**EMAIL TEMPLATES**  
January 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. This text should be turned to black before sending unless you wish to draw attention to those details.

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| 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 (January 4, 2022)**

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| **Send Date** | Monday, January 3, 2022  (or the day before sales meeting if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | First Sales Meeting of 2022 is Tomorrow! |
| **Email Body**  (change red text to black when completed) | We look forward to seeing you tomorrow at the first sales meeting of 2022!  **Date & Time:** Tuesday, January 4 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * January goal-setting activity * Company updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Lunch & Learn Workshop: January 6 at 12 PM * Sales Meeting: January 11 at 10 AM * Sales Meeting: January 18 at 10 AM * <insert other upcoming events> |

**SALES MEETING EMAILS continued**

**Week 2 Sales Meeting (January 11, 2022)**

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| **Send Date** | Monday, January 10, 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, January 11 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * 5 Prospecting Tips * Company updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Sales Meeting: January 18 at 10 AM * Sales Meeting: January 25 at 10 AM * Sales Meeting: February 1 at 10 AM * <insert other upcoming events> |

**Week 3 Sales Meeting (January 18, 2022)**

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| **Send Date** | Monday, January 17, 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, January 18 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * Find Your Real Estate Niche * Company updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Sales Meeting: January 25 at 10 AM * Sales Meeting: February 1 at 10 AM * Lunch & Learn: February 3 at 10 AM * <insert other upcoming events> |

**SALES MEETING EMAILS continued**

**Week 4 Sales Meeting (January 25, 2022)**

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| **Send Date** | Monday, January 24, 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, January 25 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * 7 Social Media Marketing Ideas * Company updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Sales Meeting: February 1 at 10 AM * Lunch & Learn: February 3 at 10 AM * Sales Meeting: February 8 at 10 AM * Pot of Gold Contest: February 8 – March 11 * <insert other upcoming events> |

**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.

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| **Send Date** | Day of meeting (1/4, 1/11, 1/18, 1/25) |
| **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**

**January Workshop**

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| **Send Date** | Tuesday, December 21, 2021  (or approximately two weeks before) |
| **Send Time** | 10 AM |
| **Subject Line** | Lunch & Learn Workshop: Attracting New Buyers – January 6 |
| **Email Body**  (change red text to black when completed) | Join us for our January workshop, Attracting New Buyers.  **Date & Time:** Thursday, January 6 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:** Real estate agents achieve sustainable growth by making prospecting a consistent habit. Workshop attendees will come away with prospecting strategies to put into immediate application. In addition, they will gain practical tips for effective implementation.  Please reach out if you have any questions. |

**January Workshop Reminder**

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| **Send Date** | Wednesday, January 5, 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 January workshop, Attracting New Buyers, is tomorrow.  **Date & Time:** Thursday, January 6 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:** Real estate agents achieve sustainable growth by making prospecting a consistent habit. Workshop attendees will come away with prospecting strategies to put into immediate application. In addition, they will gain practical tips for effective implementation.  Please reach out if you have any questions. |

**WORKSHOP EMAILS continued**

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

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| **Send Date** | Day of Workshop – January 6, 2022 |
| **Send Time** | I hour before start time (i.e., 9 AM for a 10 AM meeting) |
| **Subject Line** | Attracting New Business Workshop Starts in 1 Hour |
| **Email Body**  (change red text to black when completed) | Just a reminder, the Attracting New Business Workshop begins in 1 hour. See you there!  **Meeting link:** <Insert virtual meeting link> |

**February Workshop**

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| **Send Date** | Thursday, January 20, 2022  (or two weeks before the workshop if not the first Thursday of the month) |
| **Send Time** | 10 AM |
| **Subject Line** | Lunch & Learn Workshop: Show Clients You Love Them – February 3 |
| **Email Body**  (change red text to black when completed) | Join us for our February workshop, Show Clients You Love Them.  **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. |