**Note: All things that need to be changed are highlighted below in yellow. Delete this note from the top before you send it out to your clients.**

<Date>

<Address Block>

RE: Exclusive Seminar Invitation: ***Beyond Resilience***

Dear <first name>,

One of the services our bank offers is called *Chat with the Experts™*—a quarterly Master Class with leading business experts from around the country. It is part of our bank’s learning program for our business clients to help you take more cash out of your business.

Attend as my guest for an exclusive presentation that will help you lock in more profit every month than the month before.

Dr. Diamond has a passion for equipping people to perform under pressure. He founded and serves as the Director of the Nation’s first state-affiliated medical disaster response team. In 2010, the American Red Cross gave him the “Real Hero” award and he also received the Washington State Governor’s Award of Excellence for his work in Haiti. In 2014, Dr. Diamond received the President's Volunteer Service Award from President Obama and he also received the Quality of Care Lifetime Achievement Award, Healthcare Heroes.

Join us on this webinar to hear Dan discuss how industries in a state of tremendous turmoil can turn the situation into an extraordinary opportunity for individuals and the organization to adapt, engage and innovate.

**WHO:** You and up to two leaders in your organization.

**WHAT:** In this webinar, you’ll discover:

* **How to keep your eye on the direction that you want to go.** That subtle shift will have tremendous ramifications on shifting focus away from the problem.
* **How to get people into a powerful state.** Asking the right questions gives tremendous insights needed to eliminate a victim mentality.
* **The right questions to ask during situations of high stress or crisis.** Take your team from disengaged to invested, not just engaged, even when you don’t have all the resources you need.
* **How to go one notch further.** Once the team is invested, the next step is ownership and how to lead up the chain of command.
* **How to better develop your executive team.** It’s not about matching culture anymore. It’s about diversity, true diversity of all kinds.

**WHEN and WHERE:** The event is at the <insert location/address of branch> branch on <Day, Date and Time>

We have limited space, so RSVP via email by <Date> to <email address of sender> or by phone to <phone number of sender>.

I look forward to seeing you there!

Sincerely,

<Sender Name>, <Sender Title>

P.S.

Call or email today to RSVP (<sender phone> / <sender email>).