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# Susan B. Weiner Investment Writing

**January 2012**

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## **Jump-start your New Year's resolution with my blogging class!**

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Is starting a financial blog one of your New Year's resolutions?

You can lay a sound foundation for blogging success with my highly rated "[How to Write Blog Posts People Will Read: A 5-Lesson Class for Financial Advisors.](#)"

When you complete the five lessons-including doing the homework-you will learn a step-by-step process that can

- Change the way you write
- Bring you new business

Questions? [Click here to learn more!](#)

Sign up now for the next session of "[How to Write Blog Posts People Will Read: A 5-Lesson Class for Financial Advisors.](#)"



**CLICK AND REGISTER**

**IMPORTANT: Early Bird Discount expires at midnight on Jan. 12.**

**If a "nobody" wrote Jeremy Grantham's quarterly letter...**

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Jeremy Grantham of GMO is a thinker whose words command attention. Financial professionals will read his quarterly investment letters regardless of how well they're written. But if an unknown strategist delivered the same content, she or he would not benefit from the same indulgence. In fact, few people might have advanced beyond the initial paragraph about his busy schedule. This realization prompted me to think about how I'd rewrite "The Shortest Quarterly Letter Ever," Grantham's December 2011 missive.

Continue reading ["If a 'nobody' wrote Jeremy Grantham's quarterly letter..."](#)

**5 tips for picking powerful blog post titles**

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Strong titles attract readers to your blog posts. On the other hand, weak titles will deter readers from delving into your content.

Continue reading ["5 tips for picking powerful blog post titles."](#)

**Social media lessons from my last singles dance**

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The last singles dance I attended taught me a lesson that has served me well with social media. The lesson?

Continue reading ["Social media lessons from my last singles dance."](#) By the way, if you click, you'll see a photo of me in the room where the singles dance was held.

**How to manage a group blog: Financial advisor edition**

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I imagine a group blog run by financial advisors would face several challenges in producing interesting, high quality blog posts on a regular schedule.

Find tips on how to handle the challenges at ["How to manage a group blog: Financial advisor edition."](#)

**Guest post: "A Magazine Editor's Top Tips for Improving Advisors' Writing"**

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Morningstar is a company that values good writing as well as robust content. So I'm delighted to have Ryun Patterson, managing editor of Morningstar Advisor, as a guest blogger with some great tips to help advisors improve their writing.

Read Patterson's tips at ["Guest post: 'A Magazine Editor's Top Tips for Improving Advisors' Writing.'"](#)

**Guest post: "Creating Pitch Books Without Losing Your Mind: Design & Content Management Tips"**

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Margaret Patterson, the co-host on my recent webinar, is a financial pitch book expert. She has created sales support tools and provided production management expertise to numerous institutional asset managers and consultants, mutual fund companies, and wealth management advisors for 25 years. She shares her expertise in the guest post below, which originally appeared on one of my earlier blogs.

Read Margaret's post at "Guest post: 'Creating Pitch Books Without Losing Your Mind: Design & Content Management Tips.'"

**Wells Fargo Advisors ad gets the focus right**

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Financial advisors often struggle to communicate the value they offer to clients. I think Wells Fargo Advisors nailed it with an ad I saw in *The Wall Street Journal* (p. A5 on Dec. 29). The image above is excerpted from that ad.

Four things make this ad powerful, in my opinion.

Continue reading "Wells Fargo Advisors ad gets the focus right."

**Reader poll: How do you edit your writing for compliance?**

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This month's poll asks "How do you edit your writing for compliance?"

Financial writers and compliance departments are often at odds. But the two sides must learn to get along. Nobody wins if flat writing turns off prospective clients. Or if marketers create unrealistic expectations in the minds of current or prospective clients.

**Please vote in the** poll that appears in the right-hand column of my blog.

**Last month's reader poll: Should institutional managers be likable?**

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Last month's reader poll asked "Should institutional managers be likable?"

Most felt that institutional managers should be likable most of the time.

Credibility is equally important, according to the second most popular answer, which was added by one of my readers. Thanks, reader, for making an important point!

Here are the poll results:

- **44% Yes, most of the time**
- 22% Institutional asset managers' emails should evoke "likability" and credibility alike. Their clients may be institutions but, first and foremost, the institutions are managed by Board members/trustees who, most of the time, prefer to deal with likeable professionals who understand their fiduciary roles and responsibilities to the people to whom the assets
- 11% Yes, always

- 11% Yes, but only when they have a personal relationship with the recipient
- 11% No, it doesn't matter

**More on writing and marketing**

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- [Get your blog indexed, or suffer poor visibility](#)
- [Useful social media information from "The Social Customer"](#)
- [Guest bloggers: 2011 in review](#)
- [Should you hyphenate "fixed income"?](#)
- [Website demystifies confusing words](#)
- [Five questions for better articles](#)

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

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**Events**

- **"How to Write Blog Posts People Will Read."** The Early Bird Rate expires at midnight on January 12 for this 5-lesson writing class beginning January 25. This is a virtual class. You can take it from anywhere.
- **"How to Write Business Emails and Letters That People Will Read"** is the focus of my March 13, 2012 90-minute class in Newton, Mass. Please note: This class is not specific to financial professionals.

**Where I'm quoted or mentioned**

- ["30 Thought Leaders You Should Be Following in Social Media."](#) If you follow folks on Twitter, you may find some great new additions.
- [5 Ways to Spread Some Festive Freelance Cheer,](#) an article about sending holiday cards to clients
- "The Payment Problem," *The ASJA Monthly* (December 2011). I was quoted about problems with chargebacks when using PayPal to receive payments. Sorry, this article is not available online.

**Testimonial**

"What I like about your writing is that the keywords are seamlessly worked into the text. Keyword stuffing can work against you if Google's bots find it too spammy. Here you've provided the right amount without losing the integrity and intention of the article."



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 names or email addresses.

Thank you!

**Quick Links...**

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[Our website](#)

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[Our client testimonials](#)

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



**Contact Information**

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