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Susan B. Weiner Investment Writing

December 2011

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In this issue

Get a break now, do the work in 2012

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I have a solution if you

- Face a **"use it or lose it" dilemma** with your 2011 training budget
- Wish to **boost your 2011 tax deductions** for business or educational expenses
- Would **enjoy buying a present now to unwrap in 2012**--a present that will jump-start progress on 2012 New Year's resolutions

Sign up now for the next session of "How to Write Blog Posts People Will Read: A 5-Lesson Class for Financial Advisors." You'll pay the discounted Early Bird Rate for the class starting on January 25, 2012.

You will learn how to

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

CLICK AND REGISTER

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. Click here to learn more!
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How can communicators manage difficult portfolio managers?
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Investment communications professionals and portfolio managers don't always see eye to eye on investment commentary, white papers, and other publications. But there are ways to manage your differences, especially if you set expectations before portfolio managers write or even propose publications.

Learn my five-part approach in "Reader question: How can communicators manage difficult portfolio managers?"

5 tips for picking powerful blog post titles
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Strong titles attract readers to your blog posts. On the other hand, weak titles will deter readers from delving into your content.

Continue reading "5 tips for picking powerful blog post titles."

Guest post: "Doctoring the Books-the Right Way"
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Laura Matthews is an insightful and detail-oriented book doctor. I've seen her in action in my writing group. I also know one of her satisfied financial advisor clients. I'm delighted that Laura shares her perspective on book doctoring in this guest post.

Read Laura's insights at "Guest post: 'Doctoring the Books-the Right Way.'"

Guest post: "Using Story Telling to Educate Clients and Prospects"
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Plenty of financial advisors write books to enhance their credibility. However, I don't know many who have written fiction in their pursuit of a broader audience. In his guest post, Chuck Rylant explains why he turned to telling stories to reach clients and prospects. You may want to consider something similar for a blog post or presentation.

Read about Chuck Rylant's technique at "Guest post: 'Using Story Telling to Educate Clients and Prospects.'"

How can I brush up my grammar?

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Grammar, punctuation, and word usage questions puzzle many of my readers. If you'd like to brush up on the basics, I've got some tips for you.

See the tips at "How can I brush up my grammar?"

Mind mapping for brainstorming as a group

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Mind mapping is a powerful tool for brainstorming. Without it, I'd find it much more difficult to write articles about complex topics. But mind mapping isn't only for individuals. Groups can also harness its power.

Continue reading "Mind mapping for brainstorming as a group."

Financial bloggers, your writing skill isn't everything

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Financial professionals who blog often wish they were better writers. Writing skill helps. But it's not enough to make you stand out among the many financial planners and investment and wealth managers who blog. You also need to be distinctive.

Continue reading "Financial bloggers, your writing skill isn't everything."

Reader poll: Should institutional managers be likable?

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This month's poll asks "Should institutional managers be likable?"

Writing likable emails can help you and your firm differentiate yourselves, as I discussed in "Reader challenge: How can investment and wealth managers apply this tip?"

However, institutional investment managers' emails aren't known for likability. In fact, they're more apt to be formal and impersonal. They may feel this suits their corporate personalities as portfolio managers for corporations, government bodies, foundations, endowments, unions, and other organizations.
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Please vote in the poll that appears in the right-hand column of my blog.

Last month's reader poll: How do you spell euro + zone?
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Last month's reader poll asked "How do you spell euro + zone?"

The winner was "eurozone as a noun and an adjective." This is the easiest solution. But for now I'm sticking with the second place option, largely for the sake of consistency. I want to maintain consistency with how I've spelling this for my client. Also, I tend to follow the leadership of *The Wall Street Journal* and *The New York Times.* In my opinion, either of the top two options is fine as long as you stick to one consistently.

Here are the poll results:

- **70% eurozone as noun and adjective**
- 30% euro zone as noun and euro-zone as adjective
- 0% euro-zone as noun and adjective
- 0% I don't know

More on writing and marketing
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- Reader challenge: How can investment and wealth managers apply this tip?
- Great ad copy from Wilmington Trust
- Stop sending "Dear Valued Client" emails
- Proper usage of periods: One space or two?
- It's okay to end a sentence with a preposition
- Top four email mistakes to avoid with a referral

Where you can find me--online and in person
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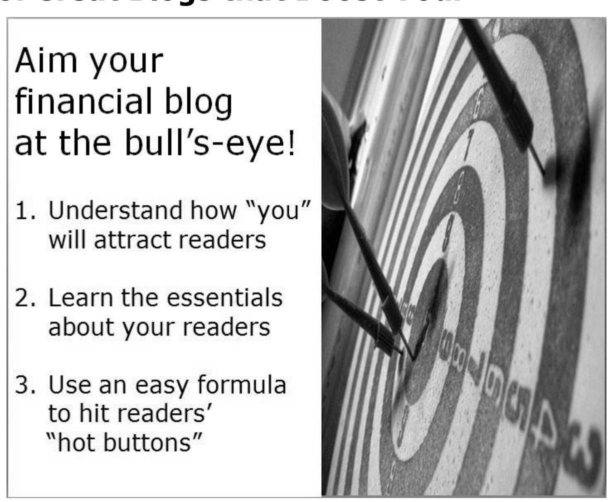
You can still learn about "You: The Secret of Great Blogs that Boost Your Readership"



Don't flunk one of the most important tests for financial bloggers. Learn to write reader-focused posts by viewing the recording of my November 16 webinar.

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, watch this webinar!
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Testimonial
"Susan has an exceptional ability to tailor investment communications to the sophistication level of any audience. She has an uncanny ability to make very complex investment and/or economic topics accessible and understandable to anyone."

Send to a Colleague

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

Thank you!

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