Susan B. Weiner Investment Writing

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How to Write Financial Blog Posts People Will Read

Blogging has become a "must" for many independent and fee-only financial advisors. It's a great way for them to build business by connecting with current and potential clients as well as referral sources. But many advisors struggle to create a steady flow of compelling blog posts. Some feel as if they're going crazy trying to keep up.

This book will help them conquer the challenge of producing high-quality blog posts. They will learn how to:

- Generate and refine ideas for blog posts that will engage readers.
- Organize their thoughts before they write so they can write more quickly and effectively.
- Edit their writing so it's reader-friendly and appealing.

Chapters

About Susan Weiner, CFA

The book is based on a five-week "virtual" class that Susan Weiner, CFA, has taught to investment and wealth managers, financial planners, and the marketing professionals who support them. She has spoken on "How to Write Investment Commentary that People Will Read" across the U.S. and Canada for the CFA Institute's societies since 2006.

Susan helps financial professionals increase the impact of their writing on clients and prospects. She writes, ghostwrites, and edits blog posts, articles, white papers, investment commentary, web pages, and other communications for leading investment and wealth management firms. Her Investment Writing blog is popular with advisors who care about writing that deepens their connections with clients and prospects.

Susan knows how to use language as a financial professional and a journalist. Before becoming a freelancer, she was director of investment communications at Columbia Management Group, a trustee at Batterymarch Financial Management, and a staff reporter for a weekly mutual fund publication. Her articles have appeared in financial trade publications such as *Advisor Perspectives, CFA Magazine, Financial Planning*, and *The Journal of Financial Planning*.