
Susan B. Weiner
Investment Writing

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GMO's Jeremy Grantham on "The Ethical Hole in Finance"

I think the financial industry has lost its way and become a rogue industry. It's out of control.

These are the comments with which Jeremy Grantham, co-founder and chief strategist of GMO opened "The Ethical Hole in Finance" part of his presentation to the CFA Institute's annual conference on May 17.

Continue reading about [Grantham's views](#).

More posts on the CFA Institute's annual conference

- [Dan Ariely says disclosure may hurt investors](#)
- [R. Koo, "Lessons from Japan: Fighting a Balance Sheet Recession"](#) -- includes link to a Bloomberg.com interview with Koo

Do you know "The two most important words in blogging"?

Copyblogger Brian Clark's lessons in "[The two most important words in blogging](#)" apply equally to any form of marketing communication. Pay attention because using these words will make your communications more persuasive.

See if you can guess the two words before you surf to Copyblogger's site. If you have attended any of my presentations on writing, you should know one of the two answers.

Hint: I used both words in this article.

"Have mutual fund fees gone up or down?"

Investment expenses have been on my mind this month, as you know, if you've read "[Morgan Creek Capital's Yusko on investing](#)," "[Morgan Creek Capital's Yusko riles up Tweeters with comments on investment fees](#)" or you [follow me on Twitter](#).

This prompted me to revisit my article, "Have mutual fund fees gone up or down? Are they fair or unfair? It depends on whom you ask."

Continue reading "[Have mutual fund fees gone up or down?](#)"

Six tips for slogging through blogging: Tips from the Blogathon

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"How can I force myself to blog regularly?"

The investment and wealth managers in my blogging teleclass often ask this question. I grappled with this challenge during the Word Count Blogathon, for which I posted daily. So now's a good time for me to share tips with you.

Tip 1: "Set it and forget it." Continue reading "[Six tips for slogging through blogging: Tips from the Blogathon.](#)"

**30+ Investment Writing blog post links by category**

Having trouble keeping up with my 30+ Blogathon posts during the month of May? View [my posts sorted by category](#). You'll find posts about

- \* Blogging
- \* Economy/investments/wealth management
- \* Marketing
- \* Social media
- \* Writing, including "[Plain English can bring your financial topic to life](#)"

**Guest post: "Talking to clients about social investing"**

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*Socially responsible investing can make for a difficult conversation between investment managers and their clients. But it doesn't have to be that way if you follow the tips provided by my friend Annie Logue, the author of **Socially Responsible Investing for Dummies**.*

Talking to clients about social investing

By Ann C. Logue

Often, an individual client will walk into an office with a list of industries and companies that he or she does not want to own. Some clients have well-thought out objections or religious obligations that set the tone, but others have a vague idea of the goodness or badness of an industry without any real reasoning behind it.

How do you deal with such a customer? Continue reading "[Talking to clients about social investing](#)"

Poll: Which should investors fear more?

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CFA Institute Annual Conference speakers raised many concerns about the future during the conference, which ran from May 16 to May 19 in Boston. But they didn't always agree with one another. Their mixed opinions inspired this month's poll.

Which do you fear more?

- \* Inflation or deflation?
- \* Continued fiscal stimulus or spending cuts to focus on deficit reduction?

Please [answer the poll in the right-hand column of my blog](#). I'll report on the results in the July issue of my e-newsletter.

For a sampling of the mixed opinions, see

- \* [Memo from Van Hoisington: Inflation Won't Be a Problem for Some Time to Come](#) on the CFA Institute's conference blog
- \* [Why Niall Ferguson's Forbidden FT Headline is the Key to Understanding Sovereign Risk](#) on the CFA Institute's conference blog
- \* [Harvard Professor Kenneth Rogoff Offers a Historical Perspective on Financial Crises](#) on the CFA Institute's conference blog
- \* [R Koo, "Lessons from Japan: Fighting a Balance Sheet Recession"](#)

**What do YOU think? Please answer the [poll that will run in the right-hand column of this blog](#) until I replace it with next month's poll. I'll report on the results in my July e-newsletter.**

**Last month's reader poll about email closings**

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Last month my reader poll asked, "[Which email closing do you use most often with clients?](#)"

I expected traditional letter closings to dominate. Boy, was I wrong! The combination of "Sincerely/Sincerely yours" and "Yours truly" garnered only 12% of your votes. This combo was outpolled by "Thank you" and "Kind regards," as you'll see below. "None of the above" was the big winner at 40%.

I believe advisors--and all email writers--are treating emails as less formal than old-fashioned correspondence. They're also using closings to make their emails more personal, as Leil Lowndes' tip in my blog suggested.

Poll results

- 5% Best wishes
- 0% Bye
- 5% Cheers
- 1% Have a great day/weekend
- 16% Kind regards
- 11% Sincerely/sincerely yours
- 13% Thank you
- 5% Warmly
- 1% Yours truly
- 40% --None of the above

Help! Give me input on my teleclass promotion plan.

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Your insights into the marketing plan for my next teleclass on "[How to Write Blog Posts People Will Read](#)," which starts on Sept. 23, are valuable because most of you belong to my target audience.

**Other than this newsletter, where would you expect to find an announcement of my course?** Are there newsletters or blogs to which I should send a press release about the class?

Also, **what topics would you like to hear about in a free 10-minute podcast on writing tips for financial bloggers?**



If you have any other suggestions, I'd be delighted to hear them.

Thank you!





Please help me spread the word about this newsletter. Use the "Send to a Colleague" button to forward this newsletter with your personal note to your colleagues whom it would interest.

Your colleagues' information will remain private. I have no way to learn their name or email address.

Thank you!

**Having trouble with this newsletter's links?**

Are you having trouble when you click on this newsletter's links? The solution might be to re-subscribe using your personal email address.

Many of the links in this newsletter go to my Investment Writing blog. Some companies block employee access to blogs, even if the content is work-related.

If you're having this problem, you can subscribe online using your personal email address or email me, so I can add your personal email address.

**Quick Links...**

- [Our website](#)
- [Our blog](#)
- [Our client testimonials](#)
- ["How do you ghostwrite my financial article?"](#)



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