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# Investment Writing Update

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

**February 2007**

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How to build your reputation, referrals & revenues with media marketing

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Getting quoted in the national or local media injects a shot of credibility into your firm. Want to learn how to achieve that? During February only, you can:

- Ask questions of PR expert Lisbeth Wiley Chapman on my SusanCFA blog
- Read Beth's guest posts to my blog, starting with "[The Media Needs Your Expertise](#)," an article geared specifically to investment advisors

I've known Beth since the 1990s when I first wrote a story that she pitched to the *Boston Business Journal*. Her experience with the investment world goes back even farther than that, when she did PR for Putnam Investments. You can read more about the [results that Beth delivers for investment professionals](#).

## **New Massachusetts governor and financial services**

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Newly installed Governor Deval Patrick gets the importance of financial services to Massachusetts, said [Michael Wilcox](#) in his speech on "The Future of the Investment Industry in Massachusetts" to the Quantitative Work Alliance for Applied Finance, Education and Wisdom on January 16. Wilcox participated in the Patrick campaign and in the transition team.

As evidence, Wilcox pointed to the fact that the transition team has identified financial services "as one of the key industries needing support and encouragement." Indeed, financial services are an important part of the "innovation economy" needed to create new jobs in Massachusetts.

Wilcox wrapped up his talk with a pitch for individuals to get involved. People in our industry need to talk to state government, not just to their legislators, he said. He expects the Patrick administration to be responsive to all citizens, not just those with special connections. Wilcox suggested looking at the [reports from the working groups of new administration's transition team](#) for additional information.

Outlook for emerging market bonds

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"Emerging Market Bonds: Are You Being Paid for Risk?" was the subject of a Boston Security Analysts Society panel moderated by William L. Nemerever, partner and co-

manager, Global Fixed Income Group, Grantham, Mayo, Van Otterloo & Co. on January 23.

Their bottom line: Emerging market (EM) bonds are fairly valued and their near-term outlook is excellent. [Read more about this emerging market bond presentation.](#)

**Upgrading to Windows Vista**

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If you are considering upgrading your existing Windows computers or purchasing new ones, read [Microsoft's explanation of the various editions.](#)

You can also read a [feature comparison across versions.](#)

Can you suggest other publications?

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I'm looking to diversify my article assignments beyond publications aimed at wealth management professionals. If you have contacts at any candidate publications, I would appreciate an introduction. Thank you!

**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 with your personalized message to a colleague or friend. They can evaluate the newsletter before deciding if they'd like to subscribe.

P.P.S. One of my clients says "Given her knowledge of economics and investments, **Susan was extremely effective in taking my comments and formulating a well constructed report.**"

[Read more testimonials.](#)

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**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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