

**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:** September 22<sup>nd</sup> 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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