



Susan B. Weiner Investment Writing

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White paper marketing: Walk a fine line

Investment, wealth management, and financial planning firms agree that white papers are useful marketing tools. However, they don't always agree on what constitutes a good white paper. Opinions diverge even more when I discuss white papers with members of the broader community of marketers and writers. These disagreements inspired the white paper survey that I report on here.

Continue reading "[White paper marketing: Walk a fine line.](#)"

Guest post on emerging markets: What about China?

Emerging Markets Investing for Dummies author Annie Logue discusses China in her guest post.

How can you say that China is an emerging market?

By Annie Logue

When I was working on *Emerging Markets for Dummies* (Wiley 2011), I had a question from my editor that probably nags at a lot of folks who are looking at international investing: How can you say that China is an emerging market when its economy is so big?

Continue reading "[Guest post on emerging markets: What about China?](#)"

SEO: What's right for your financial blog?

SEO-search engine optimization-can help prospects for your investment or wealth management firm find your blog. That's good. But taken to an extreme, SEO can sabotage your business development. This is what Claire Cain Miller's "Web Words That Lure the Readers" in *The New York Times* (Feb. 11, 2011) made me ponder.

Miller describes SEO gone wild. There are online articles that use "a wide range of behind-the-scenes tactics for getting search engine users to visit a Web site, like choosing story topics based on popular searches," as Miller states. Additional strategies include "filling articles with keywords that people might search for, writing teaser headlines that people cannot help but click on and including copious links to other stories on the same site," says Miller.

Continue reading " [SEO: What's right for your financial blog?](#)"

Where's the typo?

Can you find the typo in the following paragraph?

A strong fourth-quarter rally capped an impressive 2010 for U.S. stocks. The Morningstar US Market Index returned 16.8% in 2010, largely due to an 11.5% gain in the fourth quarter. A second round of quantitative easing by the Federal Reserved fueled a fourth-quarter rally in U.S. equities.

This kind of typo is why I suggest that you "[Forget your spell checker!](#)"

You'll [find the answer in the comments](#) on this blog post.

Guest post: Easy animation can boost your financial blog's appeal

Animation and financial blogging don't go together. Or so I assumed until I saw investment performance expert David Spaulding's "An animated debate on geometric vs. arithmetic attribution." In this guest post, Dave discusses his experience using [GoAnimate.com](#) to produce his first animated video. The enthusiastic response by his readers shows this kind of innovation can pay off.

Easy animation can boost your financial blog's appeal

By David Spaulding

Since starting my Investment Performance Guy blog, I have attempted to use creativity, in my titles, content, and appearance. In the February 11, 2011 edition of *The Wall Street Journal* Ellen Gamerman wrote an article titled "Animation Nation," which discusses the proliferation of cartoons and the software that makes them fairly easy to create. She referenced a couple do-it-yourself animation sites, and the one that appealed to me was GoAnimate.com. It offers a free, though somewhat limited, ability to create cartoons, as well as the option to sign up for three or more months of paid service, which provides more options to the creator: I chose the latter.

Continue reading "[Guest post: Easy animation can boost your financial blog's appeal.](#)"

Brag about Your Blog Day-Financial Advisor Edition

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You like to brag, don't you? If you're a financial advisor, I invite you to link to your blog when I run the next Brag about Your Blog Day-Financial Advisor Edition on March 25.

When I say "financial advisor," I include investment and wealth managers as well as financial planners. If your blog, like mine, is aimed at financial advisors, I also invite you to brag.

Read the responses to [my Feb. 25 "Brag about Your Blog Day-Financial Advisor Edition."](#)

**Poll: What's your favorite online resource for grammar, punctuation, and word usage questions?**

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Grammar, punctuation, and word usage questions come up every day-even for someone like me who prides herself on being a good writer. We can all benefit from online resources that help us figure out answers to our writing challenges.

Continue reading "[POLL: What's your favorite online resource for grammar, punctuation, and word usage questions?](#)"

Please answer the poll, too! It's in the right-hand column of my blog.

**Last month's reader poll:
How do YOU spell it? "Out-performance" vs. "outperformance"**

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You agree that "outperform" is the correct spelling of this word that's commonly used in investment commentary.

It won by a landslide, with 92% of the votes.

- Outperformance - 92%
- Out-performance - 0
- Out performance - 8%

If you'd like to know why I think "outperformance" is correct, read "[How do you spell it?](#)"

**Where you can find me--online and in person**

**New York Society of Security Analysts on April 28**

I'm leading a workshop on "[How to Write Investment Commentary People Will Read](#)" for

the New York Society of Security Analysts (NYSSA) on Thursday, April 28. The meeting runs from 12 noon to 1:30 p.m. The program is for NYSSA members only.

Another professional society is lining up a location for a different investment-related presentation later that day.

**Also in APRIL: American Society of Journalists and Authors 2011 Conference**

I will moderate--and speak on--panels about corporate writing and white papers at "The Write Road to Success," the [annual conference of the American Society of Journalists and Authors](#).

My panel on "[Writing White Papers](#)" takes place on April 30, during the part of the conference with registration open to the public. This event is also in New York City.



**In the FPA Practice Management Center Blog**

[Five Great Marketing Resources for Financial Planners](#) says, "Learn from the experts. I make sure to check in each week on the latest strategies, tips and case studies from some of the best marketing bloggers in the financial services industry.... Looking for ways to communicate more effectively? Try Susan Weiner's great blog on [Investment Writing](#)...."

Kristin Harad's blog post also mentions other resources worth exploring.

**Links on social media, publishing, and advertising**

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- 1. [How asset management giant BlackRock is tackling social media](#)
- 2. [New publishing opportunity for investment professionals](#)
- 3. ["Smart people": A good ad by Bessemer Trust](#)



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

Thank you!

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phone: 617-969-4509  
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InvestmentWriting.com | 30 Jerome Avenue | West Newton | MA | 02465