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# Susan B. Weiner Investment Writing

**March 2013**

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Learn what works in winning clients

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Are you about to embark on a new marketing campaign that will cost you a lot in money or time? Take a step back! It's time to assess what's already working for you.

There are marketing firms that will help you conduct an assessment. But you can get a quick sense yourself by analyzing your most recent new client wins. After all, as Shakespeare said, "What's past is prologue." In this case, it means you can learn from your history.

Continue reading at "[Learn what works in winning clients.](#)"

## **Blogging lessons from *The New York Times*' public editor**

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When she started her job, Margaret Sullivan, public editor of *The New York Times*, set herself three goals that can also apply to advisors who blog for their firms.

Continue reading at "[Blogging lessons from The New York Times' public editor.](#)"

4 Twitter #FollowFriday tips from my personal experience

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Thanks to everyone who has favored me with a #FollowFriday (#ff for short), I've learned a few things about how to do it right. If you'd like to use the #ff [hashtag](#) to show respect or gratitude to others, consider these tips.

See the tips at "[4 Twitter #FF tips from my personal experience.](#)"

#### **Guest post: Do longer articles really get shared more often?**

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Which blog posts get shared the most? Everyone wants to know. So when I read that "longer articles tend to be shared far more often," according to an article cited by "Content Marketing: Dance Like Nobody's Looking." I shared that quote on Facebook. I was delighted when Angelique Geehan responded with a thoughtful reply, which became a guest post on my blog.

By the way, Angelique's post is an example of the serendipity of Facebook. I would never have communicated with her without Facebook, where she followed her boss in becoming a fan of the [Investment Writing Facebook page](#). We've had some great online exchanges since then.

See Angelique's take at "[Guest post: Do longer articles get shared more often?](#)"

Turn questions into blog posts

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Tired of writing explanations for an audience of one?

Your clients, prospects, or even folks doing Google searches, may contact you with questions. Depending on your relationship and availability, you may respond at some length. This takes time.

Learn how to boost your explanations' readership with "[Turn questions into blog posts.](#)"

#### **Is Google+ worth the effort?**

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I didn't understand the appeal of Google+, which is why I decided to read Guy Kawasaki's [What the Plus! Google+ for the Rest of Us](#).

In his chapter on "Why I love Google+," Kawasaki says, "Google+ has powerful and sophisticated features that the competition doesn't, and Google+ does things in ways that

make more sense to me."

In "[Is Google+ worth the effort?](#)" I share my take on the case for Google+ based on Kawasaki's chart comparing features of Google+, Facebook, Twitter, and Pinterest.

Guest post: The Six Keys to Confident Presenting

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Beverly Flaxington knows the investment and financial advice industry and she knows how clients and prospects think. I still remember how her explanation of personality types riveted the audience at a Boston Security Analysts Society presentation that I organized. I'm delighted to feature her advice.

See Beverly's advice at "[Guest post: The Six Keys to Confident Presenting.](#)"

**Reader poll: Should you go ziplining on LinkedIn?**

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This month's poll asks "[Should you go ziplining on LinkedIn?](#)"

"Why did you mention ziplining on LinkedIn? It's not business." This comment by my husband made me think about what's appropriate for sharing on social media. It also prompted the poll questions below.

LinkedIn is the most business-oriented of the social media channels I use. About 95% of my status updates there are strictly business. But I believe it pays to show an occasional glimpse into my personality or non-work life. My LinkedIn status update about ziplining, along with updates elsewhere, prompted quite a few responses.

Please answer my two-question survey about whether it's okay to share non-business information on LinkedIn at "[Poll: Should you go ziplining on LinkedIn?](#)"

Last month's reader poll: What are your blog's goals?

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[Last month's reader poll](#) asked two questions: "What are the goals of your blog?" and "What is your biggest challenge in achieving your goals—and why?"

The most popular response was to educate people, followed closely by the desire to attract clients.

Here are the poll results:

• ***Question 1: What are the goals of your blog?***

- **23% Educate people**
- **19% Attract clients**
- 15% Improve my writing
- 15% Spread my ideas
- 12% Learn from others
- 8% Keep the clients I have
- 8% Sell information products
- 0% Other

• ***Question 2: What is your biggest challenge in achieving your goals—and why?***

The greatest challenge seems to be finding the time to write.

One person said, "Biggest challenge is keeping at it. Life and other work so often gets in the way. Ideas dry up. It is very easy to 'take a break from blogging,' which is really just a euphemism for quitting."

Thank you, respondents!

**More on writing and marketing**

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- [Stop! Get a better title, or forget winning readers](#)
- [Financial blogging lessons from The Poetry Home Repair Manual: Tips for more compelling posts](#)
- [Six lessons from the CFA Institute's conference tweets](#)
- [3 tips for better advisor-client email communication](#)

Where you can find me--online and in person

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**ProfNet #ConnectChat**

At 3 p.m. on March 5, I'll be the [featured guest on ProfNet's #ConnectChat Twitter chat](#) moderated by Maria Perez (@ProfNet). I'll be tweeting for journalists who'd like to shift into corporate writing. One cool thing is that my picture will be posted in the Reuters billboard in Times Square as part of the chat promotion.



**"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.

**Mistake Monday**

To improve your proofreading skills, be sure to "like" the [Investment Writing Facebook page](#) and visit on Mistake Mondays. It'll raise your awareness of common mistakes that we all make. You'll also find links focusing on blogging, writing, and marketing.

**Where I'm mentioned**

My forthcoming book is mentioned in "[Blog Topics Financial Advisors Can Write About](#)," by Suzanne Muusers of *The Prosperous Advisor*.

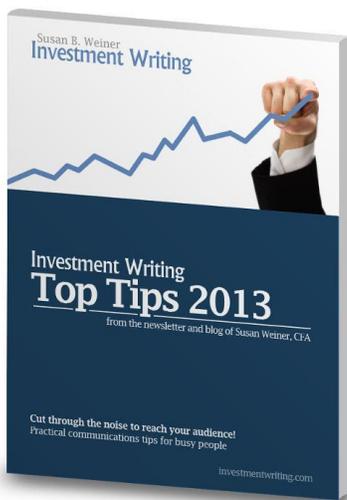
**Testimonial**

"Thank you. So simple, but makes perfect sense. I hate to have to use 'I' a lot in communications. This is a great tip. Have a great day and thanks for responding quickly."

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



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!



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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