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Susan B. Weiner
Investment Writing

**August 2011**

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**In this issue**



**No batteries required: My favorite blogging technique**

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If you're a blogger, you've probably struggled to find time to write. Me too.

My favorite place to blog - and to develop a warehouse of posts - is on an unplugged vacation. In fact, I'm writing this post in black ink on a steno pad. My boxy printing and black ink are supposed to make my drafts easy for my typist to decipher. I use a spiral-bound steno pad, so I don't lose pages.

Continue reading at "No batteries required: My favorite blogging technique."

**Pat Allen, a great resource for tracking asset managers' social media**

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Pat Allen of Rock the Boat Marketing works for me. Well, not literally. No money changes hands. But Pat's tracking and analysis of investment management companies spares me from the need to perform these tasks myself.

Three things stand out for me about Pat's online presence.

See what stands out at "Pat Allen, a great resource for tracking asset managers' social media."

**Reader challenge: Rewrite this sentence to make it more powerful**

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Readers did a great job on this rewriting challenge. They increased the sample sentence's emphasis on the investors and the benefits. That's the way to go, in my opinion.

To view the challenge and my readers' comments, go to "Reader challenge: Rewrite this
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sentence to make it more powerful."

**White paper tactic: Advise prospects on how to choose a product or service**
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Educating your prospects can turn them into clients. This is especially true when you use white papers to "set the specifications" for hiring.

White papers often feature a "how to choose a ____" section that advises readers a service or product offered by the company sponsoring the white paper.

Continue reading at "White paper tactic: Advise prospects on how to choose a product or service."

**Effective content marketing for financial technology companies**
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Life is harder for financial technology salespeople today. It's not only the economy. It's a change in how companies make decisions. They're relying more on word-of-mouth and Internet research. As a result, buyers are waiting longer to speak with salespeople. Luckily for financial technology companies, Candyce Edelen of PropelGrowth has a thought leadership solution.

Continue reading at "Effective content marketing for financial technology companies."

**My process for writing your financial white paper**
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How does the process work when you write a white paper? Prospective clients often ask this question.

Here's a chart that shows how I typically tackle a white paper. Of course, the process can be adapted to your needs.

View the chart at "My process for writing your financial white paper."

**Reader poll: How well do your clients know YOU?**
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My new poll question is: "How well do your clients know YOU? How can you tell?" Please answer the poll in the right-hand column of my blog.

This is my first crowd-sourced poll question.

**Last month's reader poll:**
**Which mind mapping solution works best for you?**
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Last month's reader poll asked "Which mind mapping solution works best for you?"

Mindjet and paper and pencil tied for the top spot.

Joel Bruckenstein, the technology expert who tweets as @FinTechie, told me via Twitter, "There are many good mind mapping apps out there, but MindJet is still the leader in my opinion."

The most important thing is to choose the mind mapping method that works best for you.

Here are the poll results:

- **30% Mindjet**
- **30% Paper and pencil**
- 20% Mindomo
- 10% Mindmeister
- 10% Xmind

**More on writing and marketing**
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Here are links to more of my posts about writing and marketing.

- Reader challenge: Propose a new title for this commentary
- Independent vs. wirehouse approach to social media

**Where you can find me--online and in person**
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**Weekly Tips e-newsletter**
I will launch a Weekly Tips e-newsletter later this month. It will focus on writing tips, at least initially.

This is an experiment. If enough of you respond positively, I'll keep it going.

You can add the weekly tips to your subscriptions. Assuming you already subscribe to this newsletter, after you input your email address you'll receive a link that will allow you to update your email preferences.

**"How to Write Blog Posts People Will Read: A 5-Session Class for Financial Advisors"**
I'm enjoying my exchanges with the participants in my blogging class. They've got some great ideas for blog posts. I'm also pleased they're experimenting with mind maps.

**Brag About Your Blog Day—Financial Advisor Edition**
I am suspending Brag About Your Blog Day - Financial Advisor Edition because participation peaked and then fell off. It was fun while it lasted.

Meanwhile, I'd like to thank all of you who participated. I enjoyed learning more about you.

**Testimonial**
"As the Programming Co-Chair of Boston Women in Finance, I was so happy to have Susan come and present to our group, "How to Write What People Will Read About Investments". Her last two presentations have sold-out and received such rave reviews from our members that we are looking forward to having her back again for another workshop next year."

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