable financial asset upon retirement?

The answer may surprise you.

It's not your house. Nor your 401(k).

According to Grady Cash, CFP it's your "human capital." In other words, your ability to earn income after "retirement" may become your best source of retirement income.

Why is this happening? Baby Boomers will live significantly longer than their parents thanks to medical advances. They're also not saving enough for the extended retirement they're likely to face.

Learn [Cash's opinion on how this will influence the profession of financial planning](#).

#### Does your writing need a bullfighter?

~~~~~

Jargon and multisyllabic words can be deadly. They turn off readers faster than the stock market can crash.

Here's an easy way to detect verbose writing. [Install free Bullfighter software](#).

This software, originally developed by Deloitte Consulting, will scold you if you're using too many big words or long sentences. Unfortunately, it doesn't show you how to fix them. You'll have to do the dirty work yourself.

The SEC is keeping busy writing regulations, and that means RIAs will be keeping busy trying to understand them

~~~~~

*Spring is here and with it, increased SEC regulation. All RIAs want to put their clients' interests first. If only compliance didn't cost advisors so much in time and money.*

*And if only the SEC's demands weren't evolving constantly. And if only RIAs didn't have to submit as—for the first time— inspectors from the SEC's Office of Compliance Inspection and Examination (OCIE) grill them about the annual internal compliance reviews which were to become effective last month.*

Read the [full text of my article on SEC compliance for registered investment advisors](#) in the May issue of *Wealth Manager* magazine. (free registration required for access)

**Looking for humor you can borrow for your next presentation?**

~~~~~

During the opening of a **50-minute** presentation, a speaker said, "As we're going to discuss over the next **7-8 hours....**"

He got a laugh and confirmed that the audience was listening to him.

Thanks go to Kurt Czarnowski of the Social Security Administration speaking at the 2006 annual conference of the [Financial Planning Association of Massachusetts](#).

P.S. Register for "The Six Deadly Sins of Investment Commentary," my June 19 BSAS presentation for writers of investment commentary!

You invest a lot of effort in writing your quarterly client letter or commentary. Wouldn't it be nice if your clients actually read it? Some simple, quick tips can spice up your commentary without landing you in trouble with your Compliance Department.

This interactive program will teach you to make your text reader-friendly without stripping it of meaty content.

Register on the [Boston Security Analysts Society website](#).

P.P.S. What my readers say:

"I've been bumping into your stuff all over the web and have enjoyed it. You do an excellent job of making the difficult understandable.... I'll keep my eyes open for more of your work."

Quick Links...

~~~~~

- [Susan Weiner Investment Writing Website](#)
- [Investment blog by Susan](#)
- [Marketing and communications blog by Susan](#)
- [Health care fund article by Susan](#)
- [Mid-cap fund article by Susan](#)