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Financial writer's clinic: Bloggers' top two punctuation mistakes

"Financial blogging has it's challenges", said the copywriter.

If you identified the errors in the sentence above, you probably aren't making bloggers' two most common punctuation mistakes. These mistakes aren't confined to blogs. I see them in every kind of financial and personal communication.

Continue reading "[Bloggers' top two punctuation mistakes.](#)"

More marketing and communications posts

* [What financial advisors can learn from the "60-Minute Naked Truth Salesletter"](#)

* One year ago in *Investment Writing Update*: "[Lazy Bastards: How We Read Online](#)"

**Delving deeper into behavioral finance with Gayle Buff
--and July 30 "virtual office hour" with Dan Ariely**

You seemed to enjoy last month's newsletter article on behavioral finance, so I was happy to interview Gayle Buff and expand on the topic in a recent article for *Advisor Perspectives*.

Read "[Behavioral Finance--A Three-Part Model for Client Relationships.](#)"

On a related note, you'll find a behavioral finance bibliography provided by Gayle Buff at the end of my article. Also, my "tweeps"--that's slang for Twitter followers--recommended the following titles for learning more about behavioral finance:

- [Beyond Greed and Fear](#)
- [The Power in Your Money Personality](#)
- [Predictably Irrational](#)
- [Principles of Neural Science](#)
- [Your Money and Your Brain](#)

Also recommended: Anything written by [Richard H. Thaler](#) or [Rick Kahler](#). I'd like to thank @jdpitzl, @hoteit, and @jonathanwsmith for their contributions to this list.

By the way, Dan Ariely, the author of *Predictably Irrational*, will hold a "[virtual office hour](#)" on July 30, 12 noon-1:00 p.m. EDT. You're invited to attend at no cost.

Guest post: "Attaining and Sustaining High Productivity in Investment Management Marketing"

Investment management firms need optimal internal collaboration to achieve the best possible communications, marketing, and client service as they cope with anxious clients, tight budgets, and lean staffing.

Tips for how to achieve this goal are the focus of "[Attaining and Sustaining High Productivity in Investment Management Marketing](#)," a guest post on my Investment Writing blog by Jacqueline L. Charnley and Christine M. Rostvold. They are the founders of [Charnley & Rostvold](#), a marketing communications firm.

When do the words that follow bullet points require punctuation?

Bullet pointed text is everywhere. It's in PowerPoint presentations, emails, white papers, and even books.

Everybody seems to punctuate bullet pointed lists differently. I've seen commas, semicolons, conjunctions, and periods applied.

What do YOU think? When do the words that follow bullet points require punctuation? **Please answer the poll about this** in the **right-hand column** of [my InvestmentWriting blog](#).

By the way, if you have ideas for future polls, please email me or leave a comment on my blog.

Last month's reader poll about the efficient market hypothesis

Last month my reader poll asked "Did the efficient market hypothesis contribute to the current financial crisis?" The poll was a complement to my blog post on "[Is the efficient market hypothesis dead](#)."

For a long time, opinion among my poll recipients was split 50-50. Then the pendulum moved towards EMH being blame-free.

Poll results:

37% Yes

63% No

0% Don't know

[The Venture Populist blog reports results](#) on a related topic. "Our recent proclamations that 'MPT failed' have elicited a distinctively binary response from wealth managers and investment advisors.... While many IAs responded enthusiastically, a seemingly larger pool of advisors continue to cling desperately to their discredited diversification dogmas...."

You may not agree with [Venture Populist Jeff Joseph](#)'s opinions, but you'll find him provocative.

I asked Jeff for a comment on my poll. Here's what he said.

Of course financial models such as EMH and MPT played a significant role in the financial crisis, but they alone were not the only guilty parties, they had accomplices. As Myron Scholes (ironically) once stated, "there are models, and there are those who use the models." I concur. The financial engineers, derivative developers and investment advisors are culpable but can be forgiven based upon their naivety or lack of experience. Of greater guilt are those who fail to recognize their failures of the past (and of course are condemned to repeat them) as their lack of penitence and intellectual evolution will likely lead to recidivist behavior. Likewise, the regulators were fools and incompetents and

offer little comfort to proposed reforms advocating more oversight. Lastly, there is the unfortunate investor that so unwittingly relied upon the professionals for advice and the regulators to level the playing field. Accidentally accomplices...but accomplices none the less.

Career corner: Useful LinkedIn Groups for investment and wealth management job hunters

Generous job hunter [Steve Hartel](#) shares some of his LinkedIn group recommendations in my blog post on "[Useful LinkedIn Groups for investment and wealth management job hunters.](#)"

Here are some more ideas for job hunters:

- Set up a job alerts for multiple sites through [Indeed.com](#)
- Volunteer for a professional association in your field--or the field in which you'd like to work
- Check out [Performance Jobs](#), if you're looking for a job focused on investment performance measurement, attribution, or risk

If you have job hunting tips for any of my highly qualified colleagues, please email me or leave a comment on my blog. Thank you!

Topics I've written about in 2009

I'm enjoying writing about a broad array of topics again in 2009. I've listed some of my topics below.

- Asset allocation
- Behavioral finance
- Economic outlook
- Estate planning
- Getting the best rate on your bank CD
- Hazardous waste disposal fees
- International investing
- Investing in real estate through your self-directed IRA
- Penny stocks
- Private mortgage insurance
- Turnkey asset management



Let me know if you'd like help with the writing or editing of any of your upcoming white papers, investment commentary, articles, or other communications. I enjoy helping smart financial professionals communicate with their target audiences.



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.

Thank you!

Having trouble with this newsletter's links?

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Many of the links in this newsletter go to my Investment Writing blog. Some companies block employee access to blogs, even if the content is work-related.

If you're having this problem, you can subscribe online using your personal email

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