

BOOK REVIEW

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# Financial Blogging:

## HOW TO WRITE POWERFUL POSTS THAT ATTRACT CLIENTS

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By Susan Weiner, CFA (CreateSpace, 2013)

Reviewed by Nancy McCarthy

**B**logging is one way, and for those who like to write in a disciplined, strategic fashion it can be a productive way, to share your insights, news analysis, ideas, and tips with prospective clients and referral sources. Some valuers and forensic accountants who have been blogging for years attest that it has helped them attract new clients.

In *Financial Blogging*, Susan Weiner doesn't try to persuade you that blogging can be an effective way to attract clients; she assumes that you believe it can be. What this book does is help you write good blog posts, after you've decided to be a blogger.

In her 20-plus year career, Weiner has been a reporter for a mutual fund publication, a marketing communications manager for an institutional investment house, and a freelance marketing and communications consultant. She is a member of the CFA Speakers Bureau and gives workshops, throughout the USA and Canada, called "How to Write Investment Copy that People Will Read." Her book, *Financial Blogging*, is derived from that workshop and others.

Among the helpful tips Weiner provides is an acronym: WIIFM—What's in it for me? If you can show your readers that you understand their problems and can provide helpful solutions, they will seek you out. Your blog posts therefore cannot be general and superficial; they must be narrow, specific, and deep, and they must really provide answers to *your* clients' questions. Blogging is a tool that helps you demonstrate to your clients that you "hear them." The trick is to listen carefully.

If you are convinced that you should write a blog to increase your client base, Weiner's book is a decent primer. It focuses narrowly on writing posts, without delving into web technology, platforms, or design. At \$49.00 for 116 pages it is a hefty investment. *Financial Blogging* is available in paperback at <https://wwwcreatespace.com/4284278>, and in PDF format (for \$39) at <http://www.e-junkie.com/shop/product/489690.php>.

*Nancy McCarthy is a financial writer and editor, based in the Philadelphia area.*

### Q&A with Susan Weiner, author of *Financial Blogging*

**Nancy McCarthy:** In your book you said, "The beauty of a blog is that [you can tailor] your posts to...appeal to the clients your company targets....Your readers will feel you're writing specifically for them." In order to write specially for readers, a blogger must then target a very narrow audience. Does it make sense to create separate blogs for different segments of clientele in a single practice?

**Susan Weiner:** Not necessarily. Let's assume that you focus on three industries: restaurants, movie theaters, and bowling alleys. You can blog about restaurants in week one, movie theaters in week two, bowling alleys in week three, and then start the cycle again in week four.

**NM:** You advise financial advisers to listen to the questions that members of your potential audience ask. Can you give examples of how advisers should "listen"?

**SW:** Listen to questions from your clients at every stage of your relationship with them, keeping a list on paper or an electronic file. One-on-one conversations aren't the only place to look for questions. Identify hot topics at conferences that you attend; pay particular attention to audience questions and chitchat between presentations and at lunch. Also, listen to yourself. Nagging questions that stump you probably stump others. I'm also a big fan of online polls and surveys for collecting questions from your audience. Ask them what they'd like to read about on your blog.