

2009
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**Registered reps, it's time to 'fess up**  
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Ghostwriters offer valuable marketing support to financial advisors. But some registered reps--and the marketers who support them--have felt confused since the issuance of "Misleading Communications About Expertise," FINRA Regulatory Notice 08-27, in May 2008. They don't know how much editorial assistance reps can receive before they must acknowledge the assistance in writing--or even sacrifice their byline.

Continue reading to learn [how Paul Tolley, chief compliance officer of Commonwealth Financial Network, interprets the rules.](#)

Poll: Should financial professionals disclose their use of ghostwriters?
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According to FINRA regulations, registered reps must disclose their use of ghostwriters, as I discussed in the article above.

**Do you think ALL financial professionals should make similar disclosures?** I don't think anyone should lay claim to expertise they don't have. But I'm on the fence about this issue, especially when the financial professional provides the information and the ghostwriter only shapes the content.

**Please answer the poll** in the right-hand column of my [InvestmentWriting blog](#).

By the way, if you have ideas for future polls, please email me or leave a comment on my blog.

**Recovery will be stronger than consensus, says Barclays Capital chief U.S. economist**  
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"U.S. economic growth is recovering robustly, receiving the usual cyclical boost from housing and inventories," said Dean Maki, managing director and chief U.S. economist of Barclays Capital in his "U.S. Economic Outlook" presentation to the Boston Security Analysts Society on December 8.

Continue reading for insights into [what will drive strong U.S. growth](#) and the factors that could derail that growth.

Guest post: Seven steps toward a better webinar

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*More financial advisors are using webinars to market themselves. That's why I'm featuring this guest post, "Seven steps toward a better webinar" by D. Bruce Johnston and John Drachman. Bruce Johnston is a social media financial distribution consultant with 25 years as a senior executive for asset management firms. John Drachman is a senior writer and integrated communications expert who has developed the content for financial services marketing communications programs for almost two decades.*

Easy to set up, webinars are a friendly, low-cost way to help you develop your peer network. The webinar tool box provides you with a turnkey way to establish your thought leadership, expand your presence and measure the results.

Here are seven suggestions that can add some luster to your next webinar.

Continue reading "[Seven steps toward a better webinar.](#)"

### **Financial writers, lead with your message, not your source**

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Sometimes you go to a conference or talk with an expert and return to your office with a message you've just got to share. That's great. But in their enthusiasm, financial advisors often make the mistake of starting their article or blog post with the name and credentials of the expert or conference, instead of their message.

Continue reading for a "[before" and "after" example](#) of this common mistake.

Guest Post:

"How to Use LinkedIn When Your Compliance Department Says No"

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*Financial advisors--and all kinds of professionals in investment and wealth management--need to be on LinkedIn. I feel strongly about this, so I'm happy to feature a guest post from marketer Kristen Luke. In "How to Use LinkedIn When Your Compliance Department Says No", which originally appeared on Kristen's Financial Marketing Wire blog, she tells you how to benefit from LinkedIn, even when you must work within compliance constraints.*

Read "[How to Use LinkedIn When Your Compliance Department Says No.](#)"

More posts about LinkedIn

- \* ["The LinkedIn status update is your friend"](#)
- \* ["My top tips for LinkedIn newbies who want to attract clients, referrals, and jobs"](#)
- \* ["How to publicize your white paper using LinkedIn"](#)

### **Which wealth managers have the highest profit margins?**

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People are always curious about who makes how much money. That's probably why I zeroed in on the profit margin comments made by investment banker Elizabeth Nesvold, managing partner of Silver Lane Advisors, when she spoke about "Trends Amid Turmoil in the Wealth Management Business" to the Boston Security Analysts Society on November 18.

Continue reading "[Which wealth managers have the highest profit margins?"](#)"

Last month's reader poll about email vs. U.S. mail marketing

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Last month my reader poll asked "Which brings you the most new business--email or

U.S. mail marketing?"

Email marketing won by a big margin. But make sure you get your prospects' permission to send them marketing messages via email. Unsolicited messages can be a big turn-off and may violate the [CAN-SPAM Act](#).

#### **Poll results**

- 64% Email marketing
- 14% U.S. mail marketing
- 14% I've tried one or both, but never gotten any business
- 7% I've never tried either

#### **Free 2010 calendar for your computer monitor**

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If you enjoy the convenience of a calendar taped to your computer monitor, check out the [horizontal and vertical monitor strip calendars at Craft Meister](#). Click on the size and layout you desire, then hit "print."

I've already printed out mine to help with 2010 scheduling.

Is your New Year's resolution to market yourself more effectively using a blog?

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Blogging has become a "must" for many independent and fee-only financial advisors. It's a great way to connect with current and potential clients. Blogging also helps drive traffic to your website and cement your reputation as a leader in your field. But many advisors struggle to crank out a steady flow of compelling blog posts. That's why you need to enroll in "**How to Write Blog Posts People Will Read**," my NEW five-week teleclass for financial advisors.

You will learn how to

- Generate and refine ideas for blog posts that will engage your readers
- Organize your thoughts before you write, so you can write more quickly and effectively
- Edit your writing, so it's reader-friendly and appealing

**The inaugural class will be offered exclusively to my newsletter subscribers and to clients.** Participants in the initial class will pay only \$300--a 50% discount--in return for participating fully and providing detailed feedback.

**CLICK HERE for  
MORE INFO**

#### **What advisors say about other workshops by Susan Weiner, CFA**

- "I found this presentation very helpful because it focused on key elements to being an influential but understandable advisor."
- "Susan's presentation brought to life the benefits of better writing."
- "Great tips for jump starting my client communications"
- "Susan's presentation made me want to go back to my office and juice up my emails and letters."

#### **About Susan Weiner, CFA**

Susan Weiner, CFA, helps financial professionals like you increase the impact of your writing on clients and prospects. She writes and edits articles, white papers, investment commentary, web pages, and other communications for leading investment and wealth management firms. Her [Investment Writing blog](#) is popular with advisors who care about writing that deepens their connections with clients and prospects.



Susan has spoken on "How to Write Investment Commentary that People Will Read" across the U.S. and Canada for the CFA Institute. Before becoming a freelancer, she was director of investment communications at Columbia Management Group, a trustee at Batterymarch Financial Management, and a staff reporter for a weekly mutual fund publication. So she knows how to use language as a financial professional and a journalist.



Articles that Susan has written, edited or ghostwritten have appeared in *Advisor Perspectives*, *Boston Globe*, *Bottom Line/Personal*, *CFA Magazine*, *Financial Planning*, *Louis Rukeyser's Mutual Funds*, *Wealth Manager*, and other national publications.

### Questions?

Please [email your questions](#) to me.



Please help me spread the word about this newsletter. Use the "Send to a Colleague" button to forward this newsletter with your personal note to your colleagues whom it would interest.

Your colleagues' information will remain private. I have no way to learn their name or email address.

Thank you!

### Having trouble with this newsletter's links?

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Are you having trouble when you click on this newsletter's links? The solution might be to re-subscribe using your personal email address.

Many of the links in this newsletter go to my Investment Writing blog. Some companies block employee access to blogs, even if the content is work-related.

If you're having this problem, you can subscribe online using your personal email address or email me, so I can add your personal email address.

Quick Links...

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 - ["How do you ghostwrite my financial article?"](#)

Contact Information

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