



Susan B. Weiner Investment Writing

June 2011

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**Register by June 22 for EARLY BIRD rate on
"How to Write Blog Posts People Will Read:
A 5-Session Self-Paced Class for Financial Advisors"**

Blogging has become a "must" for many independent and fee-only financial advisors. But many advisors struggle to create a steady flow of compelling blog posts. This is why you need to enroll in "[How to Write Blog Posts People Will Read](#)," a SELF-PACED five-session class for financial advisors.

The class is self-paced, so you can work around your vacations and busy spells.

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



What advisors say about Susan as a teacher of blog post writing

- **"The class is great! I'm really getting a huge amount of value -- there really is a process to writing."**
- **"Loving the blog writing class I am taking with @susanweiner #FF"**

- **"Susan's coaching is a classic case of 'under-promise, over-deliver.'** I highly recommend her as a writing coach or teacher. Her coaching has improved the quality of writing in my blog posts. My writing skills were very rusty when we started. Susan's practical, insightful suggestions--along with her Blog Post Preparation Worksheet--have been an incredibly valuable resource."

[Sign up by June 22 to pay the Early Bird Rate](#) of \$300--a 50% discount--for this virtual class. The full price is \$600.

Got questions? Email me at info@investmentwriting.com.

Let's get possessive: A financial writing tip
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Sometimes it pays for financial writers to get possessive.

No, I'm not suggesting that you jealously hoard your office supplies or isolate your clients from other professionals. This is a writing tip.

Read the rest of this tip: ["Let's get possessive: A financial writing tip."](#)

**Women in investments: Career advice from seasoned pros**  
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Making a career in investment management can challenge both women and men.

Here are some tips I've heard recently.

On bosses, mentors, and sponsors

- "Having a boss who throws you into the deep end of the pool is a good thing."

Continue reading ["Women in investments: Career advice from seasoned pros."](#)

Six communications lessons from "Torn in Two"
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What can an exhibit about the Civil War teach you about communications? I took away six lessons from "Torn in Two: 150th Anniversary of the Civil War," which runs until Dec. 31, 2011, at the Boston Public Library's map center.

Lesson 1: **Summarize your message for people who don't want to delve into details.**

Continue reading ["Communications lessons from 'Torn in Two' at the Boston Public Library."](#)

**"Atrocious apostrophe's"**

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Writers abuse apostrophes. If you find this amusing, you can see many examples in the Atrocious Apostrophe's Flickr stream.

Continue reading "[Atrocious apostrophe's](#)."

Reader challenge: New, non-liquid metaphors for money?
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Liquid metaphors dominate our discussion of money, said *New York Times* op-ed columnist David Brooks in "Poetry for Everyday Life," his April 12 column.

For example, said Brooks, "We dip into savings, sponge off friends or skim funds off the top. Even the job title stockbroker derives from the French word *brocheur*, the tavern worker who tapped the kegs of beer to get the liquidity flowing."

Continue reading "[Reader challenge: New, non-liquid metaphors for money?](#)"

**Guest post: "Blogging: why you want a better bounce rate"**  
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Website bounce rates puzzle me. So I read guest blogger Tom Mangan's article with interest. It seems as if you should put the most important information up top, where people will see it. Hmm, that sounds similar to good writing, so it's not surprising that I met Tom through a community of freelance writers.

Blogging: why you want a better bounce rate
By Tom Mangan

Ever ask yourself where people go when they end up at your website? For most of my blogging life, the answer seemed like "somewhere else, as fast as their fingers can click." That's because up until a couple months ago, I ignored a key statistic called "bounce rate" that was telling me my blog needed a healthy tweak.

Continue reading "[Guest post: Blogging: why you want a better bounce rate.](#)"

Reader poll: What do you say when you learn a client has lost a family member?
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You're not alone if you feel uncomfortable responding to news of a death.

"[Ten Principles for Effective Grief Support](#)," an article by Amy Florian in *The Journal of Financial Planning* (Feb. 2011) made me wonder what advice you have for this situation.

Unfortunately, most of us are not taught what to say and do when a death occurs. We stammer and stumble, trying to be comforting but too often failing in the attempt. Close friendships may be able to survive intact despite the awkwardness and missteps, but a client relationship may not.

Take a moment to answer the poll in the right-hand column of the [Investment Writing blog](#). I'll report the results in my next e-newsletter.

## More on writing and marketing

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Here are links to more of my posts about writing and marketing.

- [Tweeps, share your Twitter name in your article bios](#)
- [Reader challenge: Shorten this phrase](#)
- [Please help me update my blogging class FAQ](#)
- [Get your copy of "Investment Writing Top Tips 2011"](#)

## Brag About Your Blog Day--Financial Advisor Edition--June 25

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Financial advisors, investment managers, wealth managers, and the providers who serve them are bragging about their blogs on the [Investment Writing Facebook page's](#) Brag About Your Blog Day--Financial Advisor Edition.

**Mark your calendar now, so you can participate on June 25**, the next monthly Brag Day.

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

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### Financial Planning Association of Massachusetts Annual Conference

I had a great time at the annual conference of the Financial Planning Association of Massachusetts.

Highlights included the following:

- A bucket-load of ideas for articles, which are popping up on my blog--including ["Love, hate, and the CFP ad campaign"](#)--and on Twitter with the hashtag #FPAMA
- The satisfaction of bumping into the advisor whose question prompted ["How can I ask clients to follow me to a new firm?"](#)--his individual thanked me for the advice. I'd also like to thank [Kristin Harad](#), Jennifer Baty, Marla Harkness, and Maria Marsala for the advice they added in the comments section of the post.
- The thrill of meeting an FPA chapter board member who remembered enjoying my blog posts on last year's conference
- The fun of meeting old acquaintances and making new ones



### Postcards for NYSSA and PAICR meeting attendees

NYSSA and PAICR members, if you turned in a postcard at our April 28 meeting, you should have received it via U.S. mail by now. Some of the cards were written in ink that might smear, so I taped over the text to help preserve it.

I'm looking forward to continuing our dialogue through this newsletter, [my blog](#), and

social media, including the [Investment Writing Facebook page](#), [LinkedIn](#), and [Twitter](#).

**"How to Write Blog Posts People Will Read: A 5-Session Class for Financial Advisors"**

Register by June 22 to pay the Early Bird Rate for improving your blog writing skills.



**Where I'm quoted**

I found one of my blog posts excerpted on [Shari Harley's website](#). The link is new to me, even though it's from 2010.

**Testimonial**

"Susan taught my team of analysts how to make their writing more reader-friendly. Her workshop, "How to Write Effective Muni Bond Commentary," was very helpful. Working through "before" and "after" examples really added value. Thumbs up."

--Managing analyst



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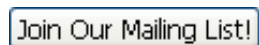
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- ["How do you ghostwrite my financial article?"](#)



**Contact Information**

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Let's get possessive; NEW blogging class

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