

*Reinventing the Heel*  
*The Mortgage Girlfriends' Guide to Marketing*

**Chapter Titles**

**Featured Women Loan Originators**

The Girl in the Glass House	Cindi Gardner
Out with the New—In with the Old	Cindy Ertman
Nothing is More Expensive than a Missed Opportunity	Denise Panza
Go Big or Go Home	Denise Phillippi
The Perpetual Student	Diana Castro
The Database Goddess	Donna Quisenberry
The Video Rock Star	Irene Duford
Corny, Clever or Cool?	JoAnn Moore
Loans, Loyalty & Finding Your Niche	Kelly McGuinness
Wanna' Free Mortgage Company	Kelly Krauth
Squirrels Run with Squirrels, Rabbits Run with Rabbits	Linda Davidson
Automate or Stagnate	Linda Hall
Ignorance Has Never Stopped Me!	Louise Thaxton
Banking on Success	Melissa Walker
A Total Makeover	Rebekah Radice
The Calendar Girl—and Not the PinUp Kind Either!	Rhonda Johnson
From Cocoon to Butterfly	Sally Bucciero
The Power of Partnerships	Sandra Johnson
I'm not in the Mortgage Business—but In the Communication Business	Sheilah Cox
Family Tag Team Tactics	Tami Champagne
Streamlining My Life	Tracy Landis
A Business Builder—Not a Business Beggar	Ruth Vogt