

## **Formatting Your Email:**

Follow this formula-

### **A-I-D-A-T Email Formula**

**Attention-** Your subject line must get a person's attention. Put your prospect's first name in it. Keep it short. Use curiosity to motivate.

Example: "{FIRST\_NAME}- Would this help?" or "Does this Interest You?" You can cut it really short to something like, "Brent- 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 Oct. 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 \_\_\_\_\_ city, including those that are bank owned.

**Action-** Tell them what 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.

**Thank them & Signature/contact information-** Always have your phone number in case they want to call.

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

**Email address suggestions:** If you want to keep your phone number in front of your prospects at all times add it to your email address.

Instead of [John@ABCBuilders.com](mailto:John@ABCBuilders.com) change it to [John555-666-7777@ABCBuilders.com](mailto:John555-666-7777@ABCBuilders.com). Every email you send out will have your phone number front and center in your prospect's inbox.

**Subject Lines: MOST IMPORTANT** part of your email

**E-blast:** {Company Initials}: {First Name}-  
Example: NHSC: Rick- I am so sorry...

**Personal Email:** {First Name}-  
Example: Rick- I am so sorry...

**Sample Subject lines-**

The world's most boring email

I am so sorry...

Are you available?

I have a startling confession to make

May I have a moment?

Would you like to attend?

Have you seen this?

Just in case you didn't get...

It is NOT too late...

Thanks for your response!

Does this Interest you?

Coffee-out-the-sinuses funny...

Need to talk - urgent

Here's that update you wanted

There's only \_\_\_ days left

3 design ideas you might like

Don't open till...

## **Ubix LEAD follow-up Email Samples (Design, Location, Price- create your own and save as a template in your Ubix system)**

### **Design**

Subject: [first name]- Would this help?

Hi [first 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!

### **Location**

Subject: [first name] - Having trouble finding a lot? I can help!

Hi [first name],

I track homesites available around \_\_\_\_\_, some of which aren't even listed for sale. Would you like to get my list see what we have? Things are moving quickly right now and I can guide you to what's available and what might work best for you. I don't want you to be disappointed by missing out on your preferred homesite.

Feel free to call me at \_\_\_\_\_ and tell me where you're looking. I'll give you the update right away.

Let's speak soon!

## Price

Subject: xxxx - How to avoid a \$100,000 mistake

Hi Marc,

I know you have a budget for your new home, even Bill Gates had one!

The price of your next home is important, but have you also considered the cost? There's three factors that go into the cost of your home - design, products and construction technique. Bad design leads to remodeling. 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 new home, **[click here to schedule a time to talk on the phone with me](#)** (link to schedule a talk page). I'll answer any of your questions you have and share ideas to keep you on budget.

Looking forward to talking!

**Ubix PROSPECT downgrade to a lead (use this when you've lost touch or when the purchase timeline has been delayed)**

## Home builder

Subject: [First Name], Hope this Helps!

Hi [first name]!

We haven't touched base for a bit and I wanted to let you know of a great resource we've put together for building a new home. [builder name] has developed a planning guide filled with must have information on...

- Getting your home's design right
- Finding that perfect neighborhood and homesite
- What things affect the price of your new home (and how to stay on budget)

- Tips and questions to ask when choosing a builder

I'll make sure you get a chapter of the guide from time to time and of course, am always available by phone or email for specific questions on your home.

If for some crazy reason you'd rather not receive this invaluable information, just reply to this email and I won't send it.

I'll make a note to touch base in a few months to see where things are at. Look forward to talking again soon!

Best,

Signature

### **Remodeler**

Subject: [First Name], Hope this Helps!

Hi [first name]!

We haven't touched base for a bit and I wanted to let you know of a great resource we've put together for remodeling your home. [builder name] has developed a planning guide filled with must have information on...

- Getting your project's design right
- What things affect the price of your project (and how to stay on budget)
- Tips and questions to ask when choosing a builder

I'll make sure you get a chapter of the guide from time to time and of course, am always available by phone or email for specific questions on your project.

If for some crazy reason you'd rather not receive this invaluable information, just reply to this email and I won't send it.

I'll make a note to touch base in a few months to see where things are at. Look forward to talking again soon!

Best,

Signature

### **Home Builder Sample Email:**

**(Attention)** Subject: Rick- There's only 3 days left

Hi Rick,

**(Interest)** One of our most popular model homes, the Franklin, will be closing Sunday. If you've been through before or have yet to see it, **(Desire)** this is your last chance. After Sunday it will be closed forever.

**(Action)** I'm really busy helping people with their building plans so please reply to this email and tell me when you'd like to stop by. I'll try to make sure I set aside some time for you.

See you soon,

Rick

Rick Storlie  
ABC Builders  
ABCBuilders.com  
555-555-5555

### **Remodeler Sample Email:**

**(Attention)** Subject: Rick- Need to talk - urgent

Hi Rick,

**(Interest)** Our designer was looking at your project and came up with a really cool idea that would accomplish your goals and save you some money. I'm a bit embarrassed I didn't think of it myself.

We've got an opening in our schedule Wednesday at 4:00 and thought we'd stop by to review it with you. **(Desire)** We'd love to get your feedback.

**(Action)** Call me as soon as you get this message so I can confirm the time. She has a couple other people that might take the slot and I'm hoping to save it for you.

Thanks much,

Rick

Rick Storlie  
ABC Builders  
ABCBuilders.com  
555-555-5555

### **And real life...**

Subject line: !FIRST\_NAME- Would you like to see this?

Hi !FIRST\_NAME,

We have a one-time only open house on Oct. 16th that our customer is allowing us to show before they close and move in. Some of the features you'll see:

- Open main level for entertaining family or friends
- The upstairs has 4 bedrooms, laundry room and bonus room
- Finished basement with a bar/kitchenette area
- Plus a ton of other unique custom touches

This is a one-time only event on Sunday October 16th. Simply reply to this email if you'd like an invitation and I'll send one off.

Sincerely,

***Jeremy Skogquist***

NIH Homes LLC

*"We enhance your home life thru innovative design, efficiency and comfort"*

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612.282.7094 - cell  
[jeremy@nihhomes.com](mailto:jeremy@nihhomes.com)