

Susan B. Weiner  
Investment Writing

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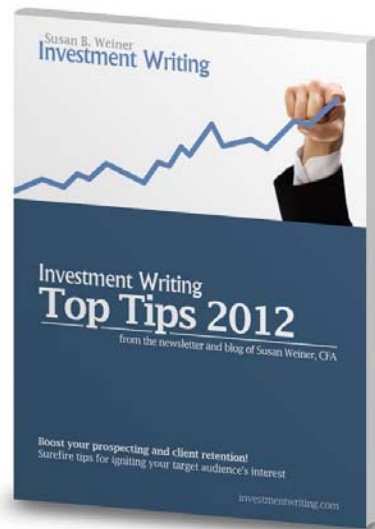
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**Get your free copy of *Investment Writing Top Tips 2012!***

Your communications with clients and prospects are essential to the success of your investment, wealth management, or financial planning firm.

**Investment Writing Top Tips 2012** gives you information you can use to boost the effectiveness of your marketing, social media, and writing.

The free version of this mini ebook is available exclusively to my newsletter subscribers and clients. Please do not share it outside this group. I plan to start selling this publication online later this spring.



**What professional writers know**

Financial bloggers, investment professionals, and wealth managers can benefit from learning a few things that professional writers know.

Continue reading "[What professional writers know.](#)"

**3 tips for maximizing your guest blog's impact**

What if you wrote a guest post and nobody realized you were the author? I've read guest contributions on blogs that hid their author's identity so well, I thought the host

was the author. If you follow my tips, this won't happen to you.

See the tips at "[3 tips for maximizing your guest blog's impact.](#)"

**Guest post: "Boost Chart Impact with Interpretation"**

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Marketing communications consultant Susan Becker and I met through LinkedIn. I've enjoyed many exchanges with her about how to communicate more effectively. Her guest post focuses on making the most of charts.

Read Susan's post at "[Guest post: 'Boost Chart Impact with Interpretation.'](#)"

**Evoking emotions boosts the power of your writing**

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"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

-Maya Angelou

**What do you think about "What do you think?"**

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"What do you think?" is a weak ending to an email, according to [Power Sales Writing: Using Communication to Turn Prospects into Clients](#) by Sue Hershkowitz-Coore.

Continue reading "[What do you think about "What do you think?"](#)"

**Reader poll:**

**When is it okay to write "equity market" instead of using plain English?**

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This month's poll asks "[When is it okay to write "equity market" instead of using plain English?](#)"

I change "equity market" to "stock market" tens of times every three months when I edit asset managers' quarterly investment performance reports. Am I doing the right thing? The answer isn't as clear as I, accustomed to clients who invest solely in stocks, initially thought.

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

**Last month's reader poll: How do you pluralize "index"?**

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Last month's reader poll asked "[How do you pluralize 'index'?](#)"

This topic sparked much debate in some of my LinkedIn Groups.

I found the following comment by Tara Wedwaldt Guiliano of particular interest:

I am a brand and marketing manager for Morningstar's Indexes. It is correct to use either indices or indexes, however the more modern term more and more is indexes with "indices" being seen as the stodgier, older term. One thing to note though, is that if you are speaking of multiple groupings or families of indexes (plural of plural) however, that people tend to use "indices" for that definition. Hope that helps!

The most popular answer in my poll was "indices," which surprised me. Grammarians are trending toward "indexes." I also prefer indexes, for reasons that I explained in [my blog post](#).

Here are the poll results:

- **74% Indices**
- 26% Indexes
- 0% I don't know
- 0% I don't care

### More on writing and marketing

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- ["The Which Trials" according to "Woe is I"](#)
- [Should you use "Track Changes" as you edit articles?](#)
- [Never use a fancy word when a simple one will do](#)
- [Vary your paragraph length like NYT columnist Floyd Norris](#)
- [Fidelity writes good headlines for volatility](#)
- [Resources to help you cut through investment jargon](#)

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

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### Events

- I'm speaking with an organization of financial advisors about presenting "How to Write Emails and Letters People Will Read" as a webinar this spring. Make sure you're signed up for my emails on "Information on upcoming classes, workshops, and other events" to receive information.
- **Blogging class**--My next blogging class will start in May .
- **Want to hire me as a speaker?** You'll find an [overview of my most popular topics](#) on my website.

### Where I'm quoted or mentioned

Pat Allan of Rock the Boat Marketing recommends the Financial Writing/Marketing Communications Group of LinkedIn. "What especially recommends it: It's one of the favorite hangouts of Susan B. Weiner of the Investment Writing blog," says Pat.

Pat also recommends other resources you should know in her blog post on "[5 Asset Manager-Relevant Social Resources 4 U On V Day.](#)"



### 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."



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Thank you!

### Quick Links...

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- [Our website](#)
- [Our blog](#)
- [Our client testimonials](#)
- ["How do you ghostwrite my financial article?"](#)

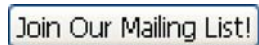
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