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Gloom, boom, and doom

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Buy farm land, said Marc Faber on April 24 in his presentation to the Refining Wealth Management Conference sponsored by the CFA Society of Edmonton. For one thing, as investment managers, the audience members should diversify out of financial assets. Plus, if war breaks out over scarce commodities, where's a more likely target-Wall Street or a far away farm in Canada where you can grow your own food?

The farm land suggestion was just one tiny part of a presentation on "Will the first synchronised global economic boom in the 200-year old history of capitalism also lead to a synchronised bust?" by Faber, the publisher of [The Gloom, Boom & Doom Report](#). Faber said "a colossal bust" is likely.

Faber was quite critical of Ben Bernanke and the Fed. "Expansionary monetary policies, which caused the current credit crisis in the first place, are the wrong medicine to solve the current problems.... But what options does the Fed have with debt to GDP at 350%?"

[An economist who spoke at the Edmonton conference](#) wasn't quite as gloomy as Faber.

## **LinkedIn and financial advisors**

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"Boosting my visibility" is the number one reason why financial advisors are participating in LinkedIn (LI). LI profiles and answers both deliver benefits. But tread carefully, or your compliance department-or even the SEC-could nail you.

Read more about [how your competitors are using LinkedIn](#).

Improve the open rate on your email attachments

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Usually simple is good in communications. But the quickest way to get your email deleted is to send the bare bones email message "Please see attachment."

Entice your audience to open your attachment. Tell them what benefit they'll receive for their effort. Summarize what they'll learn in a paragraph or highlight your topics in bullet points. For example, if I sent my report, "Ten Tips for Writing Investment Commentary that People Will Read," I could say "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? Follow my 10 tips to snare more readers."

However, consider junking your attachment. You may get even better results if you provide a link that readers can click on to reach your report. People are suspicious of attachments. They're more trusting of links.

I'd like to thank the member of my audience in Edmonton, Alberta, who brought up this issue. It's a good one.

## **HopStop and LimoLiner: Resources for Boston and New York City**

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I like to walk when I go to New York City, but I'm what the Japanese call a hoko onchi, a "directionally tone-deaf person." So [HopStop.com](#) came to my rescue when I had to plot my path from the New York Hilton, where the LimoLiner from Boston dropped me off, to the Grand Hyatt, where I recently attended a conference. It gave me turn-by-

turn walking directions. HopStop also provides walking and public transportation directions for New York City, Boston and several more cities. You can also learn about "[More Sites to Help You Get Around Town](#)" with web guru Sree Sreenivasan.

By the way, I liked the [LimoLiner bus service](#) between Boston and New York. It provided comfortable reserved seats, free snacks and wireless Internet access, and a pristine rest room. Plus, none of the hassles of airport security. Be aware: travel times can vary greatly depending on traffic. On a weekday the trip from downtown Boston took four-and-a-half hours. The return trip on a Sunday shaved off close to an hour.

"The Top Four Investment Strategy Challenges for Financial Advisors"

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One year ago it seemed as if the good times would never end. Today, many investors go to bed wondering what bad news will greet them in the morning. In this volatile environment, Advisor Perspectives asked financial advisors to identify their greatest investment strategy challenges. Continue reading my article, "[The Top Four Investment Strategy Challenges for Financial Advisors](#)," in *Advisor Perspectives*.

**Register for my May 14 presentation to Boston Women in Finance**

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You can [register for "How to Write What People Will Read About Investments,"](#) my May 14 lunch presentation to Boston Women in Finance to learn techniques that will make your audience more likely to read what you write.

Writing about topics that will interest your clients, and packaging them in a reader-friendly way, will boost your return on investment. This interactive program will use examples from investment commentary to help you to understand your reader's perspective on your writing. It will also suggest techniques for brainstorming, formatting, and editing your writing.

Please note that this is a little different from the presentations I deliver for the CFA Institute because the audience is more diverse.

About Susan Weiner

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Susan Weiner, CFA, helps financial professionals increase the impact of their writing on clients and prospects. She writes and edits investment commentary, white papers, articles, web pages, and other communications for leading investment and wealth management firms.

Prior to her current career as a freelancer, she was director of investment communications at Columbia Management Group, a trustee at Batterymarch Financial Management, and a staff reporter for a weekly mutual fund publication. So she understands communications from the perspective of an investment adviser and a journalist.



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