

~~~~~

# Investment Writing Update

**Writing that's an investment in your success**  
**November 2006**

~~~~~

**in this issue**

- 10 commandments of copywriting
- The Wayback Machine on the Internet
- What topics should investment and financial planning magazines cover?
- Giving thanks

**10 commandments of copywriting**

~~~~~

I'm a believer in the [E.T. Robbins](#) 10 commandments of copywriting.

1. Forget features. Focus on BENEFITS.
2. Keep it conversational.
3. Less IS more. Sentences should NEVER be over 20 words.
4. Honor the KISS Rule — Keep It Simple, Stupid.
5. Know your audience.
6. Pay attention to your headlines.
7. Choose clear and concise copy over "cute" copy.
8. Know your competition...and what they're doing.
9. Break grammar rules well.
10. Proofread, proofread, proofread (have someone else read it too).

Do you understand the difference between features and benefits? For example, if you were pitching an exchange-traded fund (ETF) product to a professional investor, the features might include transparency, lack of style drift, ease of purchase, ability to short sell and low turnover. The benefits focus on the WIFM, the "what's in it for me?" One benefit is the potential to make more money.

**The Wayback Machine on the Internet**

~~~~~

Remember the Wayback Machine from "The Bullwinkle Show"? It used to take Peabody and his pet boy Sherman into historical times.

There's a real [Wayback Machine on the Internet](#). It's an archive of some "55 billion web pages archived from 1996 to a few months ago." You can use it to find content that is no longer current on the Internet.

I used the Wayback Machine to unearth some of the website content I wrote years ago for [Fleet Investment Advisors](#).

**What topics should investment and financial planning magazines cover?**

~~~~~

Are you aware of great investment or financial planning story ideas that magazines and newsletters haven't written about? Please tell me.

As you probably know, I freelance for trade magazines in the fields of investment and wealth management. Also, a retail publication has asked me to pitch single-source, timely story ideas to them.

If you've got story ideas, I'd like to hear them. An e-mail with a few bullet points the best way to contact me initially.

## Giving thanks

~~~~~

I'm feeling thankful for all of the support I've received from my clients, newsletter readers and friends. 2006 has been a good year for me. I've:

- Written or edited my first websites and [my first book editing project](#)
- Started writing for *Wealth Manager* magazine
- Worked on interesting white papers (for example, one on the Alternative Minimum Tax and another on alliances between investment managers and estate planning attorneys)
- Launched training on writing investment commentary
- Become co-chair of the Boston Security Analysts Society's Private Wealth Management Subcommittee

If there's anything that I can do for you -- and I don't mean this only in sense of "give me your business" -- please don't hesitate to contact me. I particularly enjoy helping job hunters network.

## **P.S. For women only: Would you like to publish an article -- suitable for reprints -- with your name and photo?**

I've had good luck getting articles that I've written -- either as a ghostwriter or under my own name -- placed in *Women's Business*, a monthly publication circulated in greater Boston. If you hire me to write an article for you, I can try to place it there. Or you can give it a shot on your own.

Sorry, gentlemen. *Women's Business* only accepts articles written by women.

P.P.S. One of my clients says "Susan's particularly good at working through highly technical material very quickly. That's very important in this business. A lot of people are good writers, but they have an extensive learning curve for something they're unfamiliar with. Susan was able to jump very quickly into technical material."

Read [more testimonials](#).

## Quick Links...

~~~~~

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

## Contact Information

~~~~~

email: [newsletter@investmentwriting.com](mailto:newsletter@investmentwriting.com)

phone: 617-969-4509

web: <http://www.investmentwriting.com>

~~~~~