

December 2012
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**Get a break now, do the work in 2013**  
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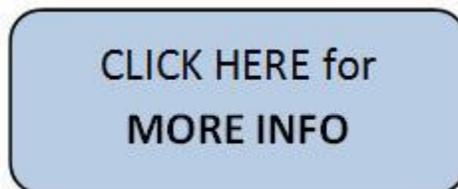
I have a solution if you

- Face a **"use it or lose it"** dilemma with your 2012 training budget
- Wish to **boost your 2012 tax deductions** for business or educational expenses
- Would **enjoy buying a present now to unwrap in 2013**--a present that will jump-start progress on 2013 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, which starts on January 23, 2013.

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



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!](#)

Keep it simple--or else!

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If you want your readers to understand you, keep it simple.

You may be surprised by the American public's low level of reading comprehension. More than 40 percent of adult, English-speaking hospital patients didn't understand the following sentence:

Continue reading at "[Keep it simple--or else!](#)"

**Guest post: "Please, Without All That Jargon, What is 'Search Engine Optimization'?"**

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Search engine optimization expert Marcia Morgan and I met after a trusted friend recommended her services for one of my clients. I was impressed by how clearly Marcia explained SEO, so I asked her to share her explanation on my blog.

Read Marcia's explanation at "[Guest post: Please, Without All That Jargon, What is 'Search Engine Optimization'?](#)"

Should my firm insert its name at the start of every email subject line?

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Many of you asked great questions during my 2012 presentations on "Writing EffectiveEmails and Letters," including my program at FPA Experience. One participant asked whether a company should insert its corporate name at the start of every email subject line.

Continue reading at "[Should my firm insert its name at the start of every email subject line?](#)"

**Why hire a writer? Three powerful reasons**

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You can write. You know your company, products, and services better than anyone else. You may even be a great writer. So why should you hire a freelance writer instead of writing your own article, white paper, or other piece yourself?

Continue reading at "[Why hire a writer? Three powerful reasons.](#)"

How I work with financial advisors

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Q. *How do you work with financial advisors?*

A. I work with financial advisors as well as larger companies in investment management, wealth management, financial planning, and vendors to those industries. My work with all of these companies shares a common theme: helping people to write more efficiently and effectively for their target audiences.

Continue reading at "[How I work with financial advisors.](#)"

**Guest post: "Peter Lynch Went Shopping With Me At Whole Foods The Other Day"**

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I chuckled, and then I thought, I must ask this author to guest-blog for me, after I heard some of the blog post titles—for example, "How A Threesome Can Improve Your Retirement"—created by Ted Jenkin, co-CEO and founder of oXYGen Financial. I'm glad his co-CEO Kile Lewis introduced us at an FPA Experience cocktail party so Ted can share with you his ideas about how to come up with catchy titles.

Read Ted's advice at "[Guest post: 'Peter Lynch Went Shopping With Me At Whole Foods The Other Day.'](#)"

Reader poll: Which format do you prefer for how-to books?

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This month's poll asks "[Which format do you prefer for how-to books?](#)"

Please help me figure out the right format for [my forthcoming how-to book](#). Just answer the two-question survey at "[Which format do you prefer for how-to books?](#)" Thank you!

**Last month's reader poll: What number of examples is ideal for persuasion?**

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Last month's reader poll asked "[What number of examples is ideal?](#)"

The most popular answer was three. I'm not surprised because I had the "Rule of Three" in my head when I wrote this question. A writing teacher told me long ago that when you're writing, groups of three often produce the best results.

For more on the "Rule of Three," read Brian Clark's "[How to Use the 'Rule of Three' to Create Engaging Content.](#)" In his post on the Copyblogger website, Clark says, "I truly do believe that a set of three bullet points is the most effective use of the format."

Here are the poll results:

- **66.67%** 3
- **16.67%** 2
- 8.33% 4
- 8.33% 6
- 0% 1
- 0% 5
- 0% 7
- 0% 8+

More on writing and marketing

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- [Are you as compulsive as me or I?](#)
- [Tip for bloggers from novelist Will Self](#)
- [Financial writers clinic: Lessons from Floyd Norris of The New York Times](#)
- ["You" can help your job hunting "thank you"](#)--This one sparked quite a discussion on LinkedIn about email vs. paper thank you notes.
- [Tip for organizing information in your blog posts and articles](#)

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

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"How to Write Blog Posts People Will Read: A 5-Lesson Writing Class for Financial Advisors"

My next virtual class for bloggers starts on Wed., January 23, 2013. [Click to learn more!](#)

"How to Write Investment Commentary People Will Read"

My event for the CFA Society Hartford has been moved to May 2. I appreciate the society's flexibility so that I can participate in a Boston event on May 16. I'll share more details once they're available.

"Writing Emails and Letters People Will Read"

On May 16 I'll present "Writing Emails and Letters People Will Read" to the Financial Planning Association of Massachusetts. I'll share more details once they're available.



Where I'm quoted

- In [@TonyVidler's](#) e-newsletter's [TIPS section](#), he refers to me as "One of the better writers in financial services internationally" and links to one of my blog posts

- I tweaked my blog post on copyright and "fair use" to appear [on the American Society of Journalists and Authors' blog](#).
- An insurance brokerage contacted me about linking to my copyright and "fair use" blog post in its employee newsletter to educate them. The firm also suggested employees sign up for this newsletter. I appreciate the firm's respect for "fair use."



Please help me spread the word about this newsletter. Use the "Send to a Colleague" button to forward this newsletter with your personal note to your colleagues whom it would interest.

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

Thank you!

Quick Links...

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["How do you ghostwrite my financial article?"](#)

**Contact Information**

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