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Susan B. Weiner  
**Investment Writing**

**May 2013**

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Hello!

What do you think of the new, more streamlined presentation in this issue of *Investment Writing* newsletter? I've reduced the number of articles that are highlighted and I've eliminated the "Where you can find me" section, which has been replaced by the "[In the News](#)" page on my website and the Events edition of the newsletter.

I've also enlarged the font size and provided more of the first article's text in the body of the newsletter.

I'm experimenting in response to your answers to [my newsletter survey](#). I can probably do more to improve, so feel free to contact me with suggestions or [respond to the survey](#), if you haven't already done so.



Thank you for your help and encouragement!

Susan

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Q&A format for articles: Good or bad?

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The Q&A format has its uses. An FAQ section covering frequently asked questions belongs on many websites. However, this format should be used sparingly for articles.

## **FAQs work, so why not Q&A articles?**

Unlike articles, FAQs are meant to be searched or skimmed for one question, not read word-for-word. Their readers seek answers to specific questions or solutions for problems, such as "How can I fix it when I get Error Message XYZ?" An FAQ may include many questions, but the reader is interested in one--or only a few--Q&A pairs.

## **Q&As make it hard to grasp an overall message**

The Q&A format makes it harder for readers to grasp your overall message than with an article. A traditional article can offer an introduction, headings, and a skilled writer's transition between topics.

## **Q&A interviewees may hold you hostage**

The Q&A format works best when your interviewees know how to hit your readers' hot buttons, and they're articulate. You can't count on finding that in every interviewee....

Continue reading at "[Q&A format for articles: Good or bad?](#)"

## **Instructions for a bad wife**

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I'm a bad wife. I confess that I don't always give my husband 100% of my attention. Maybe not even 75%. I'm trying to turn over a new leaf. But in the meantime, you may learn something about communication from my failure to accurately follow my husband's parking instructions.

Continue reading at "[Instructions for a bad wife.](#)"

Expert sources

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In our new "Expert Sources" section, we highlight insights from other experts and industry participants. This month, we have an article about the power of metaphor from communications expert Anne Miller, and my interview with Sheri Iannetta Cupo about how SAGE Advisory Group uses photos on the firm's blog. Click on the titles to continue reading.

### [Got Metaphor?](#)

I'm a big fan of Pimco's Bill Gross, not just for his obvious investment acumen, but for his communication savvy. He repeatedly uses a writing technique that every financial blog, tweet, column, or book writer would do well to emulate.

### [Boost your blog with original photos: The SAGE Advisory example](#)

Some blogs don't bother with images, but Cupo knew that wasn't for her. "I am a visual person, very drawn to images when I read, so I wanted images for my blog postings," she said.

## Last month's reader poll: How quickly should you respond to internal emails?

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[Last month's reader poll](#) asked two questions: "How quickly should you respond to internal emails?" and "How quickly DO YOU TYPICALLY respond to internal emails?"

Most believe it's best to respond to internal emails the same day they're received. More than 60% typically act on that belief.

Here are the poll results:

- **Question 1: How quickly should you respond to internal emails?**
 - 50% Same day
 - 33% Within 24 hours
 - 8% It depends how important the email is
 - 8% As soon as you receive them
 - 0% Within 48 hours
 - 0% When it's convenient for me

- ***Question 2: How quickly DO YOU TYPICALLY respond to internal emails?***
 - **36% Same day**
 - **27% As soon as you receive them**
 - 18% Within 24 hours
 - 9% It depends how important the email is
 - 9% Within 48 hours
 - 0% When it's convenient for me

Thank you, respondents!

By the way, this may be the last monthly poll. Those of you who responded to my [e-newsletter survey](#) found it less valuable, so I'm going to save polls for times when I have a pressing question.

More articles

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- [Top five posts from the first quarter of 2013](#)
- [May 2013 presentations: Boost the effectiveness of your writing](#)

### **Blogging**

- [The time-crunched financial blogger's best friend: Opinion + summary](#)
- [When your blog demands a photo of a public figure](#)
- [Simple tip for boosting your guest posts' effectiveness](#)
- [Can mediocre blogs succeed?](#)

### **Marketing**

- [Financial marketing lesson from Northern Trust: Focus on "you"](#)
- [How NOT to toot your horn about your investment publications](#)

### **Writing**

- [Stars aren't only for Morningstar: How to cut your draft](#)
- [Thomas Jefferson's writing wisdom](#)

## Testimonial

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I follow what I think are a lot of thought leaders. And you are one person that I read consistently. Your style, tone, and content are A+.



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 website](#)

[Our blog](#)

[Our client testimonials](#)

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

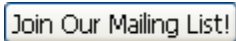


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