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## Investment Writing Update

**Writing that's an investment in your success**

**October 2006**

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Rob Arnott's heresy in the Financial Analysts Journal

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"The classic 60-40 balanced portfolio is not true diversification," writes Rob Arnott in his "Editor's Corner" column on "What is Wealth?" in the Sept./Oct. issue of the *Financial Analysts Journal*.

When I studied for the CFA Exam in the 1980s, putting 60% of your portfolio in stocks and 40% in bonds was the state-of-the-art solution. I'm not a money manager, but my impression is that the 60-40 portfolio is still broadly used.

I wish that Arnott went on to say what he proposes as an alternative to a 60-40 portfolio. However, as I noted in a July [posting to my blog](#), Arnott has suggested elsewhere that fiduciaries embrace:

- A willingness to stray from conventional stock and bond investments
- A careful and prudent quest for alpha
- Disciplined management of the asset mix
- Leverage

You can read more of [Arnott's articles](#).

### **Nifty tricks for Google searches**

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Google is my first choice for online searches. But it doesn't always produce the results I want.

These days my searches are more productive, thanks to some tricks I learned from Michael A. Stelzner, executive editor of [White Paper Source](#).

I particularly like his tips about how to search for articles from a specific year or publication.

Taking passwords to the grave

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Have you made plans for your loved ones to access your email and other computer

accounts after you pass? Have you recorded your passwords some place safe?

That's the modern day issue raised in a [CNET News article](#). The article describes a case where the dead man's daughter was unable to notify most of his contacts about his passing because she lacked the password for his email account.

### **The 80/20 rule of headlines**

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"On average, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest. This is the secret to the power of the headline, and why it so highly determines the effectiveness of the entire piece."

That's why the author, Brian Clark at CopyBlogger.com, emphasizes the importance of headlines in attracting readers.

If you'd like to learn more about writing compelling prose, subscribe to his blog. Or, at a minimum, read Clark's zippy series on "[10 Easy Steps to Better Copywriting Skills](#)."

By the way, I found CopyBlogger by reading the [blog of Michael Stelzner](#), the source of the Google tips above.

Happy Halloween from The Toymaker

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I'm a bit of an overgrown child. So for Halloween I made one of the [paper projects from The Toymaker](#). Yes, I printed out the free "Papel Picado" skull pattern onto some ordinary printer paper, cut it out and hung it on my door.

Happy Halloween!

### **"Top Tips from Investment Writing," a special offer for my newsletter readers**

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Are you interested in any of the following?

- Marketing
- Writing
- Personal productivity
- Writing investment commentary

Then there's something for you in my new, 17-page report, "Top Tips from Investment Writing."

I'm offering it free to new subscribers to my monthly newsletter. If you're a current subscriber, just email me that you'd like an electronic .PDF file of the report.

P.S. What would you like to learn about writing investment commentary? I'm revising the slides for my November 3 presentation at the Providence Society of Financial Analysts. I'd like to hear from you. One thing I've learned from past participants' writing samples: They should pay more attention to headlines.

P.P.S. My clients say, "**Susan's work is first rate. I can think of no better resource for superior quality financial writing.**" Read [more testimonials](#).

Quick Links...

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- [Susan Weiner Investment Writing Website](#)
- [Investment blog by Susan](#)
- [Marketing and communications blog by Susan](#)

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