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# Susan B. Weiner Investment Writing

**April 2012**

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## **Analogy for asset allocation**

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A good story or analogy can boost the power of your communications. It will linger long after the rest of your conversation fades.

I like the following example, which I found in "Tuning up implementation of modern portfolio theory" by Scott MacKillop.

Continue reading "[Nice analogy for asset allocation.](#)"

## **How long should a blog post run?**

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There's no set rule. I typically target 250-400 words. That's long enough to express one idea and short enough to discourage you from going off on tangents. I don't like tangents in blog posts. Posts should be narrowly focused to make them easy for readers to absorb.

Continue reading at "[How long should a blog post run?](#)"

## **Guest post:**

### **"Make It a Worthwhile Experience--Marketing Your Brand on Pinterest"**

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Pinterest puzzles me. How the heck can "pinning" pictures in albums work as a marketing technique? But then I read guest-blogger Caitlin Zucal's post and thought about how it's pictures, not words, that most easily go viral on Facebook. So perhaps financial marketers should think of Pinterest as "Facebook without words" or another way to share their products their products, personality, and common interests with clients and prospects. As a writer, I'm a big fan of communicating with words. But even I acknowledge that some people respond better to images.

Read Caitlin's post at "[Guest post: 'Make It a Worthwhile Experience--Marketing Your](#)

[Brand on Pinterest.](#)"

**Guest post: "Only"**

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The topic of proper word usage matters to my readers. So I perked up when Kim Blanton told me over coffee that she had a great explanation of how to use "only" properly. I immediately asked her to guest-blog for me.

By the way, if you haven't read Kim's [Squared Away blog](#), it's a terrific example of plain English writing about financial behavior.

Read Kim's post at "[Guest post: 'Only.'](#)"

**Evoking emotions boosts the power of your writing**

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"If you have chosen a topic that is of general concern, and if genuine feeling and intelligence come through, you will be interesting."

-Thomas S. Kane  
*The Oxford Essential Guide to Writing*, p. 5

This is good news for advisors who write about dry topics or topics that many others have covered. You can still stand out by letting your personality shine.

Read about some ways to do this in "[Evoking emotions boosts the power of your writing.](#)"

**"Reader-Friendly Reports" in a nutshell**

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For a quick primer on writing great reports, simply read the following paragraph by Carter A. Daniel.

Continue reading "[Reader-Friendly Reports in a nutshell.](#)"

**Reader poll: What's your favorite survival strategy for networking meetings?**

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This month's poll asks "[What's your favorite survival strategy for networking meetings?](#)"

If you're an introverted perfectionist like me, you never feel as if you make enough great contacts at networking meetings. These occasions felt like Olympic-sized failures until I became more creative and forgiving of myself.

Here are some of the strategies that have helped me. Continue reading "Reader poll: What's your favorite survival strategy for networking meetings."

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

## Last month's reader poll: When is it okay to write "equity market" instead of plain English?

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Last month's reader poll asked "[When is it okay to write 'equity market' instead of plain English?](#)"

"Only when your discussion includes more than stocks" and "Whenever you please" tied for the top spot, which suggests disagreement among my readers. However, 64% in total chose answers favoring limited use of "equity market."

Here are the poll results:

- **36% Only when your discussion includes more than stocks**
- **36% Whenever you please**
- 14% Never
- 7% Only when you can't avoid it\*
- 7% Never when writing for the public\*
- 0% Only when the corporate style guide requires "equity market"

\*These answers were added by readers. Thank you!

## More on writing and marketing

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- [BlackRock's ad campaign appeals to thinkers](#)
- [Another great way to annoy a reporter](#)
- [Should you say "No" to "Please"?](#)
- ["Narrow slice" article topics are better](#)
- [When it's okay to break the rules](#)

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

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### Events

- **Email-writing class**--I'm presenting "How to Write Emails and Letters People Will Read" as a webinar for NAPFA Genesis. It is tentatively scheduled for Wed., May 23, at 3 p.m. Eastern. More details will be available later.
- **Blogging class available at Early Bird price through April 17**  
--Starting May 16, you can take my popular class on "[How to Write Blog Posts People Will Read: A 5-Lesson Writing 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 five-lesson class for financial advisors.

You can **register at the Early Bird rate--a 50% discount--**until day-end April 17. IMPORTANT NOTE: I plan to raise the price of this class the next time I teach it. The price hike will be significant.

Learn more at "[How to Write Blog Posts People Will Read: A 5-Lesson Writing Class for Financial Advisors](#)."

- **Want to hire me as a speaker?** You'll find an [overview of my most popular topics](#) on my website.



### ***Investment Writing Top Tips available for Kindle or Nook***

If you missed last month's link to your free .PDF file of ***Investment Writing Top Tips*** 2012, reply to this newsletter issue with TOP TIPS in the subject line. I'll send you the link to the .PDF file.

I'm selling this report to non-subscribers, formatted for Kindle or Nook. I'm initially selling it at the lowest possible price as a service for my readers on [Amazon.com](#) and [BarnesandNoble.com](#).



### **Where I'm quoted or mentioned**

I'm quoted in two recent blog posts.

- "[Readers Express Views on Research](#)" by Kim Blanton on the Squared Away blog
- "[Writing Reports](#)" by Dave Spaulding on the Investment Performance Guy blog

### **Testimonial**

"Susan is seasoned, savvy and ahead of the curve in grasping effective use of social media as a marketing tool. More to the point, she is able to share her knowledge in the English language--efficiently and with humor. A half-hour phone conversation with Susan armed me with a dozen practical and easy suggestions--ones that have made a meaningful difference for me. If you are looking for a mumbo-jumbo free tutorial that concrete tips, I can heartily recommend Susan as a resource!"

 Send to a Colleague

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](#)

[Our blog](#)

[Our client testimonials](#)

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

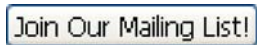


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