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Susan B. Weiner  
**Investment Writing**

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Ideal quarterly investment letters: Meaningful, specific, and short
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Investment managers' quarterly investment letters should be meaningful to clients, specific to the manager, and short. These are the key conclusions I drew from my quarterly investment letter survey.

Continue reading at "[Ideal quarterly investment letters: Meaningful, specific, and short.](#)"

**Pink trash: An Internet-era reminder**  
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The cook's question caught my ear as she spoke loudly across the small hotel's quiet breakfast room.

"Where did you get that pink newspaper in your hotel room trash? We were talking about it," said the cook, who also served as waitress.

Continue reading at "[Pink trash: An Internet-era reminder.](#)"

How a blogging buddy can help your financial planning or investment blog
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Accountability works. You're probably familiar with the benefits of the accountability imposed by a financial plan or investment policy statement. So, here are suggestions for how to make a blogging buddy work for you - and for your buddy, too.

Continue reading at "[How a blogging buddy can help your financial planning or investment blog.](#)"

**Technology tip: How to create a low-tech virtual class**  
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"How can I create a for-profit virtual class without spending lots of money?"

Several people have asked me this question, so I figure it's time for a blog post sharing my low-tech secrets.

I'm no techno-geek. If I can manage the technology discussed here, so can you. None of it is outrageously expensive. In fact, some of it is free.

See how at "[Technology tip: How to create a low-tech virtual class.](#)"

Have it your way: InvestmentWriting.com content

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Your reading preferences may differ from those of my other readers. This is why I provide my content in different ways. You'll find an overview below by delivery method.

Continue reading at "[Have it your way: InvestmentWriting.com content.](#)"

**Guest post: "Do Questions Make Good Titles?"**

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In finance-related writing, it seems that titles posing questions are popular. Scan the news, or bloggers' posts, on any given day and you'll find queries as headlines.

Is it an effective approach? It depends on the question.

Continue reading at "[Guest post: 'Do Questions Make Good Titles?'](#)"

Reader poll: Advisor vs. adviser

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This month's poll asks "[Which spelling is correct--advisor or adviser?](#)"

Google argues for advisor. Searches yielded 741 million results for advisor versus only 132 million for adviser.

The SEC favors "adviser."

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

**Last month's reader poll: Social media dilemma of "are" vs. "is"**

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Last month's reader poll asked "[Should "are" or "is" follow social media?](#)"

"Is" took the top spot, reflecting a trend in popular usage. While media is the plural of

medium, it "is increasingly treated as a mass noun <the media was overreacting>. While that usage makes some squeamish, it must be accepted as standard," according to *Garner's Modern American Usage*.

Here are the poll results:

- **69% Is**
- **25% Are**
- 6% Are/Is "following"*

*This answer was added by a reader. Thank you!

More on writing and marketing

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- [Lesson from a headline: "A 30-Year Treasury Bond: Probably One of the Most Dangerous Investments You Could Make"](#)
- [Using your client's house to explain the market?](#)
- [Tips for streamlining your writing from Word Wise](#)
- ["3 Reasons Why Your White Papers Might Fail to Bring in New Business"](#)

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

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NAPFA Genesis email webinar

Welcome, NAPFA Genesis webinar participants!

You'll find a post especially for you on my blog at "[NAPFA Genesis email example and top lessons](#)."

If you missed my webinar on "How to Write Effective Emails and Letters," you can [buy a replay at a special price until July 15](#).

Where I'm quoted or mentioned

I inspired a podcast! That's ironic for a gal like me who avoids podcasts and videos like the plague. However, I know they're popular with some of you. Please check out [Social Media Minute Podcast: How to Make Your Video Better](#) from my friends at Arkovi.

Testimonial

"Susan, you are a lifesaver. Thank you for getting this to us so quickly."



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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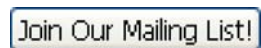


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