

~~~~~

# Investment Writing Update

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

**January 2007**

~~~~~

in this issue

- Your cell phone can help with New Year's Resolutions
- Writing tip: Your word processor can simplify your writing
- Your opportunity for free marketing, PR, and other assistance
- Muni bond glossary

Your cell phone can help with New Year's Resolutions

~~~~~

LifeHacker.com suggests that you create a custom ring tone to remind you of your New Year's resolutions. Or you can buy a commercial ring tone for \$2.99/download. To learn more, read "[Ringtones as resolution motivators](#)."

### **Writing tip: Your word processor can simplify your writing**

~~~~~

Simpler vocabulary is almost always more powerful than long equivalents. For example, I prefer "use" to "utilize."

Bruce Ross-Larson, author of [Writing for the Information Age](#), says, "For some invariable choices (utilize --> use, utilization --> use), think about plugging your preferences into the autocorrect function of your word processor. (Tools>Autocorrect>Replace)."

Your opportunity for free marketing, PR, and other assistance

~~~~~

Lisbeth Wiley Chapman, principal of [Ink & Air](#), a public relations consulting firm providing media and web communications services, will be the first guest on my [SusanCFA blog](#). Watch for Beth's commentary during the month of February.

In the future, the SusanCFA blog will provide other experts of interest to you. Please let me know [a brief anonymous survey](#) the additional expertise of interest to you and your business.

### **Muni bond glossary**

~~~~~

I discovered a good source for municipal bond terms when I recently edited a book chapter on munis. It's the "[Glossary of Municipal Securities Terms](#)" on the Municipal Securities Rulemaking Board's website.

Do you have a glossary my readers should know about? Please tell me.

P.S. Got a quick grammar or punctuation question as you write your year-end investment commentary? Post your question in the "Comments" section at the bottom of my [Investment Commentary Clinic posting](#). I'll try to reply within 48 hours. Having trouble posting your question? Email me. I'll keep your identity confidential when

I post your question for you.

P.P.S. Do you know someone who'd enjoy this e-newsletter? Please hit the blue "forward" below **Contact Information** to send a cleanly formatted copy to a colleague or friend. They can evaluate the newsletter before deciding if they'd like to subscribe.

Copyright 2007 by Susan B. Weiner

Quick Links...

~~~~~

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

**Contact Information**

~~~~~

email: newsletter@investmentwriting.com

phone: 617-969-4509

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

~~~~~

Powered by

