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**Investment Writing**

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**Watch out for inflation,  
says veteran value investor Jean-Marie Eveillard**

Value investing was the focus of the presentation by Jean-Marie Eveillard, senior adviser and board trustee to the First Eagle Funds and senior vice president of First Eagle Investment Management, LLC, to the Boston Security Analysts Society (BSAS) on April 13. Eveillard also opined on the world economic outlook.

**Three economic scenarios**

Eveillard thinks there are three potential directions for the U.S. economy now.

**1. A typical post-WWII expansion--** In this scenario, the authorities lever up the system again, so we get a three- to five-year expansion, Eveillard said.

Continue reading [to learn about the scenario that Eveillard sees as most likely](#)--and to get an overview of his take on value investing.

**Treasurys vs. Treasuries--Which is the right spelling?**

What's the right way to spell the plural of Treasury, as in U.S. Treasury bond?

Should it be "Treasurys," following the rule that the members of the Murphy family become Murphys? Or should it follow the normal rules of creating plurals for words that end in the letter y?

I panicked when I saw "Treasurys" in The Wall Street Journal. Eek! Have I been spelling the word wrong for 20-odd years?

Continue reading ["Treasurys vs. Treasuries--Which is the right spelling?"](#)

**How to guest-blog on personal finance or investing**

Some financial advisors wonder if they can crank out a steady flow of compelling blog

posts week after week. Before you make the commitment, consider testing your abilities by writing for other people's personal finance or investment blogs.

Learn [how to approach other people's blogs](#) in part one of "How to guest-blog on personal finance or investing." In part two, you'll learn [names of blogs that accept investment and personal finance contributions](#).

**Communications topics: Fancy-pants prose, U.S. mail**

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- [Your customers, your inspiration](#)
- [No more fancy-pants prose, please](#)
- [Marketing via U.S. mail still pays](#)

**Financial advisor poll: How do you sign your business emails?**

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Email communications with clients, prospects, and referral sources are an essential part of your private wealth management or investment business. Handle them well, and you deepen your relationships. In *How to Instantly Connect with Anyone*, author Leil Lowndes suggests an email closing technique that may boost your effectiveness.

Even something as small as your email signature sends a message to your clients, prospects, and referral sources.

Continue reading "[Financial advisor poll: How do you sign your business emails?](#)"

**What do YOU think? Please answer the [poll that will run in the right-hand column of this blog](#) until I replace it with next month's poll. I'll report on the results in my June e-newsletter.**

**Last month's reader poll about investment and wealth managers hiring ghostbloggers**

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Last month my reader poll asked, "[Is it OK for investment and wealth managers to hire ghostbloggers?](#)"

**Poll results**

- 15% Yes, always
- 50% Yes, if manager closely oversees
- 15% Not sure
- 20% No

Most readers think it's okay. But a significant minority--35%--felt at least uncertain about the use of ghosts. Some individuals have told me it's 100% wrong not to disclose the use of a ghost. If your company creates a blog, you'll have to make up your mind about this practice.

I've done some ghost blogging for a major asset management firm and for a financial advisor. Both clients review my work, so they seem to fall into the 50% that thinks it's okay to use a ghost blogger if the manager closely oversees the writer's work.

**Morgan Creek Capital's Yusko on investing**

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"Alternative Thinking About Investments" was the topic addressed by Mark Yusko, CEO and chief investment officer, Morgan Creek Capital Management, when he spoke at the

annual conference of the Financial Planning Association of Massachusetts on May 7. Yusko's wide-ranging talk was provocative and entertaining.

Here's a Yusko one-liner. "Putting 5% in [alternative] strategies is like exercising once a month. Doesn't matter."

Continue reading "[Morgan Creek Capital's Yusko on investing.](#)"

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