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Susan B. Weiner  
**Investment Writing**

**January 2013**

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[GET YOUR GIFT TODAY!](#)

**Last chance to register at EARLY BIRD rate for blogging class**

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The EARLY BIRD rate for my highly rated class, "[How to Write Blog Posts People Will Read: A 5-Lesson Writing Class for Financial Advisors](#)," expires on JANUARY 8 at 12 midnight Eastern. After midnight, you'll pay significantly more to enroll.

Also, I plan to only teach this class once in 2013. It'll be a long wait until 2014.



Here's what one student says:

"Whether you have experience writing blog posts, or are just thinking of starting a site, "How to Write Blog Posts People Will Read" is the class for you. **Susan does a great job taking you through thinking of ideas, to organizing your thoughts, all the way to best practices for posts that actually work.** Don't hesitate to sign up for this class!"

**Key lesson for investment commentary writers from my professional organizer**

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My personal possessions aren't as neatly organized as my writing, so I've worked with several professional organizers. They've taught me a lesson that is critical for folks who write market, economic, or portfolio commentary.

Continue reading at "[Key lesson for investment commentary writers from my professional organizer.](#)"

**Guest post: "Don't make it hard for people to comment on your blog"**

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Comment spam isn't all bad. That's the message I took away from a fellow writer's passionate remarks against erecting barriers to comments. She also made me think about my anti-spam strategy, which consists of using [Akismet](#) and [Spam Free WordPress](#). A complete absence of comment spam may mean that some legitimate commenters are being discouraged from leaving comments.

Guest blogger Mridu Khullar Relph made her remarks in response to a private forum question asking about newbie bloggers' mistakes. I'm delighted she gave me her permission to share her comments.

Read Relph's insights at "[Guest post: 'Don't make it hard for people to comment on your blog.'](#)"

**How to succeed with your New Year's resolution to blog more**

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Bloggng more frequently is high on my friends' lists of writing-related New Year's resolutions. This spurred me to wonder how you can form new habits that will boost your blogging throughout the year.

Continue reading at "[How to succeed with your New Year's resolution to blog more.](#)"

**Reader challenge: How do you save your marketing project from last-minute derailment?**

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If you've ever had a project go bad at the last minute, you'll care about the answer to this reader challenge. You may even have solutions. So please join the conversation.

I've participated in at least one marketing project that was cancelled due to a change of direction at the top. Some projects' derailments are out of your control, for example if your firm is sold or a new boss arrives.

Continue reading at "[Reader challenge: How do you save your marketing project from last-minute derailment?](#)"

**Reader question: How can I keep my emails short?**

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Writing an email that's short and to the point is the best way to get a response from the recipient. But writing short doesn't come naturally to most people.

Here are some tips to help you keep your email short.

See the tips at "[Reader question: How can I keep my emails short?](#)"

**Guest post: "Using Internal Links for Search Engine Success"**

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Steve Tannuzzo's guest post on "[Easy SEO: How to Really Get Found on the Internet](#)" was so popular that I asked him to write another post about SEO.

Read Tannuzzo's new advice at "[Guest post: 'Using Internal Links for Search Engine Success.'](#)"

**Reader poll: How should advisors use ready-to-use content?**

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This month's poll asks "[How should advisors use ready-to-use content?](#)"

Limited time and budgets mean that some financial advisors buy ready-to-use content for their websites or blogs. Sure, it's not ideal, but obtaining articles and other content from the providers I've listed in "[Ready-to-use content for financial advisors](#)" may be right for you.

Please answer the two-question survey at "[How should advisors use ready-to-use content?](#)" to help me understand what you think.

**Last month's reader poll: Which format do you prefer for how-to books?**

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[Last month's reader poll](#) asked two questions: "In what format was the last how-to book you read?" and "What format would you prefer for the next how-to book you read?"

Professionally printed paperback book was the most popular answer to both questions. This has influenced my decision to make [my forthcoming blogging book](#) available as a print-on-demand book in addition to a .PDF file. (If you wonder why I'm not planning an e-book right away, apparently e-books can't yet handle well my book's images and worksheets.) I'm in the process of final edits to my book before sending it to the person who'll format it.

Here are the poll results:

- *In what format was the last how-to book you read?*
  - **29% Professionally printed paperback book**
  - **21% .PDF file**
  - **21% Other option**
  - 14% E-book
  - 0% Professionally printed hardcover book
  - 0% 8.5" x 11" printed workbook
  
- *What format would you prefer for the next how-to book you read?*
  - **29% Professionally printed paperback book**
  - **21% E-book**
  - **21% .PDF file**
  - 14% Professionally printed hardcover book
  - 7% Other option
  - 7% 8.5" x 11" printed workbook

### More on writing and marketing

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- [Most popular blog posts of 2012](#)
- [Use movement and description in your writing: A tip from Francis Flaherty](#)
- [Your customers, your inspiration](#)
- [Treasurys vs Treasuries—Which is the right spelling?](#)
- [Guest bloggers: 2012 in review](#)
- [Blog like a Sasanian](#)

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

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**"How to Write Blog Posts People Will Read: A 5-Lesson Writing Class for Financial Advisors"**

My next virtual class for bloggers starts on Wed., January 23, 2013. [Click to learn more!](#)

**"How to Write Investment Commentary People Will Read"**

I will speak to the [CFA Society Hartford](#) on May 2. This is a classic presentation that I've delivered to CFA societies across the U.S. and Canada. The lunch meeting runs from 12 noon to 1:30 p.m. at the Hartford Club. Please register in advance.

**"Writing Emails and Letters People Will Read"**

On May 16 I'll present "Writing Emails and Letters People Will Read" to the [Financial Planning Association of Massachusetts](#). I'll share more details once they're available.

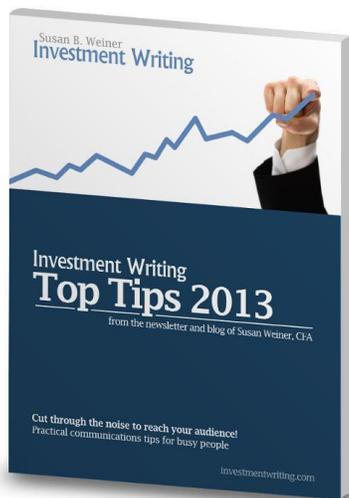


**Where I'm quoted**

The Boston Security Analysts Society, the local chapter of the CFA Institute, linked to my articles in two recent member newsletters.

**A gift for you: *Investment Writing Top Tips 2013***

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Cut through the noise to reach your audience!

***Investment Writing Top Tips 2013***, a mini e-book full of practical communications and marketing tips, is available at no charge only to my newsletter subscribers.

To obtain your copy, simply **reply to this email and put "Top Tips" in the subject line**. I'll forward a link to this handy reference.

Act now!



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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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