**EMAIL TEMPLATES**  
April 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.

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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 (April 5, 2022)**

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| **Send Date** | Monday, April 4, 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, April 5 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: April 7 at 12 PM * Sales Meeting: April 12 at 10 AM * Sales Meeting: April 19 at 10 AM * Sales Meeting: April 26 at 10 AM * <insert other upcoming events> |
| **Attachments** | Agent Agenda (optional) |

**SALES MEETING EMAILS continued**

**Week 2 Sales Meeting (April 12, 2022)**

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| **Send Date** | Monday, April 11, 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, April 12 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * How to Evaluate a Real Estate Niche * Company Updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Sales Meeting: April 19 at 10 AM * Sales Meeting: April 26 at 10 AM * Sales Meeting: May 3 at 10 AM * <insert other upcoming events> |
| **Attachments** | Agent Agenda (optional) |

**Week 3 Sales Meeting (April 19, 2022)**

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| **Send Date** | Monday, April 18, 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, April 19 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * 5 Dynamite Lead Gen Tips * Company Updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Sales Meeting: April 26 at 10 AM * Sales Meeting: May 3 at 10 AM * Lunch & Learn Workshop: May 5 at 12 PM * <insert other upcoming events> |
| **Attachments** | Agent Agenda (optional) |

**SALES MEETING EMAILS continued**

**Week 4 Sales Meeting (April 26, 2022)**

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| **Send Date** | Monday, April 25, 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, April 26 at 10 AM  **Location:** <Insert location or link for virtual meetings>  **Meeting highlights:**   * Mini-Mastermind: Value Exchange Marketing * Company Updates * <Insert additional highlights>   Please reach out if you have any questions. See you tomorrow!  **Mark Your Calendar**   * Sales Meeting: May 3 at 10 AM * Lunch & Learn Workshop: May 5 at 12 PM * Sales Meeting: May 10 at 10 AM * <insert other upcoming events> |
| **Attachments** | Agent Agenda (optional) |

**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 (4/5, 4/12, 4/19, 4/26) |
| **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**

**Workshop Reminder (April 7, 2022)**

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| **Send Date** | Wednesday, April 6, 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 April workshop, **What Gets Measured Gets Managed - Profitable Lead Sources**, is tomorrow.  **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. |

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

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| **Send Date** | Day of Workshop – April 7, 2022 |
| **Send Time** | 1 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 What Gets Measured Gets Managed - Profitable Lead Sourcesworkshop begins in 1 hour. See you there!  **Meeting link:** <Insert virtual meeting link> |

**WORKSHOP EMAILS continued**

**Workshop (May 5, 2022)**

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| **Send Date** | Thursday, April 21, 2022  (or two weeks before the workshop if not the first Thursday of the month) |
| **Send Time** | 10 AM |
| **Subject Line** | Lunch & Learn Workshop: Managing the Listing - Before, During, and After the Closing - May 5 |
| **Email Body**  (change red text to black when completed) | Join us for our April workshop, **Managing the Listing – Before, During, and After the Closing.**  **Date & Time:** Thursday, May 5 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:** Learn how to establish systems to effectively manage your listing inventory, create a positive experience for the seller, and increase the likelihood of repeat or referral business. People won't remember what you said or did, but they will remember how you made them feel.    Please reach out if you have any questions. |