

# Writing Effective Emails

Are you struggling to get prospects to respond to your emails? New Home Sales Coach [Rick Storlie](#) provides these suggestions for writing sales follow-up emails. Use this process to create a compelling message and improve your chances of getting a response. See examples of two templates on the next page.

## ATTENTION

Your subject line must get a person's attention. Put your prospect's first name in it. Keep it short and use curiosity to motivate.

**Examples:** "[FIRST NAME] - Would this help?" or "[FIRST NAME] - interested?"

## INTEREST

The first line of your email must build the interest of your prospect. This line normally shows up in preview panes too.

**Example:** "We have a one-time only open house on October 16th that our customer is allowing us to show before they close and move in."

## DESIRE

Build emotional desire so they want to take action.

**Example:** "We track all the available homesites in [LOCAL AREA], including those that are bank-owned."

## ACTION

Tell them what to do and be specific. Don't tell them to do more than one thing.

**Example:** "If you'd like to get sample project costs for kitchen remodels, just reply to this email and let me know."

## THANKS

Wrap up the email with a thanks. In your email signature, always have your phone number in case they want to call.

**Example:** Include the valediction, "Look forward to talking!" since that is the next action you want the lead to take.

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## TEMPLATE ONE: DESIGN

**Subject:** [CLIENT NAME] - would this help?

Hi [CLIENT NAME],

I know firsthand how important it is to get your home's design right. No matter how well it's built, if the design is off, it's a mistake you'll be paying for years to come.

We have spent years fine tuning the process of designing homes that people like you want to live in. In fact, I've got many designs from other clients I can share with you to help give you ideas for your home.

Just reply to this email and tell me if you'd like to see some of them.

Look forward to talking!

## TEMPLATE TWO: PRICING

**Subject:** [CLIENT NAME] - how to avoid an expensive mistake

Hi [CLIENT NAME],

I know you have a budget for your home improvement project. Even Bill Gates had one!

The price of your home remodeling project is important, but have you considered the cost? There are three factors that go into the cost of your home - design, products, and construction technique. Inferior products and construction technique lead to accelerated maintenance and higher utility bills.

The good news is you can balance out price and cost - keeping your home on budget and enjoying it for years to come. If you'd like to talk about the price and cost of your project, let's schedule a call. I'll answer any of your questions you have and share ideas to keep you on budget.

Looking forward to talking!