



Susan B. Weiner
Investment Writing

April 2011

In this issue

[Japanese crisis good for European economies, strategists say](#)

[My best writing tip for non-professional writers](#)

[Investment writing challenge for my readers](#)

[Guest post: "Articles You Publish in Financial Trade Publications Will Impress Prospects"](#)

[Brag about your Blog Day-Financial Advisor Edition](#)

[Poll: Want a weekly writing tip?](#)

Japanese crisis good for European economies, strategists say

Will the Japanese crisis help or hurt European countries?

The answer hinges on how it affects nominal growth in European countries' gross domestic product, said David Bowers, managing director of global strategy for Absolute Strategy Research (ASR), a London-based macroeconomic research firm. He spoke during the Q&A session following "Europe: 'This could be Heaven or this could be Hell'," a March 17 presentation to the Boston Security Analysts Society.

Continue reading "[Japanese crisis good for European economies, strategists say.](#)"

Related articles:

- [Best European investment opportunities are cyclical, say strategists](#)
- [U.S. companies may move supply chain home, says Absolute Strategy Research](#)

**My best writing tip for non-professional writers--The first-sentence check--
applied to an economic commentary example**

You CAN edit your own writing successfully. Use the first-sentence check method--one of my best tips for non-professional writers--to help you check how well your piece is structured.

Continue reading "[Quick check for writers, with an economic commentary example.](#)"

By the way, **if you're a New Yorker, you can pick up writing tips at my April 28 presentations** for the [New York Society of Security Analysts](#) (members only) or the [Professional Association for Investment Communication Resources](#) (advance registration

required).

Investment writing challenge for my readers

Change one word in the following line to make it a more effective sentence.

The Standard and Poor's 500 Index rose and the Barclays Capital Aggregate Bond Index fell.

Continue reading ["Investment writing challenge for my readers."](#)

Guest post: "Articles You Publish in Financial Trade Publications Will Impress Prospects"

PR expert Beth Chapman has years of experience helping financial advisors. Plus, she's a longtime friend and one of my first guest bloggers. It's a pleasure to welcome her back in response to a comment by one of my Facebook followers.

Articles You Publish in Financial Trade Publications Will Impress Prospects

By Lisbeth Wiley Chapman

Contacting trade publications with good story ideas can be a straight path to great clips that enhance your reputation and increase good referrals

Continue reading ["Guest post: "Articles You Publish in Financial Trade Publications Will Impress Prospects."](#)

Brag about Your Blog Day-Financial Advisor Edition

You like to brag, don't you? If you're a financial advisor, I invite you to link to your blog when I run the next Brag about Your Blog Day-Financial Advisor Edition on **April 25** on the [Investment Writing Facebook page](#).

When I say "financial advisor," I include investment and wealth managers as well as financial planners. If your blog, like mine, is aimed at financial advisors, I also invite you to brag.

Read the responses to [my March 25 "Brag about Your Blog Day-Financial Advisor Edition."](#)

Two views: "Why Wasatch Writes White Papers"

I dreamed of peeking into an asset management company's marketing strategy when I saw the title "Why Wasatch Writes White Papers" in the latest issue of *The Wasatch Advisor*. Although the article disappointed, it suggested Wasatch's real motive: Making

the case for the asset classes in which they invest. Plus, it reminded me of two important rules for writers.

Continue reading "[Two views: "Why Wasatch Writes White Papers."](#)"

Reader poll: Want a weekly writing tip?

~~~~~

You seem to enjoy my writing tips, so I wonder if you'd like the option to receive a weekly writing tip in your email in-box.

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

**Last month's reader poll: What's your favorite online resource for grammar, punctuation, and word usage questions?**

~~~~~

Last month I asked, "[What's your favorite online resource for grammar, punctuation, and word usage questions?](#)" Grammar Girl won with a whopping 58% of the votes. The only other resources to receive votes were the AP Stylebook Online and Merriam-Webster Online.

Thank you, reader who added [Merriam-Webster Online](#) to the resource list!

- 28% AP Stylebook Online
- 0% Chicago Manual of Style online
- 0% Google
- 58% Grammar Girl
- 0% GrammarBook
- 0% OWL (Purdue University's Online Writing Lab)
- 14% Merriam-Webster Online

More on investments, blogging, and writing

~~~~~

- [Diversification: Andre Perold's take on its value](#)
- [Blog comment guidelines for financial advisors: Russell Investments example](#)
- [Why financial bloggers should care about William and Kate](#)
- ["Omit needless words"-Excerpt from Strunk's The Elements of Style](#)

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

~~~~~

New York Society of Security Analysts on April 28

I'm leading a workshop on "[How to Write Investment Commentary People Will Read](#)" for the New York Society of Security Analysts (NYSSA) on Thursday, April 28. The meeting runs from 12 noon to 1:30 p.m. The program is for NYSSA members only. [Pre-registration required](#).

Professional Association of Investment Communications Resources on April 28

"[How to Write What People Will Read About Investments](#)" is the focus of my presentation for the Professional Association of Investment Communications Resources, more commonly called PAICR. It will run from 3:30 p.m.-5:00 p.m. It is open to non-members. Pre-registration required. Spots are filling quickly, so [register now!](#)

Also in APRIL: American Society of Journalists and Authors 2011 Conference

I will moderate--and speak on--panels about corporate writing and white papers at "The Write Road to Success," the [annual conference of the American Society of Journalists and Authors](#).



My panel on "[Writing White Papers](#)" takes place on April 30, during the part of the conference with registration open to the public. This event is also in New York City.

Thanks for making this newsletter a Constant Contact All Star!

Your interest in this newsletter has made it a Constant Contact All Star. Constant Contact is the name of the product I use to produce this newsletter.

Two of the All Star criteria are

- Have high open and click-through rates, and low bounce rates
- Update mailing lists often and obtain permission from all their subscribers to contact them

Thank you for your participation!

On the Investius blog

The Investius blog featured our Brag About Your Blog Day: Financial Advisor Edition in "[Social Advisors: A Recap of Recent Social Media Happenings in Advisorland](#)."

Testimonial

"Given her knowledge of economics and investments, Susan was extremely effective in taking my comments and formulating a well constructed report."

--Harvey Hirschhorn
Bank of America



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 names or email addresses.

Thank you!

Quick Links...



[Our website](#)

[Our blog](#)

[Our client testimonials](#)

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



Contact Information

 phone: 617-969-4509

Join Our Mailing List!

Copyright 2011 by Susan B. Weiner All rights reserved

[Forward email](#)



This email was sent to jlerman@coldspringdesign.com by newsletter@investmentwriting.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

InvestmentWriting.com | 30 Jerome Avenue | West Newton | MA | 02465