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Susan B. Weiner  
**Investment Writing**

**May 2012**  
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FAQ: "How to Write Blog Posts People Will Read: A 5-Lesson Writing Class for Financial Advisors"
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Are you a financial professional, writer, or marketer with questions about whether "[How to Write Blog Posts People Will Read: A 5-Lesson Writing Class for Financial Advisors](#)" will work for you?

Find answers to common questions at "[FAQ: 'How to Write Blog Posts People Will Read: A 5-Lesson Writing Class for Financial Advisors.'](#)"

The class starts May 16, so register now. This is the last time I'll offer this class during 2012.

**Videos: 3 ways to make them palatable for video-haters like me**  
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I HATE videos. As a lover of the written word, it annoys the heck out of me when people share information only in video or audio. However, there are steps you can take to make video and audio more palatable to cranky folks like me.

See how at "[Videos: 3 ways to make them palatable for video-haters like me.](#)"

Why I love Adobe Acrobat Pro for proofreading
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If you ever tried to proofread the gazillionth draft of an article, you know it's painful to re-read a familiar piece. Plus, you naturally fill in missing words and correct other mistakes in your mind, not on the page. Adobe Acrobat Pro is helping me overcome this challenge thanks to its little-known special skill.

Continue reading at "[Why I love Adobe Acrobat Pro for proofreading.](#)"

**Audio slideshow: What can bloggers learn from a vacation stroll?**  
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You can learn blogging lessons in some of the strangest places.

See the slideshow at "[Audio slideshow: What can bloggers learn from a vacation stroll?](#)"

Reader challenge: Rewrite this sentence to improve it

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This sentence cries out for improvement. I'd like to know how YOU would fix it.

Try your hand at "[Reader challenge: Rewrite this sentence to improve it.](#)" Or enjoy the two great rewrites suggested after I initially posted this challenge.

**Reader poll: Social media dilemma of "are" vs. "is"**

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This month's poll asks "[Should "are" or "is" follow social media?](#)"

In other words, is "social media" singular or plural?

For a sense of the arguments, please read the Facebook postings copied below, which I've posted with the authors' permission. By the way, this month's poll was suggested by my friend Susan Becker of [Becker Consulting Services](#). Thanks, Susan and Facebook friends who contributed to the discussion!

Continue reading at "[Reader poll: Social media dilemma of 'are' vs. 'is.'](#)"

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

Last month's reader poll: What's your favorite survival strategy for networking meetings?

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Last month's reader poll asked "[What's your favorite survival strategy for networking meetings?](#)"

"Focus my conversation on the other people" and "Keep my expectations low" tied for the top spot.

Here are the poll results:

- **29% Focus my conversation on the other people**
- **29% Keep my expectations low**
- 21% Seek out people who are by themselves
- 7% Find out ahead of time who's attending and arrange to meet
- 7% Introduce people
- 7% Skip in-person networking events
- 0% Use unusual techniques to attract attention

**More on writing and marketing**

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- [Blogging lessons from Investment Writing Spotlight](#)
  - [Identifying "WHAT PROBLEM does this blog post solve for them?"](#)
  - [Don't trust your spell-checking software](#)
  - [When NOT to personalize your email's subject line](#)
  - [This website helps you with acronyms](#)

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

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Events

- **Boost the effectiveness of your emails** --I'm presenting "How to Write Emails and Letters People Will Read" as a webinar for NAPFA Genesis. It is scheduled for Wed., May 23, at 3 p.m. Eastern. [Details will eventually be available online.](#)
- **Last chance in 2012!**
--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.

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.](#)"

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

If you missed the 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

My Investment Writing blog was mentioned as one of "[7 Financial Advisory Blogs that Rock](#)" on the ClientWise blog. I'm honored to be in good company with financial technology blogger Bill Winterberg, advisor Jude Boudreaux, and *The Wall Street Journal's* Financial Advisor blog.



Testimonials for Susan's blogging class

"Susan's blogging class for financial advisors is well worth the time and expense. It's useful for more than blogging. I find myself applying the course's content on other communications."

"Susan's class, '[How to Write Blog Posts People Will Read](#),' helped me concentrate on writing concise, informative and interesting blogs. Susan's guidance and feedback from other students helped me improve my style and substance. It was an excellent class."



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!

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Contact Information

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