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Investment Writing

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Make writing easier with my fill-in-the-blanks approach for structuring articles

Smart financial professionals often struggle to convert their ideas into compelling prose, losing readers in the first paragraph.

If this sounds like you, you can benefit from my fill-in-the-blanks approach to write your introductory paragraph and structure your article, blog post, or other writing.

Continue reading "[Make your writing easier with my fill-in-the-blanks approach for structuring articles.](#)"

Mind mapping technology for financial advisors

Technology can boost your effectiveness when you use mind mapping with your clients.

Read more about useful technology at "[Mind mapping technology for financial advisors.](#)"

Unlock your presentation with the power of intention

If you sometimes struggle with creating presentations, you can overcome obstacles with the power of intention exercise I learned from my friend Elizabeth Clearwater of Santa Fe, N.M.

Read about the power of intention exercise at "[Unlock your presentation with the power of intention.](#)"

Guest post: "Subject Lines: Are you reading this?"

Kristin Harad writes irresistible, conversational email subject lines. I feel as if her

emails are addressed to me, so I open them even when they're part of a mass mailing.

I'm delighted that Kristin shares her subject line secrets in her guest post.

Read "[Subject Lines: Are you reading this?](#)"

"Just do it"--LinkedIn status updates

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I know many investment professionals who feel skittish about dipping their toes into social media. To them, I parrot Nike's line: "Just do it."

LinkedIn is a great place to start.

Continue reading "["Just do it" - LinkedIn status updates.](#)"

### **Whiteboard video: If you want to add some visual interest**

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A video that only shows you speaking about a financial topic can get boring. This is why I suggest you add some visual elements.

Using a whiteboard, as Paddy Hirsch does in his video. Hirsch is senior editor for the Marketplace radio show. He blogs at The Whiteboard Blog.

Access the video at "[Whiteboard video: If you want to add some visual interest.](#)"

Reader poll: How do you make Degas possessive?

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This month's poll asks "[How do you make Degas possessive?](#)"

I learned in high school English to form the possessive of a word ending in the letter s by adding only an apostrophe. According to this rule, the workers of Degas should become Degas' workers. But times have changed.

**Please vote in the [poll that appears in the right-hand column of my blog.](#)**

### **Last month's reader poll: YOU pick the winner: Most reassuring title for investors**

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Last month's reader poll was "[YOU pick the winner: Most reassuring title for investors.](#)"

The top choice was "[Comfort is rarely rewarded: Maverick Risk and False Benchmarks,](#)" a title used by J.J. Abodeely of Sitka Pacific Capital Management in an article I spotted on Advisor Perspectives.com.

Four titles tied for most popular reader-submitted title:

- "Bernanke Replaced by Harry Potter" submitted by Graham Westmacott
- "How can I retire after 12 years of range-bound markets?" submitted by Jeff

McLean

- "It's Only Money" submitted by Bennett Inkeles
- "Well diversified portfolios have beaten the market" submitted by Ara Ogghorian

Here are the poll results:

- **13% Comfort is rarely rewarded: Maverick Risk and False Benchmarks**
- 11% Downgrade should mean little to long-term investors
- 8% 5 triggers that will ignite the next bull market
- 8% *Bernanke Replaced by Harry Potter*
- 8% *How can I retire after 12 years of range-bound markets?*
- 8% *It's Only Money*
- 8% *Well diversified portfolios have beaten the market*
- 5% The blessing of balance: A view from Down Under
- 5% How to make money whether the market goes up or down
- 5% Intelligent Trading: A Competitive Advantage During Market Plunges
- 5% Pray the Course
- 3% I love the smell of napalm in the morning.
- 3% Stocks Survive Slumps Time To Buy Soon
- 3% Stronger Backdrop for Stocks This Time Around
- 3% These are the times!
- 3% Volatility does not imply direction - it's the price we pay for a higher return in the long run.
- 3% We're not Greece!
- 0% Has the Downgrade Created a Buying Opportunity?
- 0% How to invest in a market with a ceiling
- 0% Run, Ride or Buy? What Should Investors Do?

More on writing and marketing

- You'll find a Q&A with me, "[How to Get More Clients with Better Writing](#)," on Chuck Rylant's blog. Thank you, Chuck, for an enjoyable exchange!
- [Resources for quarterly investment commentary writers](#)

Where you can find me--online and in person

Sign up NOW for my free webinar

November 16 is the target date for my first free public webinar, "[You': The Secret of Great Blogs that Boost Your Readership](#)."

Blogging has become a "must" for many independent and fee-only financial advisors seeking to attract and retain clients. But many financial bloggers flunk the most important test: They don't write reader-focused posts.

Harnessing the power of "you, the reader" will boost your readership. In this webinar, you'll learn how to



analyze your readers and their WIIFM (what's in it for me) as well as an easy-to-follow formula for outlining blog posts that snare readers. The average reader spends only 96 seconds reading a blog post, according to ProBlogger. If you want your readers to stick around, sign up today for this webinar!



If you sign up to receive my "Events" emails, you'll receive timely reminders about my events.

Weekly Tips newsletter available

You can receive one easily digestible writing tip in your email in-box by signing up for my *Weekly Tip*. I launched this new publication in August.

To give you a sense of what you'll get, here are links to my September tips:

- [Do you use "pride capitals"?](#)
- [How to punctuate bullet-pointed lists](#)
- ["Lazy Eyes: How We Read Online"](#)
- [Should you use quotes like PIMCO's Bill Gross?](#)

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.

Testimonial

"Susan Weiner is a CFA - she understands our writing challenges."



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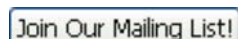
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