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# Susan B. Weiner Investment Writing

November 2011

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## The 10-postcard approach to financial advisor marketing

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If you receive 10 postcards from [productivity expert Jason Womack](#), it means you're on his "most wanted" list of prospective clients. This seems like a strategy that financial advisors could adopt.

Continue reading "[The 10-postcard approach to financial advisor marketing](#)."

## Sign up for my FREE blog-boosting webinar on November 16

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November 16 is the date of my first free public webinar, "["You": The Secret of Great Blogs that Boost Your Readership.](#)"

Blogging has become a "must" for many independent and fee-only financial advisors seeking to attract and retain clients. But many financial bloggers flunk the most important test: They don't write reader-focused posts.

Harnessing the power of "you, the reader" will boost your readership. In this webinar, you'll learn how to analyze your readers and their WIIFM (what's in it for me) as well as an easy-to-follow formula for outlining blog posts that snare readers.

The average reader spends only 96 seconds reading a blog post, according to ProBlogger. If you want your readers to stick around, [sign up today for this free](#)

[webinar!](#)

**Your favorite books for writers**

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My post on "[My five favorite reference books for writers](#)" sparked many suggestions for additional useful resources for writers.

Find books with advice you can use at "[Your favorite books for writers.](#)"

**Guest post: "Easy SEO: How to Really Get Found on the Internet"**

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Search engine optimization (SEO) is an important topic for bloggers. I turned to Steve Tannuzzo, the talented copywriter whom I'm glad to call my friend, for his insights into how you can use SEO effectively.

Even if you don't care about SEO, I think you'll enjoy Steve's writing, which lives up to his statement that, "My mission is to replace boring, hackneyed copy with words that zing and sell."

Read Steve Tannuzzo's tips at "[Guest post: 'Easy SEO: How to Really Get Found on the Internet.'](#)"

**White papers: Great training for your ghost blogger**

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Busy financial advisors may seek ghost bloggers to write blog posts for them.

As a ghost blogger for a registered investment advisor, I've stumbled on a great way for you to train your ghost blogger: Hire the writer to craft a white paper before she or he starts ghost-blogging.

Continue reading "[White papers: Great training for your ghost blogger.](#)"

**For RIAs: Is this good marketing? Better practice for fiduciaries?**

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Registered investment advisors, how much should you disclose when you use articles written by others? Is it okay to slap your name on articles largely written by others? What if those articles may also appear under the names of other advisors?

Continue reading "[For RIAs: Is this good marketing? Better practice for fiduciaries?](#)"

This article stirred up strong responses in one of my LinkedIn Groups. Many members said that if you are not the source of the ideas in the ghostwritten article, you should disclose that. The ethics of the situation are not as clear if you provide the ideas and someone else does the writing.

**Opposing financial services' social media paralysis at #NICSAGMM**

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"Lawyers never get in trouble for saying 'no' to marketing." I learned this from one of my favorite corporate bosses. So I hastily scribbled a tweet when Rajib Chanda of Ropes &

Gray made the following statement on the "Social Media in the Workplace" panel at NICSA's General Membership Meeting on October 6.

Continue reading "[Opposing financial services' social media paralysis at #NICSAGMM.](#)"

**OppenheimerFunds separates mutual fund marketing and sales**

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Differentiation is a big challenge for mutual funds companies. Part of how OppenheimerFunds tackles this is through the separation of marketing and sales, said Marty Willis, chief marketing officer. She spoke on a mutual fund distribution panel at NICSA's General Membership Meeting in Boston on Oct. 6.

Continue reading "[OppenheimerFunds on the separation of mutual fund marketing and sales.](#)"

**Reader poll: How do you spell euro + zone?**

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This month's poll asks "[How do you spell euro + zone?](#)"

Europe's problems have dominated economic and market news recently. They've also inspired this month's poll because I see different ways of spelling and punctuating the combination of euro + zone.

**Please vote in the [poll that appears in the right-hand column of my blog.](#)**

**Last month's reader poll: How do you make Degas possessive?**

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Last month's reader poll asked "[How do you make Degas possessive?](#)"

The winner was **Degas'**.

Here are the poll results:

- **81% Degas'**
- 18% Degas's
- 1% I don't know

Click through to the [comments on this post](#) if you would like to learn more about the case for adding a second s.

**More on writing and marketing**

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WRITING

- [Quote for writers by Maxwell Perkins](#)
- [Why edit? A singer-songwriter's reply](#)
- [May vs. might: It may matter, but it might not](#)
- [Your secret weapon for organizing complex articles](#)

MARKETING and OTHER TOPICS

- [Citi on financial services' biggest potential social media mistake](#)
- [NICSA General Membership Meeting in tweets and blog posts](#)
- [Make your clients smile, while you stay away from lawyers](#)

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

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### Where I'm mentioned online

- ["Secrets to Success - Advisor's Tips to Cultivating a Strong Online Presence"](#) by Cathy Curtis of Curtis Financial on the Arkovi blog
- ["Content creation: 20 blog consultants & editors in financial services"](#) on the InvestmentPal blog
- Description of my first free public webinar, ["You': The Secret of Great Blogs that Boost Your Readership,"](#) offered through BrightTalk



### Topics I've worked on for clients in 2011

- 401(k) fiduciary practices
- Alternative investments
- Asset allocation
- Emerging market investing
- Impact investing
- Institutional policy portfolios
- International investing
- Investing in natural resources
- Retirement planning
- Securities lending
- Social media
- Tactical asset allocation
- Tax management
- Technology use by advisors

### Testimonial

"Do you run on nuclear fuel? You write fulltime, yet you blog, tweet, participate in groups and more. I really admire your dedication and energy."

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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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