

ITEM: Rep email to prospect or client.
TOPIC: Promote virtual seminar on Weathering a Bear Market
USE: For use in all states. **This email must be from rep's email address. Program disclosure must be added. Add link to seminar registration. Email must follow "DO NOT EMAIL" guidelines.**



FROM: [REP NAME], [PROGRAM NAME] Representative
TO: [FINANCIAL INSTITUTION NAME] Customer [CUSTOMER EMAIL]
SUBJECT: How to Weather a Bear Market
DATE: May 12th at 6PM Eastern

When the market dips, what do you do? How do you react? Without a plan, reacting based on your instincts could hurt your long-term financial goals. Learn steps you can take now to prepare to weather the next bear market.

Attend a valuable virtual seminar, "How to Weather a Bear Market." You'll learn the answers to questions, including:

- What is a bear market?
- How does behavioral finance affect decision-making?
- How do overreaction and bad decisions compromise long-term financial goals?
- How do I weather a bear market?

[Reserve your virtual seat.](#) (Link to WebEx registration)

Space is limited, so I urge you to make your reservations today. And give me a call at [REP PHONE] with any questions about the virtual seminar, or contact me by email at [REP EMAIL]. I look forward to seeing you virtually.

[REP NAME]
[REP TITLE]
[PROGRAM NAME]
Located at: [FINANCIAL INSTITUTION NAME]
[ADDRESS]
[CITY], [STATE] [ZIP]
Phone: [REP PHONE]

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