

December 2013
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Hello,

If you're preparing a holiday shopping list, consider adding my book, [Financial Blogging: How to Write Powerful Posts That Attract Clients](#). It's getting great [reviews from financial advisors and professional writers](#). I can offer a signed bookplate to paperback buyers in the U.S. and Canada. Contact me to learn the details.

I was interviewed twice last month:

- In "[Nothing to share?](#)" in the *Marketing Minute* newsletter, Marcia Yudkin recommends my [Financial Blogging book](#) as a resource for advisors who ask, "Why would anyone want to listen to me?" (Nov. 20, 2013).
- In "[3 Ways to Make Your Investment Writing More Effective](#)" on the on the ByAllAccounts blog, I share my best tips for engaging clients and prospects with your market commentary, newsletters, and performance reports.

If you'd like to meet me virtually, please mark your calendars for Dec. 12, when Pat Allen of Rock the Boat Marketing and I will speak on a free webinar, "Empowering Your Reach Through Twitter," hosted by RegEd. [Register now](#).

If you have questions for the webinar, please respond to this email or contact me via [Twitter](#) or the [Investment Writing Facebook page](#). I'll happily pass along your suggestions to organizer Blane Warrene at RegEd.

Best wishes,

**Susan**

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## How can you share a personal story, yet still draw in readers?

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I'm a big fan of showing personality in your blog posts. Sharing your stories helps you do that. But if you start off with "I," you risk seeming self-absorbed.

I like how a Vanguard blog post tackled this challenge. It opened with "**Do you remember when you first encountered the World Wide Web?**" That's a question that just about any adult can relate to. It took me back to memories of a clunky DOS PC. I imagine that even young adults today have a relevant memory, although that will be less true of kids raised with smartphones and iPads.

Only after raising that question did the author, Andy Clarke, dive into his own Internet story from 1993.

If you'd like to see how Clarke did it, read "[The adoption of a great idea.](#)"

Of course, there are other ways to show personality without alienating your readers. I discussed some of them in "[How to add personality and warmth to your financial writing-Part one](#)" and "[Part two.](#)" Please chime in if you have ideas you'd like to add to the discussion.

6 lessons from my book writing experience

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Thinking about writing a book?

Before you start, please consider six lessons from my writing experience with [Financial Blogging: How to Write Powerful Posts That Attract Clients](#). They'll make your writing process flow more smoothly. If you enjoy this post, I'll follow up with posts about my book's production and marketing.

### 1. Decide on traditional vs. self-publishing

Your decision about whether to seek a traditional publisher or to self-publish will affect your writing process. Historically, the traditional route requires writing a proposal, finding an agent, and then seeking a publisher. To attract an agent and publisher requires having a "platform" —a readymade audience of people who'll buy your books — in addition to expertise and a strong proposal. The platform is

important because today's publishers don't do much to market books they don't see as blockbusters.

I toyed with the idea of going the agent-publisher route, even though I had a strong hunch that I'd self-publish because of my book's niche. I liked the idea that someone else would manage the production process. Plus, it would be cool to say "I have an agent." I signed up to meet with three agents at the April 2011 member-only pitch sessions at the annual conference of the American Society of Journalists and Authors.

Surprisingly, the agent whom I met—only one of the three meetings panned out—asked me to send him my proposal and sample chapter. I floated up to Cloud Nine. By the way, here's a link to [my 2011 one-page proposal](#).

Unfortunately, my proposal and sample chapter didn't get results from the agent. He responded once via email, but then ignored my email and telephone follow-ups. I wish he could have said, "Sorry, your book isn't right for me."

Anyway, the reason I stress the traditional vs. self-publishing decision is its impact on your writing process. If you go the traditional route, you should wait to write your entire book until after you snare an agent—and probably after the two of you land your publisher. For advice on pursuing an agent and publisher, here are some sources:

- ["Agents and book proposals"](#) by Pat McNees
- [Publishers Marketplace](#)
- [Chuck Sambuchino's Guide to Literary Agents Blog](#)

If you're self-publishing, you can start writing whenever you feel ready.

## **2. Test your concept**

If you'd like people to buy your book instead of simply accepting it as a free giveaway, you should test your target market's interest in your book idea.

If you write a heavily trafficked blog that's narrowly focused on your book topic, that's a good indicator of interest. You can also look at your blog's statistics or run a poll on your blog (or in your e-newsletter) to refine the focus of your book.

Presentations and classes are another great way to test your book idea. My book actually grew out of a class that I taught. I figured that since advisors were willing to pay a three-figure fee to take a class with me, there'd probably be interest in a book, too.

## **3. Develop a plan...**

Continue reading at "[6 lessons from my book writing experience.](#)"

## Expert sources

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[Ammo for your plain language battle with compliance](#)

Joseph Kimble, author of *[Writing for Dollars, Writing to Please](#)*, can help you push back against compliance officers who favor jargon.

[Winston Churchill's lesson for speakers and writers](#)

Here's a secret to the success of one of history's greatest speakers.

More articles

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## Blogging

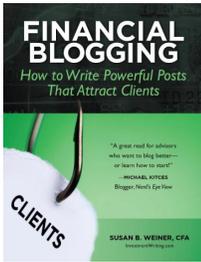
- [No batteries required: My favorite blogging technique](#)
- [Old vs. young for your blog](#)

## Marketing

- [Content marketing: Why the heck am I doing this?](#)
- [Free and low-cost data visualization tools from an online editor](#)
- [Tweeps, share your Twitter name in your article bios](#)
- [White paper tactic: Advise prospects on how to choose a product or service](#)

## Testimonial

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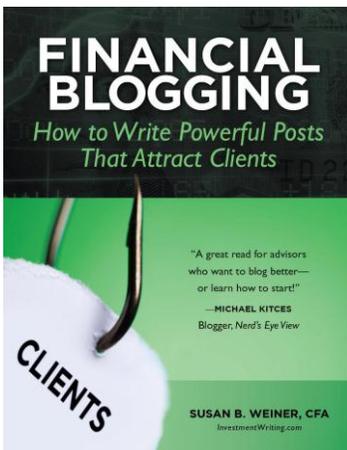


"Thankfully, Susan Weiner came to the rescue with *Financial Blogging: How to Write Powerful Posts That Attract Clients*. The techniques presented in this book can pertain to many kinds of writing, yet were key in helping me focus on this new world of blogging. Especially useful were the worksheets on mind-mapping, blog post preparation, topic brainstorming (I no longer struggle with titles), and the blog post review checklist. Although I consider myself adept in using social media, the tips in Chapter 9, Promoting Your Blog, gave me greater—and actionable—insights to improve my online presence..."

You can read [more testimonials on Amazon](#). I'm grateful to everyone who took the time to recommend my book there as well as on the [book's LinkedIn page](#) or [GoodReads](#).

It's not too late!

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*Financial Blogging: How to Write Powerful Posts That Attract Clients* is available for purchase as a [PDF](#) (\$39) or a [paperback](#) (\$49). The paperback is also available on [Amazon.com](#).



Note: The PDF and paperback are sold on different websites. You must click the correct link to obtain your preferred format.



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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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[Our client testimonials](#)

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

[Financial Blogging: How to Write Powerful Posts That Attract Clients](#)

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