



Susan B. Weiner Investment Writing

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Great blog posts don't matter...

...if people don't read them. As the saying goes, "If a tree falls in a forest and no one is around to hear it, does it make a sound?"

Don't count on readers for your financial advice or investment services blog posts to come to your blog. Grow your audience by making your content available the way your readers prefer.

A client recently reinforced this lesson for me. She said, "Susan, I love those links you post on LinkedIn!" I was surprised. This client had declined my offer to send her my e-newsletter, which is the main way my clients read my blog posts. However, my content developed greater appeal when delivered via LinkedIn, a way that suits her style. Linking to my blog posts in my LinkedIn status updates is a bigger success than I'd realized.

Here are five ways you can make your blog posts available to satisfy your readers' preferences.

Continue reading "[Great blog posts don't matter...](#)"

Related post

- "[E-newsletters: Great marketing tool for financial advisors and writers](#)"

**Register NOW for
"How to Write Blog Posts People Will Read:
A 5-Week Teleclass for Financial Advisors"**



Time is running out to register for "[How to Write Blog Posts People Will Read: A 5-Week Teleclass for Financial Advisors](#)," starting Sept. 23.

When you participate fully in this class, you'll end up with one polished blog post and a process you can follow to generate many more.

If you're already blogging, individualized attention from a seasoned financial writer can take your writing to the next level.

If you haven't started your blog yet, you can hone your ideas in a supportive, professional environment. As a result, the debut of your blog will make a better impression on clients, prospects, and referral sources.

[Register now!](#)

Guest post: "Generate Quality, Low Cost Leads with Facebook Ads"

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*Kristin Harad's video series on marketing for financial advisors caught my eye- especially because she talks about niche marketing. I'm a big believer in niche marketing. So I was delighted when she offered to write a guest post for my blog.*

*By coincidence, Kristen's guest post arrived not long after a wealth management firm executive suggested to me that Facebook ads could be a powerful tool for financial advisors.*

#### **Generate Quality, Low Cost Leads with Facebook Ads**

By Kristin Harad, CFP

Adding new prospects to your sales funnel can be a costly endeavor for financial advisors. Workshops, mailings and other tactics can be effective, but the cost-per-lead from these channels is often quite high. Recently, I've discovered how to effectively use a new marketing channel that's been right under my nose to bring in a steady stream of quality leads at an incredibly low cost: Facebook.

Continue reading "[Generate Quality, Low Cost Leads with Facebook Ads.](#)"

### **Should the Morningstar style box go 3-D? Quality counts, says Atlanta Capital**

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Investment professionals and financial advisors are familiar with the Morningstar style box, which categorizes stock funds by market capitalization and style. A recent *CFA Magazine* article made me wonder if Morningstar should turn the style box into a style cube by adding a third dimension: **quality**.

Continue reading "[Should the Morningstar style box go 3-D? Quality counts, says Atlanta Capital.](#)"

My five favorite reference books for writers

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A printed book is sometimes the best place to find a solution to your question about writing style, punctuation, or grammar because some rules don't change.

### 1. *Edit Yourself: A manual for everyone who works with words*

by Bruce Ross-Larson. Everyone should own this small, inexpensive, easy-to-use book.

Continue reading "[My five favorite reference books for writers.](#)"

## Poll: "Investable" or "investible" - which spelling is correct?

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How should you spell the word that may appear in descriptions of an asset management firm's minimum requirements for clients- "**investable**" or "**investible**"?

My gut tells me "investable" with "a" because the definition depends on how much you are **able** to invest.

You can read more about [the case for -able vs. -ible.](#)

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

Last month's reader poll: Clients and prospects will respond best when asset managers' market commentary...

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[Last month's reader poll](#) asked if you should make investment predictions that may embarrass you when they turn out to be wrong.

Here's how you completed the following sentence: Clients and prospects will respond best when asset managers' market commentary...

### Poll Results

- 13% Never makes predictions
- 27% Makes qualified predictions that give them an "out"
- 13% Sometimes makes predictions
- 47% Always expresses at least one strong opinion**
- 0% None of the above

**You lean toward asset managers expressing strong opinions**, with 47% choosing this option vs. 27% for the next most popular choice. At my last full-time corporate job, the investment professionals who worked directly with high net worth clients always pushed for strong opinions. "Clients want us to take a stand," they told me. "That's what they hire us for." These managers hated that the compliance folks inserted "weasel words" such as "may" and "we believe" into market commentary.

The second most popular answer, "makes qualified predictions that give them an 'out' " isn't incompatible with the top answer. After all, there's usually an unexpected event that can derail any prediction. Savvy investment strategists understand this. However, **think twice if your commentary includes so many "weasel words" that your reader can't figure out what you really expect to happen.** It may be time to drop

predictions from your commentary.

I imagine that the 13% who voted for "sometimes makes predictions" figure you should make predictions only when you have strong convictions. The rest of the time it's better to skip them. This way your clients, prospects, and referral source focus on your most important views.

"Never makes predictions" may be the realm of passive investment managers or others who claim to have no insights into where the market will head. I imagine it's also favored by advisors who fear predictions may encourage attempts at market timing.

### Investment Writing Spotlight: "Opportunity Arriving Daily"

Jonathan Smith of Jonathan Smith & Co. Investment Counsel is the volunteer for my second *Investment Writing Spotlight* column. I'm critiquing "Opportunity Arriving Daily," his August 18 post on his firm's *It's More Than Money* blog.

Continue reading "[Investment Writing Spotlight: "Opportunity Arriving Daily"](#)" to learn my four recommendations for polishing this blog post.

If you'd like to volunteer for this column, read "[Are YOU the one?](#)"

### Where you can find me--online and in person

#### Client testimonial on LinkedIn

"I took Susan Weiner's 'How to Write Blog Posts That People Will Read' class (teleclass format) last month, and I am so glad that I did. I write for my own blog as well as two other blogs as a contributing blogger and it is a challenge for someone like me who is not a professional writer. **I am finding that blogging is easier (and more fun!) since I took the class. Highly recommend.**"

--Curtis Financial Planning's Cathy Curtis, CFP®, who also blogs for Morningstar



#### "How to Write Blog Posts People Will Read: A 5-Week Teleclass for Financial Advisors," Sept 23-Oct. 21, 2010

- [How to Write Blog Posts People Will Read: A 5-Week Teleclass for Financial Advisors](#) starts Sept. 23 at 1:00 Eastern and meets for one-hour on a total of five consecutive Thursdays. Click on the link above for more details.

#### Quoted, linked or mentioned online

- "[Should FPPad Distribute a Monthly E-newsletter?](#)" by Bill Winterberg
- "[The freelancer's guide to e-newsletters](#)" by Michelle Rafter
- "[The time-crunched financial blogger's best friend: Opinion+summary.](#)" my guest

post for the *Wired Advisor* blog

**If you're a financial advisor who feels too busy to blog, you've got lots of company.** It takes hours-maybe even days-to craft a finely tuned, completely original, 1,000-word article. RELAX. I'm not suggesting you write a literary masterpiece.

Continue reading "[The time-crunched financial blogger's best friend: Opinion+summary.](#)" my guest post for the *Wired Advisor* blog.

## "How to Write Blog Posts People Will Read"

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**CLICK HERE for  
MORE INFO**

The next session of "[How to Write Blog Posts People Will Read](#)" starts on Thursday, Sept 23, 1:00-2:00 p.m. Eastern Time and runs for five consecutive weeks through Thursday, October 21. You'll find all of the details on the registration site.

**CLICK AND REGISTER**

The teleclass price is \$450 for subscribers (\$600 for non-subscribers).

**CLICK AND REGISTER**

You will learn how to

1. **Generate and refine ideas** for blog posts that will engage your readers
2. **Organize your thoughts** before you write, so you can write more quickly and effectively
3. **Edit your writing**, so it's reader-friendly and appealing

**CLICK AND REGISTER**

Here's what advisors say about Susan as a teacher of blog post writing:

- **"The class is great! I'm really getting a huge amount of value -- there really is a process to writing."**
- **"Loving the blog writing class I am taking with @susanweiner #FF"**
- **"Susan's coaching is a classic case of 'under-promise, over-deliver.' I highly recommend her as a writing coach or teacher. Her coaching has improved the quality of writing in my blog posts. My writing skills were very rusty when we started. Susan's practical, insightful suggestions--along with her Blog Post Preparation Worksheet--have been an incredibly valuable resource."**

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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?**

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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...

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[Our website](#)

[Our blog](#)

[Our client testimonials](#)

["How do you ghostwrite my financial article?"](#)

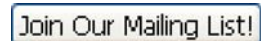


**Contact Information**

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