

# *Reinventing the Heel*

## *The Mortgage Girlfriends' Guide to Marketing*

### **Chapter Titles**

The Girl in the Glass House

Out with the New—In with the Old

Nothing is More Expensive than a Missed Opportunity

Go Big or Go Home

The Perpetual Student

The Database Goddess

The Video Rock Star

Corny, Clever or Cool?

Loans, Loyalty & Finding Your Niche

Wanna' Free Mortgage Company

Squirrels Run with Squirrels, Rabbits Run with Rabbits

Automate or Stagnate

Ignorance Has Never Stopped Me!

Banking on Success

A Total Makeover

The Calendar Girl—and Not the PinUp Kind Either!

From Cocoon to Butterfly

The Power of Partnerships

I'm not in the Mortgage Business—but In the Communication Business

Family Tag Team Tactics

Streamlining My Life

A Business Builder—Not a Business Beggar

### **Featured Women Loan Originators**

Cindi Gardner

Cindy Ertman

Denise Panza

Denise Phillippi

Diana Castro

Donna Quisenberry

Irene Duford

JoAnn Moore

Kelly McGuiness

Kelly Krauth

Linda Davidson

Linda Hall

Louise Thaxton

Melissa Walker

Rebekah Radice

Rhonda Johnson

Sally Bucciero

Sandra Johnson

Sheilah Cox

Tami Champagne

Tracy Landis

Ruth Vogt