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## Investment Writing Update

### Can you handle tough audience questions?

June 2006

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Can you handle tough audience questions?

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Have you ever been stumped by an audience question? I have.

That's why I was glad to discover "[How to Handle Tough Questions from an Audience](#)" on the Mother Tongue Annoyances (MTA) blog.

The author's main suggestions boil down to:

- Rephrase the question
- Redirect the question to the audience or class
- Admit your ignorance
- Find a solution

I especially like Number 2, "Redirect the question to the audience or class." Why? Because I've often led discussions with a knowledgeable audience. Brainstorming together, we can come up with a better answer than one person.

In fact, brainstorming with the participants in my presentation on "[The Six Deadly Sins of Investment Commentary](#)" inspired my answers to "[How Can You Report Underperformance in Your Client Letters?](#)"

I must credit [Lifehacker](#) for directing me to MTA's article. Lifehacker is a blog focused on improving your personal productivity. Only problem is, you can waste time going through their numerous daily posts. That's why I only skim this blog.

#### Effective networking tips

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Have you ever taken a Sharpie -- one of those fat felt pens -- to a networking event?

Neither have I. But I might start taking one, so I can write my name legibly on name tags. I learned this from a list of networking tips from Diane Darling of [Effective Networking](#).

She offers a clever online slide presentation on "[How to Work a Room](#)."

Are you an investment professional looking for PR?

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If so, check out the article on PR in the July/August issue of [CFA Magazine](#)

That article inspired me to write [my own PR suggestions](#) based on my experience as a reporter.

**Hurray for summer bicycling!**

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It's summer, and I've enjoyed bicycling around greater Boston as well as in Quebec.

My favorite summer day starts with parking at [Horseneck Beach](#) in Westport, Mass. for a bike ride. Then, reading on the beach and, finally, topping off the day with dinner at [The Back Eddy](#). Westport is in southeastern Massachusetts, near Rhode Island.

This summer I spent several weeks working from Montreal. Montreal has a great [network of bike trails](#) that puts Boston to shame. I also enjoyed a long weekend bicycling in one of Quebec's Eastern Townships on the [Route Verte bike trail network](#). Not only does Quebec have better trails than greater Boston and Massachusetts, but they're also better maintained. I wonder how they achieve that despite their harsher climate.

I hope you're also enjoying the summer!

P.S. Do you know anyone who'd enjoy my program on "[The Six Deadly Sins of Investment Commentary, Or How to Write What People Will Read](#)"? The program sold out when I delivered it to the Boston Security Analysts Society (BSAS). The BSAS sister society in Hartford is interested in putting it on. I can also offer an expanded version of the seminar onsite for corporations.

P.P.S. Here's what one of my clients says: "Susan's very professional, very intelligent, very deadline-oriented, and those are all qualities we need." [More testimonials for Susan B. Weiner....](#)

Quick Links...

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• [Susan Weiner Investment Writing Website](#)
• [Investment blog by Susan](#)
• [Marketing and communications blog by Susan](#)

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