

September 2012
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**Don't make this mistake in your email subject lines**  
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A quirky email subject line made me think my husband was spamming me. He graciously allowed me to use his example to remind you to choose your subject line's first words carefully.

Continue reading "[Don't make this mistake in your email subject lines](#)," so you can see why teachers are using this article in their business writing classes.

Photo + Mind Map = Blog Inspiration
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It's not easy generating ideas for a steady flow of blog posts about financial planning, investments, or related topics. When your well runs dry, consider looking through your old photos for inspiration. This blog post was inspired by stumbling on a Barbie on a Rhode Island beach this summer.

Continue reading "[Photo + Mind Map = Blog Inspiration](#)."

**Guest post: What's your Content Strategy? (You have one, right?)**  
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David Lufkin is a financial writer and Internet marketing manager whom I've gotten to know through some interesting exchanges in LinkedIn Groups. He has been generous with input when I've posted questions, which encouraged me to ask him to guest-blog for me.

In his post, David explains how answering five key questions can help you create a content strategy that will help your website support and build your business.

Read David's post, "[Guest post: What's your Content Strategy? \(You have one, right?\)](#)."

Escape your fears: A writing topic for financial advisors
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"That guy looks like he wants to escape," I yelled to my husband. I was joking about the stuffed animal climbing up the fence along the Ashuwillticook bicycle trail. However, the sight made me think about how appealing escape is for most people.

Continue reading "[Escape your fears: A writing topic for financial advisors.](#)"

### **Reader poll: Which social media tools are helping you win new business?**

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This month's poll asks "[Which social media tool generates the most new business?](#)"

Almost 20% of advisors have gained a new client from social media, despite the limited social media involvement of many advisors, according to a press release from SEI, "SEI Survey: Advisors Start to Realize the Business Benefits of Social Media."

LinkedIn and Twitter have both contributed directly to my winning new clients. My active participation in LinkedIn Groups has brought me new connections and kept me visible until they had a project that required my help. Twitter has helped to a lesser extent.

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

Results of last month's reader poll

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Last month's reader poll asked "[What is the best substitute for "headwinds" in market or economic commentary?](#)"

Most chose "challenges" as the best substitute for "headwinds." That's my favorite, too.

Here are the poll results:

- **36% Challenges**
- **21% There is no substitute for headwinds**
- 21% Obstacles\*
- 14% Clarify the metaphor, which shouldn't depend on how well one sails\*
- 7% Impediments\*
- 0% Barriers

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

### **More on writing and marketing**

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- [Grab your reader's attention in three seconds](#)
- [Top three signs you should hire a freelance financial writer](#)
- [Six ways to stop sending emails with errors](#)

Where you can find me--online and in person

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**Meet me at FPA Experience 2012!**

If you're attending FPA Experience 2012, I hope you can attend "Writing Emails and Letters People Will Read," my presentation on Saturday at 2:15 p.m. If you can't make it, I hope to meet you on another day of the conference. I'm staying for the whole thing.



**Testimonial**

"I appreciate your posts on writing for financial advisors. I find them very helpful, and they're also usually the few LinkedIn updates I actually read! I'm building my business at an RIA, having come from a portfolio management background. Your posts help guide me to write what clients and prospects actually want to read."



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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