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**S Weiner, CFA Update August 2005**  
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Hello!

Get free PR for your business!

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 If you're seeking publicity for your business, try asking your professional society to send reporters I wear my reporter's hat for a magazine such as *Financial Planning* or *Advising Boomers*, I rely hea National Association of Personal Financial Advisors ([www.napfa.org](http://www.napfa.org)) and the Financial Planning Ass ([www.fpanet.org](http://www.fpanet.org)) to provide me with financial planners to interview. FPA members should contact chapter's PR director. NAPFA members can receive all media requests submitted to CEO Ellen Turf. fill out the CFA Institute's Member Interview Availability Form (<https://www.cfainstitute.org/memberservices/private/publicawareness/availability.html>) and ask you about their PR activity. It doesn't matter what field you're in, it pays to ask for free PR.

**People buy from people they like**

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 Communicating with clients of different personality types was the focus of Bev Flaxington's present Boston Security Analysts Society earlier this year. For a little flavor of her approach, check out her "Behavioral Selling Skills: Developing the Unfair Advantage" (http://the-collaborative.com/html/pubs/newsletter/winter_02b.cfm). As Bev notes, "The reality is that people they like." With the proper training, you can adapt your style without tying yourself into knots. Cor more information at beverly@the-collaborative.com.

Will hedge funds remain king?

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 Hedge funds are the focus of *CFA Magazine's* July/August issue. Some provocative assertions appe "beta will be a commodity that's generated in low-cost exchange-traded funds . . . and index funds be sought using hedge fund-like strategies" (John Rubino, "The Once and Future King?" p. 33). Do end for long-only, actively managed mutual funds? I'd be interested to hear your opinions.

**What's in YOUR backyard?**

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 As the warm weather continues, you may spend more time outdoors. What do you see when you l k backyard? For my take, read "Appreciating the Life Around My Norway Maple" ([http://www.boston.com/news/local/articles/2005/07/10/appreciating_the_life_around_my mode=PF](http://www.boston.com/news/local/articles/2005/07/10/appreciating_the_life_around_my_mode=PF)), which appeared in *The Boston Globe*. Enjoy what's left of the summer!

Best wishes,

Susan

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P.S. This summer I'm enjoying editing a fairly technical financial planning newsletter in addition to interviews and writing articles for another professional newsletter. If you know anyone with whom

to find more great clients like these, please let me know.

P.P.S. Could you use help brainstorming story ideas to put yourself in the media spotlight or to write a publication? Call me at 617-969-4509 for a free one-half hour consultation.

Contact Information

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email: [sbweiner@aol.com](mailto:sbweiner@aol.com)  
phone: 617-969-4509  
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