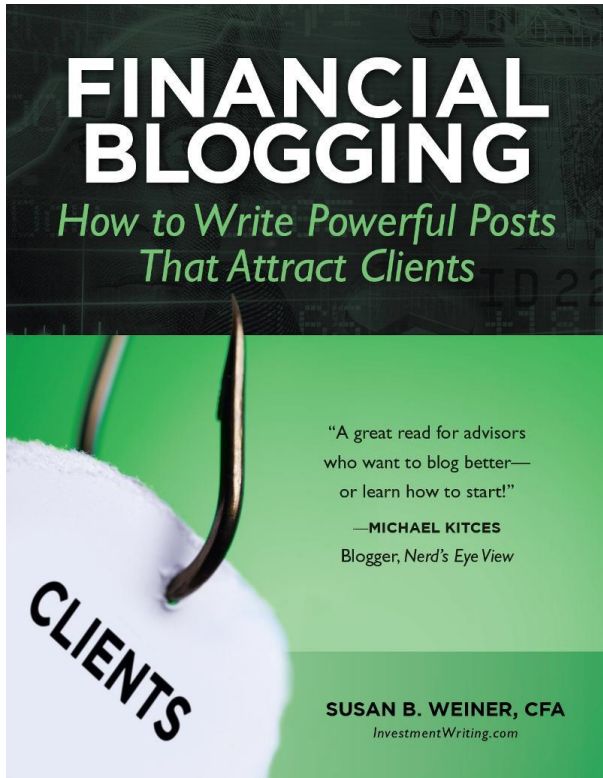


Susan B. Weiner
Investment Writing

September 2013

Hello and thank you!



I appreciate the support you've provided by buying my new book [Financial Blogging: How to Write Powerful Posts That Attract Clients](#), visiting the stops on my [virtual book tour](#), and leaving reviews on the book's [Amazon](#) and [LinkedIn](#) pages. You are an amazing group of readers, supporters, and friends.

It's not too late to buy the book, which is available as a [PDF](#) (\$39) or a [paperback](#) (\$49). The paperback is also available on [Amazon](#).



On a totally different topic, if you're in or near Stamford, Conn., please come to my presentation on "**How to Write Investment Commentary People Will Read**" at the [CFA Society of](#)

[Stamford](#) on Sept. 18 at 12:15 p.m. Eastern. I've delivered this presentation across the U.S. and Canada, thanks to the CFA Society.

Best wishes,

Susan

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Quantitative easing for regular folks: 3 lessons from *The New York Times*

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"Quantitative easing" pops up regularly in economic and market commentary. The term conveys a lot to financial professionals who know the fine points of QE3 vs. QE1. However, it's likely to make the average American say, "Huh?"

This is why I suggest that you learn from newspapers when you discuss quantitative easing — or other technical terms — in your communications aimed at ordinary folks. I found three techniques in recent articles.

#### **Technique 1: Avoid the topic entirely**

Sometimes newspapers avoid the topic entirely, even when it's relevant. For an example of this, see "[U.S. Economy Grew 1.7% During the 2nd Quarter, Topping Forecasts](#)" in *The New York Times*, which simply refers to the Fed's "huge stimulus efforts," which, of course, include more than just quantitative easing. You should consider this technique, too, if the details of the Fed's bond purchases aren't important to your discussion.

#### **Technique 2: Discuss the topic, but skip the technical term**

Another technique is to describe quantitative easing in general terms, as in the following *New York Times* headline: "[Bond Purchases by Fed Will Continue, at Least for Another Month](#)." The article described the Fed's adding "\$85 billion a month to its holdings of mortgage-backed securities and Treasury securities."

Other references in the article included:

- "Asset purchase program"
- "Monthly asset purchases"
- "Bond-buying program"

In many cases, these descriptions provide enough detail for your readers.

#### **Technique 3: ...**

Continue reading at "[Quantitative easing for regular folks](#)."

## Catch up with the virtual book tour for *Financial Blogging: How to Write Powerful Posts That Attract Clients*

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During August I went on a virtual book tour, appearing as a guest on a variety of financial advisor, marketing, and other blogs in the U.S., the U.K., and New Zealand.

Here are some tips you may find especially helpful.

For **social media newbies**

- [Write Social Media Updates with Confidence](#)

For **corporate marketers of investments**

- [4 Ways to Get Your Reluctant Portfolio Managers Blogging](#)
- [Cannibalize your asset management white papers for healthier marketing!](#)

Most popular with readers like you

- [Ask Questions of Your Readers to Generate Content That Pops](#)
- [6 tech tools that help you improve your writing output](#)
- [9 Ways A Virtual Assistant Can Streamline Your Financial Advisor Blogging](#)

For a complete list of titles and host blogs, click on the links below:

- [Week 1](#)
- [Week 2](#)
- [Week 3](#)
- [Week 4](#)
- [Week 5](#)

I'm grateful for the blogs that hosted me.

Expert sources

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#### [\*\*The Future of Marketing is a Newsroom Mentality\*\*](#)

Investment management marketing is taking forms that were inconceivable a decade ago. For a peek at what some fund firms are doing, I'm delighted to share "The Future of Marketing is a Newsroom Mentality," with the permission of Ignites Distribution Research, where Jesse Mark's article is normally behind a paywall.

This was one of the most popular posts on my blog during August.

## [FVP—The Fee Value Proposition](#)

Communicating fees to clients and prospects challenges many advisors. After an interesting LinkedIn exchange about fees with advisor Richard Rosso, I asked him to turn his comments into a blog post.

### More articles

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Blogging

- [Blog like a college applicant](#)
- [Do you want unexpected visitors to your blog?](#)
- [Don't be a squirrel when you blog](#)
- [Museums can inspire your blog posts](#)
- [What people are saying about *Financial Blogging*](#)

Marketing

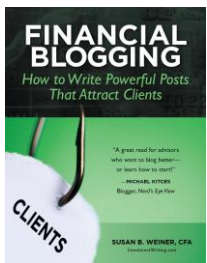
- [Introverts, steal this idea for your next conference!](#)
- [LinkedIn Groups help blog posts soar](#)

Writing

- [Do the robin, the reindeer, and the building sing the same song?](#)
- [Writing for your readers: A lesson from novelist Michael Cunningham](#)

Testimonial

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"Writing blog posts is easier with the techniques in *Financial Blogging: How to Write Powerful Posts That Attract Clients*. The worksheets and resources in the back of the book as well as those woven throughout are invaluable."

-Cathy Curtis, CFP®, Curtis Financial Planning



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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 blog](#)

[Our client testimonials](#)

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

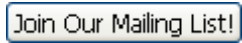


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