

# Susan B. Weiner Investment Writing

## Newsletter and commentary critiques

Newsletters and investment commentary help you attract and retain clients. If you're producing these pieces regularly, you're ahead of your peers. However, are you communicating as effectively as possible? Get an objective perspective by hiring me to critique one example of your firm's newsletters or commentary.

### What you get

For a flat fee, you get practical feedback including:

- An edited piece
- A list of suggestions for improving your writing going forward, with examples from your sample
- The opportunity to learn in an interactive, supportive phone call

The results will attract new readers to your communications and deepen your relationships with current readers.

**“Susan’s coaching is a classic case of ‘under-promise, over-deliver.’ I highly recommend her as a writing coach or teacher. Her coaching has improved the quality of writing in my blog posts.”**

### How it works

Simply email your newsletter or commentary (up to 1,000 words in length) to me as a Microsoft Word document along with a brief description of your target audience and what you'd like your readers to do or understand after reading your piece.

I will review your piece and may follow up with some questions via email before writing my critique. The critique will address how you can improve some or all of the following:

- Audience appeal
- How the topic is framed
- Overall organization
- Sentence structure
- Punctuation, grammar, and word usage
- Layout, including headings

In addition to my written critique with suggestions you can apply to future pieces, you will have the opportunity for a phone discussion that may run up to 45 minutes in length.

Fee: \$800, payable in advance, for items running up to 1,000 words long. Contact Susan for pricing on longer items.

**To sign up**, please [email](mailto:info@investmentwriting.com) info@investmentwriting.com or call 617-969-4509 for more information.

## Newsletter/commentary consulting by the hour

Sometimes it's hard to figure out the next step with your newsletter or commentary. In a one-hour, interactive phone call you can ask whatever you'd like about your newsletter or commentary. This is your chance to use an experienced financial writer—one who already knows your industry, your audience, and your challenges—as a sounding board.

Scheduling a consultation is easy. Just email [info@investmentwriting.com](mailto:info@investmentwriting.com) with some convenient times and a brief description of the issues you'd like to discuss.

Fee: \$250/hour for a minimum of one hour, payable in advance. Fee does not include prep time, which will be charged separately.

## How you benefit from hiring me:

- **Your content will attract a bigger audience** because the value you provide will be highlighted in reader-friendly text by the author of [\*Financial Blogging: How to Write Powerful Posts That Attract Clients\*](#).
- **You receive your finished product quickly and on schedule.** Having worked as a staff reporter for a weekly trade publication, I understand the importance of deadlines.
- **You don't have to explain yourself in endless detail** because I understand your industry. I'm a CFA charterholder who has worked on staff and as a freelance writer-editor for leading investment and wealth management firms. I've written and edited client newsletters and investment commentary, including writing materials based on interpreting attribution analysis and other performance-related data.
- **You receive feedback from an experienced teacher** who has developed and delivered [workshops on writing](#) across the U.S. and Canada for the CFA Institute and other financial services clients.



**To sign up**, please [email](mailto:info@investmentwriting.com) [info@investmentwriting.com](mailto:info@investmentwriting.com) or call 617-969-4509 for more information.

### Prefer to do it yourself?

If you'd like to figure out improvements on your own, buy my book, [\*Financial Blogging: How to Write Powerful Posts That Attract Clients\*](#).

The book's step-by-step process for brainstorming ideas, organizing your thoughts before you write, and editing your work can easily be applied to your newsletters and commentary. It includes helpful worksheets, too.