**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: ***Innovate the Way You Innovate***

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.

Steve Shapiro led a 20,000-person innovation practice during his 15-year tenure with the consulting firm Accenture. He is the author of five books, including “*Best Practices Are Stupid*," which was named the best innovation and creativity book of 2011 and is an international #1 best seller. His work has been featured in *Newsweek*, *Entrepreneur Magazine*, *SUCCESS Magazine*, *The Wall Street Journal*, *The New York Times*, CNBC and ABC News. His clients include Marriott, 3M, P&G, Nike, Capital One, Honda, Johnson & Johnson, Microsoft, NASA, USAA and GE.

Join us for this webinar to hear Steve provide practical approaches that can help you innovate faster, get your team on board, and start making the changes you need to make to have the innovation breakthroughs you need to grow their business.

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

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

* **Why innovation is important to you.** Incremental changes that you might've been able to get away with in the past is just insufficient.
* **How to get your team to understand the need to be innovating.** Past success is actually a great predictor of future failure because what happens is when you're successful, you actually become complacent.
* **How to get started making changes to get the breakthroughs you know you need to have to grow your business.** Prioritize and target your efforts and innovate where you differentiate.
* **What it means to differentiate.** Learn how to make sure you’re actually standing out in a crowded market.
* **Next steps in prioritizing your innovation investments.** Asking others for ideas is actually a bad idea.

**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>).