**EMAIL TEMPLATES**  
February 2022

This document provides email templates for you to copy and paste and send to your agents. Providing clear and consistent email communication is essential:

* **Increases attendance:** Agents are busy. Reminding them of the details drives participation.
* **Showcases company value:** Whether agents attend meetings and workshops or not, they are aware of the resources you are providing.
* **Provides open communication:** Regular emails allow you to connect and receive feedback from your agents.

Please note, red text indicates items you need to customize for your company. Red text should be turned to black before sending unless you wish to draw attention to those details.

|  |  |
| --- | --- |
| Icon  Description automatically generated | **BEST PRACTICE:** Most email platforms allow you to schedule your emails in advance. You will save time by preparing your monthly meeting emails all at once. Spark & Logic's email templates make it easy to be more efficient. |

**SALES MEETING EMAILS**

**Week 1 Sales Meeting (February 1, 2022)**

|  |  |
| --- | --- |
| **Send Date** | Monday, January 31, 2022  (or the day before sales meeting if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | Sales Meeting Tomorrow |
| **Email Body**  (change red text to black when completed) | We look forward to seeing you at the sales meeting tomorrow!  **Date & Time:** Tuesday, February 1 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * February Goal Setting * Company updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Lunch & Learn Workshop: February 3 at 10 AM * Sales Meeting: February 8 at 10 AM * Pot of Gold Contest: February 8 – March 11 * Sales Meeting: February 15 at 10 AM * Sales Meeting: February 22 at 10 AM * <insert other upcoming events> |
| **Attachments** | [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-Feb2022-week1.docx), [Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-flyer.docx) |

**SALES MEETING EMAILS continued**

**Week 2 Sales Meeting (February 8, 2022)**

|  |  |
| --- | --- |
| **Send Date** | Monday, February 7, 2022  (or the day before sales meeting if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | Sales Meeting Tomorrow |
| **Email Body**  (change red text to black when completed) | We look forward to seeing you at the sales meeting tomorrow!  **Date & Time:** Tuesday, February 8 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * Client Retention * Company updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Pot of Gold Contest: February 8 – March 11 * Sales Meeting: February 15 at 10 AM * Sales Meeting: February 22 at 10 AM * <insert other upcoming events> |
| **Attachments** | [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-Feb2022-week2.docx), [Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-flyer.docx) |

**Week 3 Sales Meeting (February 15, 2022)**

|  |  |
| --- | --- |
| **Send Date** | Monday, February 14, 2022  (or the day before sales meeting if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | Sales Meeting Tomorrow |
| **Email Body**  (change red text to black when completed) | We look forward to seeing you at the sales meeting tomorrow!  **Date & Time:** Tuesday, February 15 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * Mini-mastermind: past client communication calendar * Company updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Pot of Gold Contest: February 8 – March 11 * Sales Meeting: February 22 at 10 AM * Sales Meeting: March 1 at 10 AM * <insert other upcoming events> |
| **Attachments** | [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-Feb2022-week3.docx) |

**SALES MEETING EMAILS continued**

**Week 4 Sales Meeting (February 22, 2022)**

|  |  |
| --- | --- |
| **Send Date** | Monday, February 21, 2022  (or the day before sales meeting if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | Sales Meeting Tomorrow |
| **Email Body**  (change red text to black when completed) | We look forward to seeing you at the sales meeting tomorrow!  **Date & Time:** Tuesday, February 22 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * Customer Service vs. Customer Experience * Company updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Pot of Gold Contest: February 8 – March 11 * Sales Meeting: March 1 at 10 AM * Sales Meeting: March 8 at 10 AM * <insert other upcoming events> |
| **Attachments** | [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2021/12/agent-agenda-Feb2022-week4.docx) |

**VIRTUAL MEETINGS ONLY**

Maximize attendance at your virtual meetings by sending a reminder one hour prior to the meeting in addition to the sales meeting emails mentioned above. Many virtual meeting platforms will send a meeting reminder for you. If not, schedule the reminders like you do your other meeting emails.

|  |  |
| --- | --- |
| **Send Date** | Day of meeting (2/1, 2/8, 2/15, 2/22) |
| **Send Time** | 1 hour before start time (i.e., 9 AM for a 10 AM meeting) |
| **Subject Line** | Sales Meeting Starts in 1 Hour |
| **Email Body**  (change red text to black when completed) | Just a reminder, our sales meeting begins in 1 hour. See you there!  **Meeting link:** <Insert virtual meeting link> |

**WORKSHOP EMAILS**

**February Workshop Reminder (February 3, 2022)**

|  |  |
| --- | --- |
| **Send Date** | Wednesday, February 2, 2022  (or the day before the workshop if workshops are not the first Thursday of the month) |
| **Send Time** | 10 AM |
| **Subject Line** | Lunch & Learn Workshop is Tomorrow |
| **Email Body**  (change red text to black when completed) | Reminder - Our February workshop, Show Clients You Love Them, is tomorrow.  **Date & Time:** Thursday, February 3 at 12 PM  **Location:** <Insert location or link for virtual meetings>  **Details**: <Insert special instructions (i.e., bring a sack lunch or lunch provided)>  **RSVP:** email name@emailaddress.com by DATE (only if needed for setup and food ordering purposes)  **Workshop Description:** Staying in touch with your SOI keeps you top of mind when a real estate opportunity arises. Workshop attendees will explore creative and effective ways to maintain contact all year long.  Please reach out if you have any questions. |

**VIRTUAL ONLY: February workshop reminder** (your virtual meeting platform may do this automatically for you).

|  |  |
| --- | --- |
| **Send Date** | Day of Workshop – February 3, 2022 |
| **Send Time** | I hour before start time (i.e., 9 AM for a 10 AM meeting) |
| **Subject Line** | Workshop Starts in 1 Hour |
| **Email Body**  (change red text to black when completed) | Just a reminder, the Show Clients You Love Them Workshop begins in 1 hour. See you there!  **Meeting link:** <Insert virtual meeting link> |

**WORKSHOP EMAILS continued**

**March Workshop**

|  |  |
| --- | --- |
| **Send Date** | Thursday, February 17, 2022  (or two weeks before the workshop if not the first Thursday of the month) |
| **Send Time** | 10 AM |
| **Subject Line** | Lunch & Learn Workshop: 15 Clever Prospecting Ideas to Boost Sales – March 3 |
| **Email Body**  (change red text to black when completed) | Join us for our March workshop, **15 Clever Prospecting Ideas to Boost Sales**.  **Date & Time:** Thursday, March 3 at 12 PM  **Location:** <Insert location or link for virtual meetings>  **Details**: <Insert special instructions (i.e., bring a sack lunch or lunch provided)>  **RSVP:** email name@emailaddress.com by DATE (only if needed for setup and food ordering purposes)  **Workshop Description:** Actively reaching out and communicating with consumers helps you attract new real estate clients. Learning to prospect effectively can be one of the most rewarding tasks you'll perform. This session provides expert advice that can up your real estate game through thoughtful prospecting.  Please reach out if you have any questions. |

**CONTEST EMAILS**

**Pot of Gold Contest (February 8 – March 11)**

|  |  |
| --- | --- |
| **Send Date** | Wednesday, February 9, 2022  (or the day after the contest launches) |
| **Send Time** | 10 AM |
| **Subject Line** | Pot of Gold Contest (February 8 – March 11) |
| **Email Body**  (change red text to black when completed) | Yesterday we kicked off the **Pot of Gold Contest**! The contest will run from February 8 through March 11. If you didn't sign up yet but want to participate, please email <email address> as soon as possible.  **Remember, weekly activity trackers (attached) are due to NAME/EMAIL by Friday at 5 PM.** If you were at the meeting yesterday, that counts as 2 points for this week!  Please reach out if you have any questions. |
| **Attachments** | [Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-flyer.docx), [Activity Tracker](https://sparkandlogic.com/wp-content/uploads/2021/12/pot-of-gold-activity-tracker.xlsx) |