1. **EMAIL** ["Sameness" objection]

**SUBJECT LINE**: It's all about you

BANNER LINE: Want to stand out?

[Loan Officer],

Does the idea of "automated marketing" bother you? Do you wonder how you can stand out when using pre-made campaigns?

The first thing your databases of leads, contacts, past clients and partners will see is *you* and *your brand*. Your logo, photo and other personalization is in your Total Expert profile and is prominently featured in every piece you create and send.

Don't let a desire to stand out make you miss out…get in front of people quickly, easily and consistently!

[Hyperlink to log in page]

[Signature block – customer company/marketing admin?]