

## **The Skill Of Writing Meaningful Emails**

Today's call is to help agents READ AND WRITE client email in a way that will bring more meaning and connection to the transaction.

Has there ever been a time when you wrote an email to a client with just the facts and got an angry email or call back from them?

Have you ever read a client email and thought it was sarcastic and responded as if it was?

Today we will look at how to write and read email for effectively.

Can each of you think of something that you want to communicate to a client...a price reduction, buyer feedback, or news about an inspection?

Decide on the outcome you want to achieve and write it down. How will you know when you have achieved this? What will you think, see, feel or hear?

We make up stories and use a tonality based on our own filters.

Read this email with two different filters:

***I'm so disappointed that we have not had any showings for two weeks. Why doesn't anyone at least make an offer? Should I be worried? When we listed it, you said it wouldn't be on the market for very long. By the way, the multi-list is wrong, we don't have an underground fence.***

Is this an email that can fire up monkey mind? Why?

Monkey will call out the defenses. That's why it's useful to read the email out loud in two different voices. Read from the perspective of your client, then from your perspective. Can you have more understanding by doing this before you write back?

Would you write back to this email or call them?

How would you email someone who gave you short responses. How would you email someone who wrote you long detailed letter style emails?

We can influence people with our writing. The reason writing has meaning for people is in the style and the way it is written. There is nothing bland about a good email. A good email engages ALL the senses. Neutral language has very little appeal to the senses. Neutral language is likely to keep the intellectual, critical and unimaginative side of the brain engaged.

Imagine a response to the above like:

***I appreciate what you are saying. Our task is understand what the market is saying and solve any challenges together. We both want to move in the same direction- towards a moment at the closing table where you are handed a check and you drive off into the sunset. Would like to meet to discuss or would you like to schedule a time to talk?***

Notice that the email does not defend. It does not delve into the details. It moves the client and shifts the conversation into the future.

When writing an email, use the language of great leaders, communicators, authors and poets. We can code the writing of any great communicator. It might surprise you to know that the response I wrote was adapted from a great presidential speech.

Our clients want us to inspire them. Sometimes we are exchanging cold, neutral, language that fills so many of our business communications.

Enriched language captures a client's attention. It uses all the senses.

Think of the person you are going to communicate with. What do you think is their preferred use of senses, next preferred, least preferred. Look back over their previous communication. VAK. What words did they use?

Visual words

Auditory words

Feeling words.

You will discover that your clients have a preference. Talk the same language.

**Visually:**

I get the picture

It's clear now

I see what you mean.

**Auditory:**

That sounds good

It rings a bell for me

I hear what you are saying

**Feeling** ( kinesthetic)

That feels right

It made an impact on me

I was moved by what you just said.

Each style of communication has it's place. Unfortunately neutral, abstract language neither inspires or motivates