

## Nothing to Say?

by Marcia Yudkin

"It's all been said."

"Why would anyone want to listen to me?"

"I don't know anything competitors don't know."

Susan Weiner has excellent rejoinders to objections like those above in her book, [\*Financial Blogging: How to Write Powerful Posts That Attract Clients\*](#).

When you blog about supposedly overdone topics with your distinctive client base in mind, you inevitably tailor general topics for the particular life stages and interests of your clients. "Your readers will feel you're writing specifically for them," she says.

You also can't help but express your distinctive personality and perspective. "People want to work with advisors whom they like. And when you show who you are as an individual, you're more likely to attract clients whom you'll like," Weiner notes.

Clients also want to sense that you care, I would add, that you're not bored or robotic when you do your work.

Blogging in your unique voice may even give you an advantage over larger firms with massive budgets, Weiner observes. "Big firms with powerful compliance and marketing departments have a hard time conveying warmth and personality."

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