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**July 2013**  
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Hello!

I hope you have a great summer, including a lovely Independence Day!

A big "thank you" to everyone who voted for my *Investment Writing* blog as one of the 10 most popular

blogs for financial advisors in a Zywave poll or who attended my Accelus Partners Expert Series Interview about emails on June 25.

During the next month, I'm looking forward to finalizing the formatting of my blogging book, so I can put it on sale in August. By the way, if you live in the U.S. or Canada and would like to receive a postcard once the book is released, please reply to this newsletter with your mailing address.

Also, I'm starting to line up hosts for [my virtual book tour](#) in August. If you know of a blog that might like to share a guest post by me, please tell me.

Thank you!

Best wishes,

**Susan**

### **In this issue**

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## **Top writing tips from CFA Hartford, FPAMA, NYSSA, and PAICR**

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Participants in my four May writing workshops expressed their opinions on my most helpful tips. I share their favorites below, along with related links.

### **1. Use mind mapping to organize your thoughts before you write.**

You can create a mind map focused on the topic you'd like to tackle in your investment commentary, article, or other written piece. Put the topic in the middle of your page, then start mapping ideas. Once you have everything down on the page, it's time for analysis. Don't forget this key step!

For more information, here are some of my blog posts on mind mapping:

- [Mind mapping for brainstorming as a group](#)
- [Photo + Mind Map = Blog Inspiration](#)
- [Mind mapping technology for financial advisors](#)
- [Guest post: "Why use a mind map with clients?"](#)

Mind mapping was the favorite tip of my CFA Hartford and New York Society of Security Analysts participants.

### **2. Use the first-sentence check on your articles, blog posts, and more.**

The first-sentence check is a great way to assess how well your article flows. The method also gives you a sense of how much a skimming reader might absorb.

The basic idea is to...

Continue reading at "[Top writing tips from CFA Hartford, FPAMA, NYSSA, and PAICR.](#)"

### **Financial advisor email tip: Fit it in your subject line EOM**

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Your email's recipients are busy, so they'll thank you for saving them time by summarizing your message in your subject line.

It could be something like "Need to meet; pls reply by Friday" or "4 ways to save on taxes."

Continue reading at "[Financial advisor email tip: Fit it in your subject line EOM.](#)"

## **Expert sources**

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### **[Techniques to boost your white paper's visual appeal](#)**

"Do I need one exhibit per page in my white paper?" A prospect's question prompted me to turn to a designer for a response. David Williams of Red Dart suggests that you use one graphic element rather than one exhibit per page, as he explains in his article.

### **[Another reason to proofread: Broker example](#)**

When your letters include typos, you confuse your readers and undercut your image as a professional. One of my *Weekly Tip* readers shares a great story about some terrible typos.

## **More articles**

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### **Blogging**

- [Alternate short and long blog posts?](#)

### **Marketing**

- [My photo was on a billboard, so what?](#)
- [Newsletters: Can you offer too much good stuff?](#)

### **Writing**

- [Don't write like a spiny cedar!](#)
- [Simplify and clarify to write better](#)

## **Testimonial**

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I found that I could speak my ideas better after mapping them in the

exercise you gave us. I used my husband as a test victim last night--he is proof that my investment message was well received!

--Participant in "How to Write Investment Commentary People Will Read"



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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[Our client testimonials](#)

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



**Contact Information**

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