**EMAIL TEMPLATES**
March 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 (March 1, 2022)**

|  |  |
| --- | --- |
| **Send Date** | Monday, February 28, 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, March 1 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** Goal Setting
* Company updates
* <Insert additional highlights>

Please reach out if you have any questions. See you tomorrow!**Mark Your Calendar** * Lunch & Learn Workshop: March 3 at 10 AM
* Sales Meeting: March 8 at 10 AM
* Sales Meeting: March 15 at 10 AM
* Sales Meeting: March 22 at 10 AM
* Pot of Gold Contest: February 8 – March 11
* <insert other upcoming events>
 |
| **Attachments** | [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/01/agent-agenda-Mar2022-week1.docx) |

**SALES MEETING EMAILS continued**

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

|  |  |
| --- | --- |
| **Send Date** | Monday, March 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, March 8 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** Scheduling Prospecting Time
* 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 15 at 10 AM
* Sales Meeting: March 22 at 10 AM
* <insert other upcoming events>
 |
| **Attachments** | [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/01/agent-agenda-Mar2022-week2.docx) |

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

|  |  |
| --- | --- |
| **Send Date** | Monday, March 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, March 15 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** Contest Results
* Reconnect with Past Clients
* Company Updates
* <Insert additional highlights>

Please reach out if you have any questions. See you tomorrow!**Mark Your Calendar** * Sales Meeting: March 22 at 10 AM
* Sales Meeting: March 29 at 10 AM
* <insert other upcoming events>
 |
| **Attachments** | [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/01/agent-agenda-Mar2022-week3.docx) |

**SALES MEETING EMAILS continued**

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

|  |  |
| --- | --- |
| **Send Date** | Monday, March 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, March 22 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** Company Updates
* Surprise Activity
* <Insert additional highlights>

Please reach out if you have any questions. See you tomorrow!**Mark Your Calendar** * Sales Meeting: March 29 at 10 AM
* Sales Meeting: April 5 at 10 AM
* Lunch & Learn Workshop: April 7 at 12 PM
* <insert other upcoming events>
 |
| **Attachments** | [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/01/agent-agenda-Mar2022-week4.docx)  |

**Week 5 Sales Meeting (March 29, 2022)**

|  |  |
| --- | --- |
| **Send Date** | Monday, March 28, 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, March 29 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** Mini-Mastermind: Real Estate Farming
* Company Updates
* <Insert additional highlights>

Please reach out if you have any questions. See you tomorrow!**Mark Your Calendar** * Sales Meeting: April 5 at 10 AM
* Lunch & Learn Workshop: April 7 at 12 PM
* Sales Meeting: April 12 at 10 AM
* <insert other upcoming events>
 |
| **Attachments** | [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/01/agent-agenda-Mar2022-week5.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 (3/1, 3/8, 3/15, 3/22, 3/29) |
| **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**

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

|  |  |
| --- | --- |
| **Send Date** | Wednesday, March 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 March workshop, 9 Tips for Boosting Your Prospecting, is tomorrow. **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:** Real estate can be a profitable line of work, but only if you keep enough leads in your sales pipeline. You want to convert your captured leads into loyal clients who offer repeat business and referrals. Real estate prospecting takes a great deal of creative effort and discipline. This workshop provides agents with nine tips to help their prospecting become more productive and enjoyable!Please reach out if you have any questions. |

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

|  |  |
| --- | --- |
| **Send Date** | Day of Workshop – March 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 9 Tips for Boosting Your Prospecting workshop begins in 1 hour. See you there!**Meeting link:** <Insert virtual meeting link> |

**WORKSHOP EMAILS continued**

**April Workshop**

|  |  |
| --- | --- |
| **Send Date** | Thursday, March 24, 2022 (or two weeks before the workshop if not the first Thursday of the month) |
| **Send Time** | 10 AM |
| **Subject Line** | Lunch & Learn Workshop: Profitable Lead Sources – April 7 |
| **Email Body** (change red text to black when completed) | Join us for our April workshop, **What Gets Measured Gets Managed - Profitable Lead Sources.****Date & Time:** Thursday, April 7 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:** After identifying your lead sources, it is essential to evaluate their return on investment (ROI). April's workshop will show you how to effectively assess your lead sources to make sure you are spending your time and money to return the best dividends. Please reach out if you have any questions. |