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# Susan B. Weiner Investment Writing

**August 2012**

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Reader challenge: What makes advisor websites outstanding?

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I recently asked my readers for examples of outstanding money manager websites. You'll find screen shots with links to the home pages for their recommendations. Plus, I've linked to the sites of two people who made recommendations.

See the recommended websites at "[Reader challenge: What makes advisor websites outstanding?](#)" Be sure to [check out the comments, and join the conversation.](#)

## **Q&A: How to look trustworthy in your professional photo**

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Convincing clients and prospects to trust you is essential to building relationships with them. A great photo alone won't win them over, but a bad photo can undermine how they see you.

This is why I conducted an email interview with Lori Johnson of Your Best Image. By the way, Lori specializes in photographic image and she did the makeup for my head shot photo.

Read Lori's expert advice at "[Q&A: How to look trustworthy in your professional photo.](#)"

Are your paragraphs the right length?

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The length of your paragraphs can help or handicap your readers.

Continue reading at "[Are your paragraphs the right length?](#)"

## **Miller's Killer: Paper swap brainstorming blog and article ideas**

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How can you come up with fresh ideas for your blog, newsletter, or white papers?

I recently discovered a new technique, The Paper Swap in "Think Bank: Break out of brainstorming boredom with these thought-provoking topics" in *Spirit Magazine* (no link available).

Continue reading at "[Miller's Killer: Paper swap brainstorming blog and article ideas.](#)"

Reader challenge: Can you explain duration better than *The New York Times*?

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The duration of a bond isn't easy to explain in few words. This is why I was delighted by the brief description I found in *The New York Times*.

Continue reading at "[Reader challenge: Can you explain duration better than \*The New York Times\*?](#)"

**Use social media to find a job**

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Job hunting stinks. But social media can help you expand your network and uncover opportunities you might never have found otherwise. I've urged my job hunting friends to engage in social media, so I was happy to discover a basic guide for them.

Continue reading at "[Use social media to find a job.](#)"

Reader poll: When can't you replace "headwinds" in your commentary?

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This month's poll asks "[What is the best substitute for "headwinds" in market or economic commentary?](#)"

Is there any time you can't substitute "challenges" for "headwinds" in investment or economic commentary?

"Headwinds" shows up everywhere in market and economic commentary. I don't like it because its meaning isn't clear in the context of commentary. I prefer plainer language, such as "challenges" or "barriers."

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

**Last month's reader poll: How quickly and often should you follow up with prospects for your financial services?**

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Last month's reader poll asked "[How quickly and often do you follow up with prospects for your financial services?](#)"

The majority of respondents chose "Within one day" and "Wait for them to contact me." I wonder what accounts for the high percentage (43%) of respondents who wait for

... wonder what accounts for the high percentage (17%) of respondents who wait for prospects to contact them. However, I'm glad to see that 60% of respondents contact prospects within one day, including the 17% who also follow up three times in the way that Karyn Greenstreet suggests.

Here are the poll results:

- **43% Within one day**
- **43% Wait for them to contact me**
- 17% First, within one business day; second, seven days later; third, 10-14 days later
- 17% First, within one business day; second, whenever I get to it
- 0% Whenever I get to it

More on writing and marketing

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- [Punctuation reminder: When an -ly verb is part of a compound modifier](#)
- [Test your business spelling skills](#)
- ["Quantitative easing" is a weasel word](#)
- [What Bernanke does well as a speech writer](#)
- [If you MUST use "secular" in your investment commentary...](#)

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

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FPA National Experience Conference

You can hear me speak in person on Sept. 29 at the [FPA Experience conference](#) in San Antonio, Texas. I hope to meet you there!



Testimonial

"I enjoy your posts on LinkedIn, and I've become a better writer as a result."



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**Contact Information**

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