

# THE WEEKLY WARM EMAIL BUILDER



Visibility is not created in moments of urgency. It is created through repetition.

Weekly warm emails work because they remove decision-making from staying in touch. When communication is planned and simple, it happens consistently.

Most Realtors avoid email because they believe it must perform. They worry about open rates, replies, and whether they are bothering people.

That belief creates hesitation. Hesitation creates inconsistency.

The purpose of a weekly warm email is not engagement. It is presence.

People do not choose Realtors based on a single message. They choose Realtors who feel familiar when the moment arrives. Familiarity is built quietly, over time.

A warm email should feel human. Easy to read. Useful. Local.

It does not need to be clever. It does not need to be long. It needs to show up.

When emails are built ahead of time, resistance disappears. When they are kept simple, confidence increases. When they are sent consistently, visibility compounds.

This strategy is not about becoming a content creator. It is about becoming reliably present.

# Interactive Worksheet

**PURPOSE:** Eliminate “what should I send” for the next three months.

## STEP 1: SET YOUR ANCHOR

Circle two words you want people to associate with you.

**Helpful**

**Local**

**Calm**

**Informed**

**Consistent**

## STEP 2: CHOOSE SIMPLE WEEKLY THEMES

**Week 1:** \_\_\_\_\_

**Week 2:** \_\_\_\_\_

**Week 3:** \_\_\_\_\_

**Week 4:** \_\_\_\_\_

Examples:

*Local market note*

*Buyer or seller tip*

*Community highlight*

*What I am seeing right now*

### STEP 3: WRITE USING THIS FORMULA

For each email, answer:

**What is one useful thing I can share this week?**

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**Why does it matter to the reader?**

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**What do I want them to remember about me?**

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### STEP 4: SANITY CHECK

**If no one replied, would this still be worth sending?**

**Yes or No**

**If No, simplify.**