**EMAIL TEMPLATES**  
October 2022

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. |

**SALES MEETING EMAILS**

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| **Send Date** | Send date(s) will depend on the frequency of your meetings. You may choose to send 2 weeks prior AND the day before for monthly meetings. For weekly meetings, you may wish only to send reminders the day before. |
| **Subject Line** | Sales Meeting Tomorrow or Date |
| **Email Body**  (change red text to black when completed) | We look forward to seeing you at the Sales Meeting!  **Date & Time:** Insert details  **Location:** location or link for virtual meeting  **Meeting highlights:**   * Practical Learning (choose one): Start Your Plan with a SWOT / The Art of Goal Setting / Production Goals Calculator / Monthly Goal Setting / Guest Speaker * Company updates * Insert additional highlights   Please reach out if you have any questions.  **Mark Your Calendar**   * Workshop Date & Time * Upcoming Sales Meetings * Sales Contest Dates * Other Important Dates |
| **Optional Attachments** | * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/09/agent-agenda-Oct2022.docx) * [Learning Sprint Handouts](https://sparkandlogic.com/october-sales-meetings-business-planning/) |

**VIRTUAL MEETINGS ONLY** (Your virtual meeting platform may send this automatically for you.)

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| **Send Date** | Day of meeting |
| **Send Time** | 1 hour before start time |
| **Subject Line** | Sales Meeting Starts in 1 Hour |
| **Email Body** | Just a reminder, our sales meeting begins in 1 hour. See you there!  **Meeting link:** <Insert virtual meeting link> |

**WORKSHOP EMAILS**

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| **Send Date** | 10 AM two weeks before the workshop AND the day before |
| **Subject Line** | Create Your Business Plan Workshop Date or Tomorrow |
| **Email Body**  (change red text to black when completed) | Join us for our next workshop!  **Create Your Business Plan**  **Date & Time:** Insert details  **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:** Join us as we help you create a comprehensive business plan. Come away with a better understanding of a business plan’s value and a draft plan for next year.  Please reach out if you have any questions. |
| **Optional**  **Attachments** | * [Business Plan Workbook](https://sparkandlogic.com/wp-content/uploads/2022/09/Business-Plan-Workbook.pdf) (provide printed copies or instruct participants to print their own) * [Production Goals Calculator](https://sparkandlogic.com/wp-content/uploads/2022/09/Production-Goals-Calculator.xlsx) (best used on a computer) |

**VIRTUAL WORKSHOPS ONLY** (Your virtual meeting platform may send this automatically for you.)

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| --- | --- |
| **Send Date** | Day of Workshop |
| **Send Time** | 1 hour before start time |
| **Subject Line** | Create Your Business Plan Workshop Starts in 1 Hour |
| **Email Body** | Just a reminder, the Create Your Business Plan Workshop begins in 1 hour. See you there!  **Meeting link:** <Insert virtual meeting link> |