

FLOORINGSUCCESS

SYSTEMS



Core Three Strategies Part 3: Home Advisor



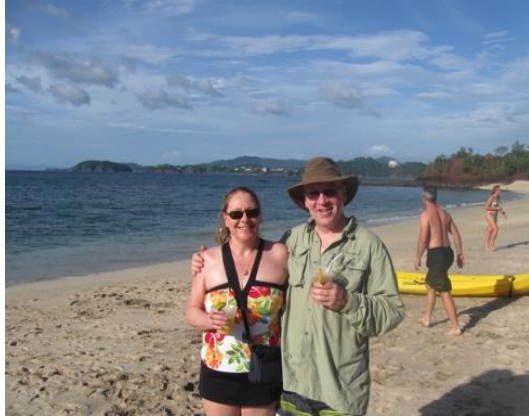
What We're Going To Cover

- Quick recap of the “Shocking statistics”
- Quick recap of the 3 Tiers of marketing
- Connect Campaign
- Home Advisor
- e-Home Advisor
- Marketing Multipliers
- **Q &A**



**“I Made \$64,779.64 From The Home
Advisor Newsletter In One Month!”**

-Marty K., TN



“Jim, I replaced all my advertising with the Home Advisor and I’m busier than ever. Plus it attracts a higher quality customer. My residential margins are at 45%, and I just did a \$120,000 commercial job with 50% margins. When my customers move, they give me their forwarding address so I can keep sending them the Home Advisor. None of my other advertising did this. Thanks Jim.”

-Dan Ginnaty, MT

Mark's Story





“Jim...Our Business Is **Growing** Exponentially. There Is No Comparison Between My Company Now And Before I Joined **Flooring Success Systems**. I Can't Believe The **Turnaround** Here!...”



“October Was Our Busiest Month In **20 Years**. November Was Our Second Busiest Month. And This Month (July) **We Are Crashing New Records!**”
—Mark Bouquet, IL

My Flooring Warranty Poll Of Flooring Consumers:

"What prompted you to buy this time?"

Top 5 Answers...

- ① A referral from one of your past customers.
 - 50.6%
- ② I drove by your store.
 - 8.9%
- ③ Radio or TV Ad
 - 3.1%
- ④ Social Media
 - 2.2%
- ⑤ Internet search
 - 2.1%

3 Tiers Of Marketing

Tier 1—Warm Market

- Design Audit
- Referral Connections
- Home Advisor and e-Home Advisor
- Joint Ventures (Platinum)

Tier 2—Targeted

Marketing to cold prospects

- Website
- Target Farming (Platinum)
- Tradeshows (Platinum)
- Newspaper
- Display ads
- Direct mail to targeted list
- Social media

Tier 3—Broadcast

advertising (Luxury marketing dollars)

- Radio
- TV
- Billboards

3 Components Of The Home Advisor Marketing System

1. The Connect Campaign (re-connecting with your client list)
2. Home Advisor printed newsletter
3. e-Home Advisor

**What Is The Single Biggest Mistake Made By
98% Of Flooring Dealers That Costs Them
Millions Of Dollars Over Their Careers?**



Failing To Market To Their Herd Of Past Clients!



- You are a rancher!
- Your job is to grow, nurture, and protect your herd!
- Your herd of past clients are the only people on the planet that have **PROVEN** they will buy from **you**!

Most Dealers Have Neglected Their Past Clients

- For every month your client's don't hear from you, you lose 10% of them.
- After 10 months, you might as well be a stranger stalking their neighborhood
- **What's the solution?**



Connect Campaign



- 3-step campaign
- Designed to “kick-start” a neglected relationship

Let's Review The Connect Campaign




The Ultimate Past-Client Marketing Tool



- So compelling that dealers are approached in grocery stores and around town by clients raving about it!
- Walk-ins rave about it!
- Makes you a mini-celebrity in your town or city!
- Clients call the dealer when they move and give them their new mailing address to make sure they keep getting it!

Home Advisor™ Client Newsletter

- The ultimate past-client marketing tool!
- You get a new issue each month, totally done for you!
- In Microsoft Word for easy editing!
- 10+ emotional triggers in every issue!



JIMBO'S FLOORS

Home Advisor™

Reliable news for healthy living, saving money, and having fun! November 2013

"You'll love your new floors or I'll replace them free!"
-Jim Armstrong & Mick
www.JimboFloors.com

Dear Friends,

Your personal message goes here.

The personal message is important because it allows you to connect in a very personal way with your clients. This personal connection is sorely lacking in most businesses. Topic ideas:

- Your hobbies
- Something interesting happening this month. Wish them "Merry Christmas" or "Happy Thanksgiving."
- A thought from your heart
- Appreciation for your clients and their referrals. Remind them that you will bend over backwards to provide their referrals with World Class Service.
- Mention that month's "special offer" insert

Your Friend,
Your Signature
Your Name

Inside This Issue...

- Are you this month's Mystery Winner?
- Holidays this Month
- About staying well - 5 Things You Didn't Know About Daylight Savings
- Activities Affect on Dreams
- Home Advisor - Most Common Home Repairs
- Mega Trivia Contest
- Client of the month
- Welcome to our new and returning clients!

Attention
Suzie Smith!

You are this month's Mystery Winner!
We have a \$10.00 gift certificate to Cookie Time Cookies reserved just for you! Come by our store to claim your prize!

November						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30


Holidays This Month

Sunday, November 3rd - Daylight Saving Time ends
Turn your clocks back one hour at 2am.

Monday, November 11th - Veterans' Day (USA), Remembrance Day (Canada)
Both nations pause to remember the contributions of their armed forces.

Thursday, November 28th (USA) - Thanksgiving
This holiday dates back to the Plymouth harvest celebration in 1621.

Thursday, November 28th - Hanukkah Begins
Begins at sundown the night before.



Scan to see our "Smartphone Special Of the Month!"

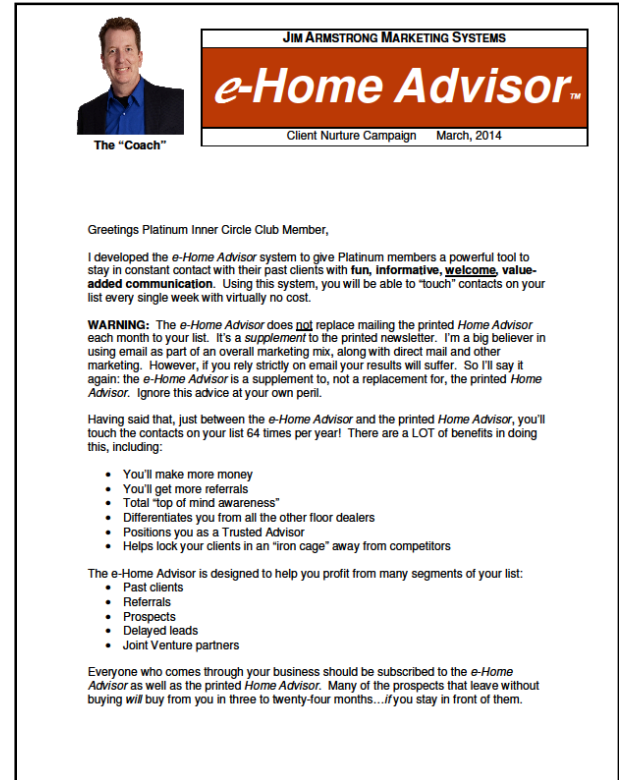
Let's Review The Home Advisor™



- Instructions
- Newsletter

e-Home Advisor™

- Weekly email articles for past clients
- You get 4 installments each month, written for you!
- In Microsoft Word for easy editing!
- **WARNING:** It's a supplement to the Home Advisor... not a replacement.
- Don't worry if you don't have emails at this point.



The screenshot shows an email newsletter header with a photo of a man in a suit, the text 'The "Coach"', and a logo for 'JIM ARMSTRONG MARKETING SYSTEMS' and 'e-Home Advisor™'. Below the header, the text reads: 'Greetings Platinum Inner Circle Club Member, I developed the e-Home Advisor system to give Platinum members a powerful tool to stay in constant contact with their past clients with fun, informative, welcome, value-added communication. Using this system, you will be able to "touch" contacts on your list every single week with virtually no cost. WARNING: The e-Home Advisor does not replace mailing the printed Home Advisor each month to your list. It's a supplement to the printed newsletter. I'm a big believer in using email as part of an overall marketing mix, along with direct mail and other marketing. However, if you rely strictly on email your results will suffer. So I'll say it again: the e-Home Advisor is a supplement to, not a replacement for, the printed Home Advisor. Ignore this advice at your own peril. Having said that, just between the e-Home Advisor and the printed Home Advisor, you'll touch the contacts on your list 64 times per year! There are a LOT of benefits in doing this, including: • You'll make more money • You'll get more referrals • Total "top of mind awareness" • Differentiates you from all the other floor dealers • Positions you as a Trusted Advisor • Helps lock your clients in an "iron cage" away from competitors The e-Home Advisor is designed to help you profit from many segments of your list: • Past clients • Referrals • Prospects • Delayed leads • Joint Venture partners Everyone who comes through your business should be subscribed to the e-Home Advisor as well as the printed Home Advisor. Many of the prospects that leave without buying will buy from you in three to twenty-four months...if you stay in front of them.'

JIM ARMSTRONG MARKETING SYSTEMS

e-Home Advisor™

Client Nurture Campaign March, 2014

The "Coach"

Greetings Platinum Inner Circle Club Member,

I developed the *e-Home Advisor* system to give Platinum members a powerful tool to stay in constant contact with their past clients with **fun, informative, welcome, value-added communication**. Using this system, you will be able to "touch" contacts on your list every single week with virtually no cost.

WARNING: The *e-Home Advisor* does not replace mailing the printed *Home Advisor* each month to your list. It's a supplement to the printed newsletter. I'm a big believer in using email as part of an overall marketing mix, along with direct mail and other marketing. However, if you rely strictly on email your results will suffer. So I'll say it again: the *e-Home Advisor* is a supplement to, not a replacement for, the printed *Home Advisor*. Ignore this advice at your own peril.

Having said that, just between the *e-Home Advisor* and the printed *Home Advisor*, you'll touch the contacts on your list 64 times per year! There are a LOT of benefits in doing this, including:

- You'll make more money
- You'll get more referrals
- Total "top of mind awareness"
- Differentiates you from all the other floor dealers
- Positions you as a Trusted Advisor
- Helps lock your clients in an "iron cage" away from competitors

The *e-Home Advisor* is designed to help you profit from many segments of your list:

- Past clients
- Referrals
- Prospects
- Delayed leads
- Joint Venture partners

Everyone who comes through your business should be subscribed to the *e-Home Advisor* as well as the printed *Home Advisor*. Many of the prospects that leave without buying will buy from you in three to twenty-four months...if you stay in front of them.

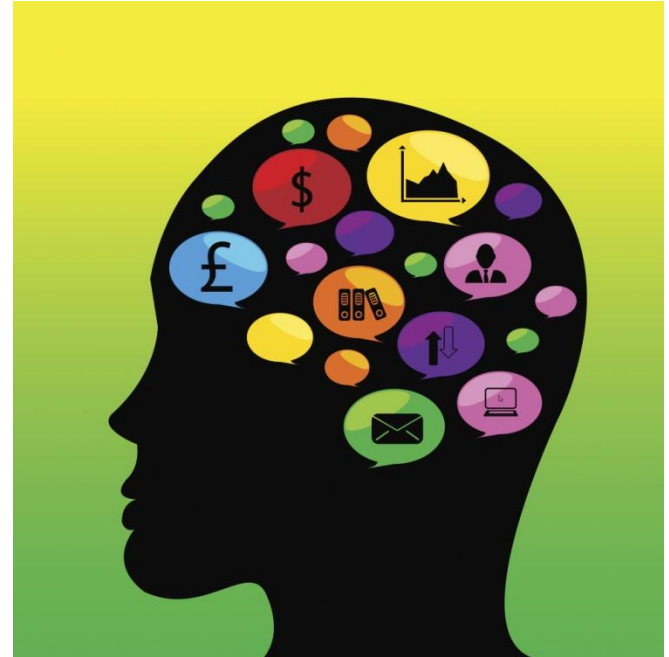
Let's Review The e-Home Advisor™



- Instructions
- Newsletter

Total Top Of Mind Awareness!

- Home Advisor: **12** monthly issues per year
- e-Home Advisor: **52** weekly issues per year
- **TOTAL: 64 Touches Each Year!**
 - Fun, informative, value-added, entertaining, communication!



Segmenting Your Past Client List

- It costs approximately \$1 per contact to send the Home Advisor.
- Let's say you have a past-client marketing budget of \$1,000/mo
- Begin with today's date, then go backwards in your database until you have 1,000 contacts.
- Mail to those 1,000 every month. DO NOT rotate!
- When your budget allows for 1,500 month, then add another 500 contacts.
- **And so forth**

Have Realistic Expectations



Concierge Members

Concierge Responsibilities For The Connect Campaign

1. Gather your information.
2. Set up the Connect Letters
3. Manage the printing and mailing for you.

Concierge Members

Your responsibilities for the Connect Campaign

1. Send in your information
2. Approve the final proof

Concierge Members

Concierge Responsibilities For The Home Advisor and e-Home Advisor

1. Gather your information.
2. Send you a checklist of items needed for each newsletter (1st of the month)
3. Set up your Home Advisor (monthly)
4. Manage the printing and mailing for you. (Monthly)
5. Set up your e-Home Advisor (monthly)
6. Email it to your list (weekly)

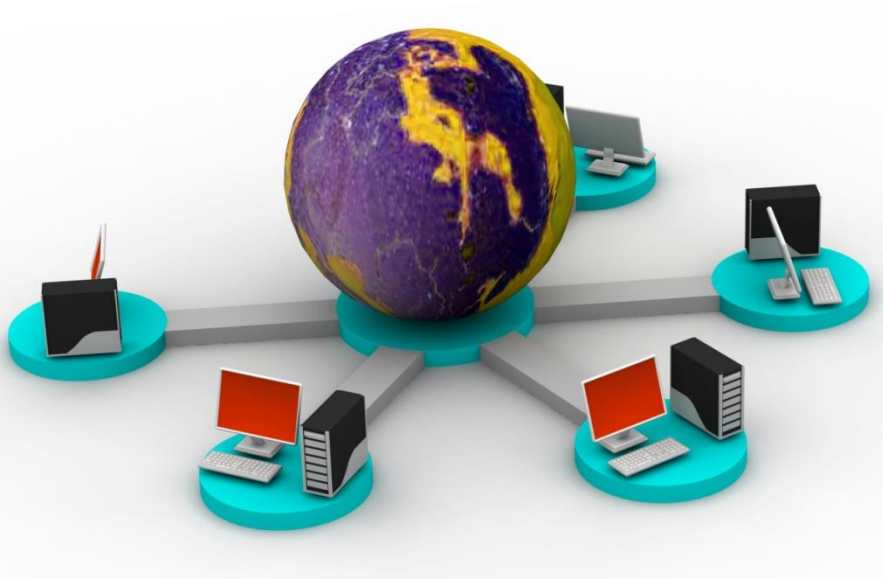


Concierge Members

Your Responsibilities For The Home Advisor and e-Home Advisor

1. Send in your check-listed items each month on time.
2. Approve the final proof of the Home Advisor and e-Home Advisor by the deadline.

Further Training On The Home Advisor



- Core 3 section of members site
- Core 3 manual

Core 3 Marketing Multipliers



Marketing Multipliers



Direct Mail

Marketing Multipliers



Direct Mail

- \$5,000 Invested
 - Generates 10 Walk Ins
 - 3 Closed Sales
- x \$3,000 = **\$9,000**

Marketing Multipliers



Direct Mail

- \$5,000 Invested
 - Generates 10 Walk Ins
 - 3 Closed Sales
- x \$3,000 = **\$9,000**

1. Design Audit (+2)
2. Referral Connections (+2)
3. Home Advisor (+1)



Marketing Multipliers



Direct Mail

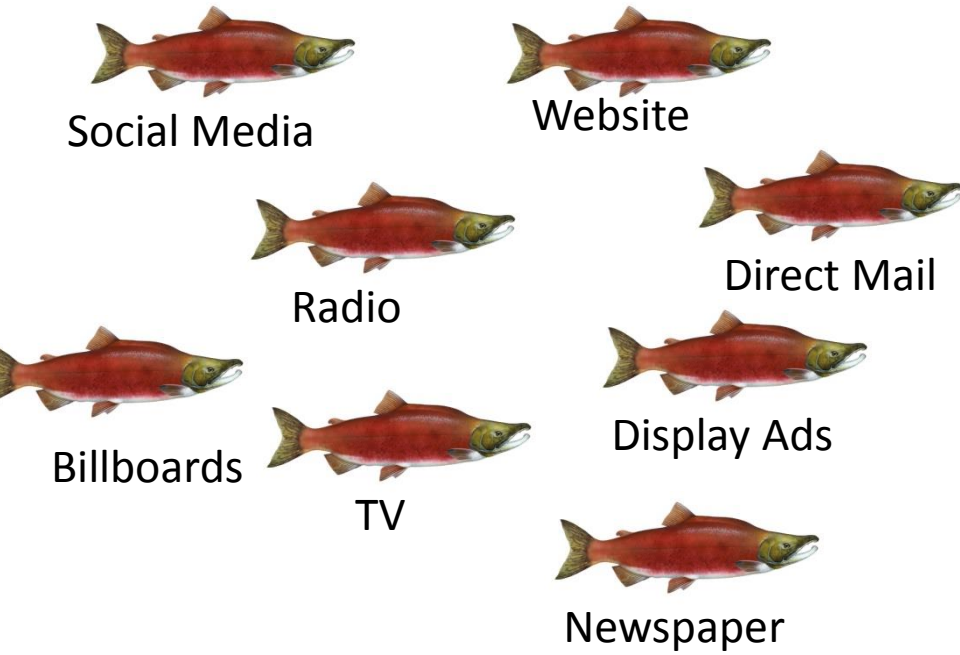
- \$5,000 Invested
 - Generates 10 Walk I
 - ~~3 Closed Sales~~
- x \$3,000 = **\$9,000**

1. Design Audit (+2)
2. Referral Connections (+2)
3. Home Advisor (+1)



7-8 Closed Sales
= \$21,000-\$24,000!!

Marketing Multipliers



- 1. Design Audit (+2)
- 2. Referral Connections (+2)
- 3. Home Advisor (+1)



**The Core 3 Exponentially
Grows Your Revenue**



FLOORINGSUCCESS

SYSTEMS

**Get Out There And Smoke The
Competition!**

