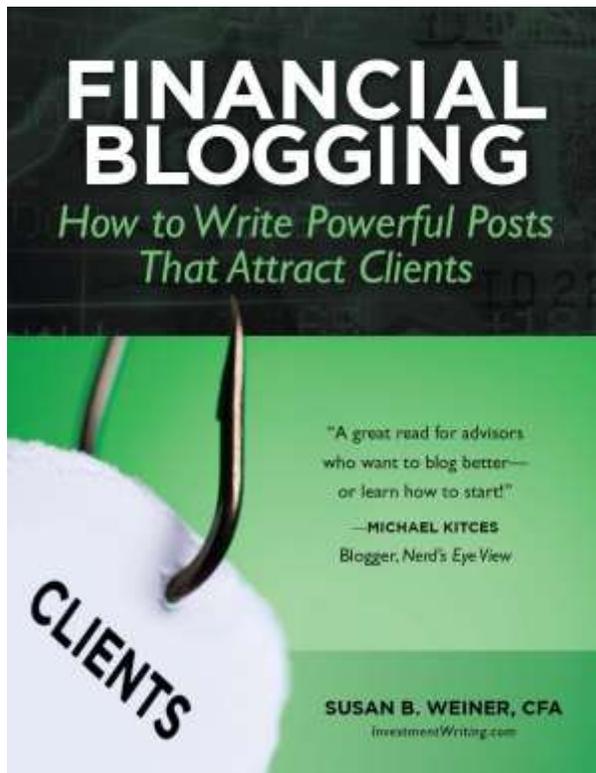


August 2013

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Hello!



My book is for sale! Yes, finally you can buy *Financial Blogging: How to Write Powerful Posts That Attract Clients*. This 107-page book will boost your relationships with clients and prospects. You can learn more about the book in the "Author Q&A" below or on [my website's book page](#).

**BUY THE PDF**

**BUY THE PAPERBACK**

Enter the following discount code at checkout to receive \$14 off your purchase: **TN2TCHC8**

**The discount code expires on August 14, 2013**, so act now! The book is available as a [PDF](#) (only \$25 after you apply your discount code or \$39 full price) or a [paperback](#) (only \$35 after you apply your discount

code or \$49 full price).

Thank you!

Best wishes,

**Susan**

## **In this issue**

[Author Q&A](#)

[Dear husband, please stop](#)

[Expert sources](#)

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### **Q&A with the author of *Financial Blogging: How to Write Powerful Posts That Attract Clients***

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Q. Who should read this book?

A. This book is for financial advisors, investment managers, wealth managers, financial planners, and the vendors and other professionals who support them. Why? Because it will help them grow their companies.

Blogging has become a "must" for many of these professionals. It's a great way to build your business by connecting with current and potential clients as well as referral sources. Blogging attracts prospects to your website, media attention, and speaking engagements. It also cements your reputation as a leader in your field. Savvy investment managers, wealth managers, and other financial professionals know blogs are an excellent way to communicate topical information before it gets stale. This deepens your relationships with current clients.

But many advisors struggle to create a steady flow of compelling blog posts. This isn't surprising. After all, your professional training focused on helping clients manage their investments or finances. You may have never taken a writing class or written for publication. Don't worry! Help has arrived.

Q. Why did you write this book?

A. I'm writing this book because I know how you feel when you stare at a blank page. I couldn't get anything right after I started as a staff reporter for a weekly mutual fund newsletter back in the mid-1990s. I struggled to generate story proposals that would win my editor's approval. Even when my ideas made the cut, they failed to push my readers' hot buttons. Plus, my editor had to make too many stylistic edits to my writing. It was so frustrating.

Luckily, I had the opportunity to improve my writing-and to learn how to teach you how to write more effectively.

Q. What will people learn?

A. This book will help you conquer the challenge of producing high quality blog posts by following a step-by-step process, including how to:

Continue reading at "[Author Q&A.](#)"

For more information, visit:

- [Table of Contents](#)
- [Testimonials](#)
- [Tips for Writing Financial Blogs That Attract Clients](#)
- [Virtual Book Tour](#)
- [Press release: Financial Advisors Who Blog Will Win Clients with New Book's Techniques](#)

Dear husband, please stop

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You can learn a writing lesson from my dear husband.

It drives me crazy when he says to a restaurant's hostess, "You don't have a table for two, do you?"

See why (and pick up a useful writing tip) at "[Dear husband, please stop.](#)"

**Expert sources**

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[Rethinking the traditional content process](#)

John Refford's tweets and posts about marketing technology caught my eye before I ever met him. I'm glad that Twitter connected us for some interesting conversations about the intersection between marketing, technology, and investments. At our last meeting, I thought, "I must ask John to guest-blog for me!" This post about content creation is the result.

[5 tips for getting your experts' cooperation when you need it](#)

Getting the most out of working relationships with colleagues can be paramount to your job. Investment marketer Anne Banks of gr8 communications understands this. She was kind enough to share tips that will help you earn people's cooperation whether you're a financial advisor, marketer, or any person who relies on obtaining information from colleagues.

More articles

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### Blogging

- [Don't hire a proofreader](#)
- [Top 5 posts from the second quarter of 2013](#)

### Marketing

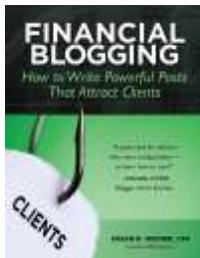
- [How to get a white paper written on a budget](#)

### Writing

- [How do you spell it? "Out-performance" vs. "Outperformance"](#)
- [Keep it short, but mix it up](#)
- [Margin analysis to improve your writing](#)
- [Writing resources for equity research analysts?](#)

### Testimonial

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"As a financial professional, you may not know where to start when writing for client communications or marketing. Susan Weiner's book shows you where. She also leads you through the entire process of how to write effectively and naturally for your business. I highly recommend her book to anyone interested in using written communication in their business."

-Russ Thornton, Wealthcare for Women

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\$14**

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TN2TCHC8

Feel free to share this code with your colleagues and friends.

Please note: The PDF and the paperback are sold from two different websites, so you must click on the right link to obtain your book.

Offer Expires: August 14, 2013

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Your colleagues' information will remain private. I have no way to learn their names or email addresses.

Thank you!

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