



**FLOORINGSUCCESS**  
— SYSTEMS —

***“Smoke Your Competition!”***

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PRINTED IN THE UNITED STATES OF AMERICA

## Acknowledgments

I started my first business when I was in 8<sup>th</sup> grade. Since then I have owned over ten businesses and done a tremendous amount of selling. In that time I have read countless books, attended dozens of seminars, and received coaching from top business and marketing pros.

In short, so many people have added to my business knowledge that listing them all would be impossible. However, I want to mention several people who have been of great help:

First, I want to thank my Team, Tracy Tolleson and Bruce Glines.

Tracy is a brilliant direct response marketer and coach, with over twenty-five years experience in direct marketing. He owns his own mortgage lending business, and has done coaching nationwide for Realtors and mortgage professionals. Tracy's coaching and his ideas have been invaluable to me. He has become a true friend and mentor, and I am very grateful for our relationship.

Bruce has been a close friend for over twenty years, and has added to my life greatly both professionally and personally. His 35+ years in the flooring business have given him unique insights into a changing industry, and his help with this project has been immense. He is a man of honor and integrity, full of insight, and I'm proud to have him on my Team.

Also, Dan Kennedy and Joe Polish. Their educational materials first introduced me to the fundamental differences between "traditional advertising" and "emotional direct response marketing." Their no-nonsense, results-oriented approach to marketing has been a breath of fresh air and a huge inspiration.

*Jim Armstrong*

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# Introduction

Congratulations and welcome to the **Core 3** program! These are strategies that have been used by hundreds of dealers to totally transform their businesses and their lives.

## How To Get The Most Out Of This Program

First, read and listen to all the materials one time through, and watch the training videos (in the Core 3 section of the members website). This will give you a good overview of the program. As you implement the strategies, keep listening to the CD's over and over again as you drive around. Thoroughly immerse yourself in the training.

Second, implement the strategies right away. As powerful as these strategies are, they won't leap from the pages of this manual and implement themselves. You must take action! Imperfect action is better than inaction. Movement beats meditation.

Third, follow the instructions. The training videos (on the members site) and this manual contain detailed, step-by-step instructions. These strategies have been carefully tested and developed over many years, and they are proven to work...*if* you follow the instructions. We've had dealers hurt their results because they changed things and didn't follow the directions.

Think about baking a cake. The ingredients are there for a reason, and you can't change them or leave any out. If you do, I don't know what you'll get, but it won't be a cake. It's the same with these strategies.

Let's get started!



Jim Armstrong  
The "Coach"

# Chapter 1: Orientation And Principles Of Emotional Direct Response Marketing

## *Orientation*

### **The coaching relationship**

You will find that I have a sense of humor and I like to have fun. So throughout my system and during our coaching relationship you'll hear my humor come through from time to time, but that doesn't mean that I am not serious about what we are doing. I just believe business should be fun and a joy.

I truly care about your success, so as your coach I will be tough when necessary, and I'll always shoot straight with you. I'm not here to give you a bunch of fluff and B.S., I'm here to give you the tools to succeed. Period. 95% of the business game is *mental*; overcoming your own, personal hang ups; getting out of your own way so you *can* succeed. Part of my job is to help you stop being your own worst enemy and—just like any good coach—if I have to get tough with you occasionally to help you do that, I will. Keep in mind that it's because I really do want the best for you and I want you to succeed. So during coaching calls if I hear you say something that indicates self-limiting thinking, a poverty mentality, a defeatist outlook, or anything else that is standing in your way, I'm going to be a good coach and call you on it.

### **Benefits of having a coach**

Top athletes in every sport use coaches. Top performers in every business field use coaches.

Only amateurs don't use coaches. This seems counterintuitive. After all, it's the amateur who really needs the help. Perhaps that's a clue as to why some athletes and some business people never escape the ranks of the amateurs.

Why should a world-class professional golfer use a coach? Why should a multi-millionaire entrepreneur use a coach? They are already successful, right? Top pros understand that it's because of good coaching that they got to where they are at. They also understand that a coach is necessary to stay in top form. Keeping a sharp, competitive edge is so important that they pay top dollar for the best coaches so their edge doesn't become dulled.

Coaches provide that second set of eyes; a perspective that comes from someone standing outside of your situation and looking in. By its very nature, this outside perspective of one's self and one's personal circumstance is *impossible* for you to see because you're on the inside; and you always will be. How successful you are is irrelevant.

Imagine a golfer trying to analyze his own swing. It's laughable. Yet that's exactly what the vast majority of floor dealers attempt to do with their own business "swing." They keep doing things the same way because from their inside perspective they can't see what needs improving. This makes achieving higher levels of success in their business and their life very difficult.

Coaching speeds up your success. It shortens the learning curve. It gives you that second set of eyes, that outside perspective that can zero in on your weak areas, and create improvements far more quickly than you could on your own.

By enrolling as a Flooring Success Systems member you have done what most of your competitors will never do; get top-level coaching. By doing so, you have instantly given yourself a tremendous advantage over every other competitor. And you have dramatically increased the likelihood that you will reach your goals and dreams that inspired you to get into the floor covering business in the first place.

\*\*\*\*\*

My coaching focuses on two areas: Marketing and business systems. Under the marketing category, I emphasize emotional direct response marketing and sphere of influence marketing. Under the Business systems category, I emphasize creating freedom for the business owner, and turning mundane, administrative functions into marketing tools.

My approach to marketing is unique to the flooring industry. It looks different, feels different, and most importantly it works. It's a key to totally outmaneuvering the big box stores; to running circles around them. Because of their top-heavy, bureaucratic structure, they simply are not equipped to keep up with you. As you dig through all the materials, imagine Home Depot or Lowes trying to implement many of my strategies. It's laughable.





## **"We're Kicking Home Depot's Butt!"**

We love having them as neighbors because we take a lot of business from them!

-Mark B., IL

(After being a member for about a year)

I like to use the analogy of the speed boat vs. the Titanic. Picture the Titanic lumbering through the ocean, slow to turn, slow to maneuver. It's one major advantage is its size. Now picture a speedboat zipping around the Titanic, running circles around the gigantic ship. The small dealer has many advantages that enable him or her to outmaneuver the boxes like a speedboat running circles around a huge ocean-liner. You are going to learn how to harness these advantages and outmaneuver the boxes.

A big mistake small and medium sized businesses make is trying to turn their speed boat *into* a Titanic. They try and copy the same methods as the boxes, and compete in the same way, and it's

impossible. All the while they totally ignore the powerful, built-in advantages they have over the boxes.

You'll also learn to outmaneuver the other small dealers. Yes, they have the size and structure to be maneuverable, to be speed boats, but they don't know how. They could have become Flooring Success Systems members and learned the secrets you're going to learn, but you beat them to it. None...I repeat NONE of your competitors understand what you will understand once you've finished the rapid launch program. Nor will they have the ongoing training and coaching and constant infusion of new ideas and strategies. They might see pieces of what you're doing and try to copy you from afar, but they won't have the system. They won't "get it." On top of that, you're going to learn how to invent far faster than they can copy.

## **How To Implement This System Without Getting Overwhelmed**

The two things most dealers want from their business are time and money. They want their business to prosper and provide them with a fabulous income; and they want the time, the walk away power, the freedom to enjoy their income and live their Ideal Lifestyle.

That's what this entire coaching system focuses on: giving you money and giving you time.

## **Make room for the “Big Rocks”**

Imagine you are standing in front of a wooden table. On the table is a container of water, one of sand, and one of pebbles. There are also three big, fist-sized rocks and a large glass jar. Your job is to fit all of the water, sand, pebbles and big rocks into the large, glass jar. So you begin by pouring the sand into the jar, then the pebbles. You then reach for the big rocks, but you realize that there's not room for all three. You manage to get one into the jar and it rests on top of the pebbles, but there's no room for the other two. So you try pushing the first rock down into the pebbles to make room; you push and twist and grind, but you just can't make enough room to fit any more than the one big rock.

Then you get an inspiration. After dumping out the sand and pebbles, you put the three big rocks into the glass jar first. Then you pour in the pebbles and they filter down the big rocks; next you pour in the sand and it filters down around the big rocks and the pebbles; finally you pour in the water which filters down around everything else. It all fits!

The big rocks are the things that are important in your life and in your business; the things that must be done. The pebbles, sand and water are everything else. If you fill up your day with everything else first, there will never be room for the things that are truly important; the big rocks. The trick is to put the big rocks in first.

To make room for the big rocks, I teach a concept called *Time Blocking*. Schedule two-hour appointments for yourself throughout the week in your calendar, and mark these times “Big Rocks.” During your Time Blocks you are to do nothing but learn and implement strategies in the *Core Three* program and other strategies you have access to as a club member. This time is sacrosanct. Inform your staff of what you are doing and that you are not to be disturbed. Turn off the phones, hang a do-not-disturb sign on your office door. Everything else in your business will get done, just not during those hours you have blocked out.

If you don't do this, instead of a *Quick Start* you'll wind up with a “Hokey-Pokey.” Let's go for the Quick Start.

## **Mindset**

We are in a truly amazing profession. The opportunities to make money in floor covering are incredible. You have the opportunity—with no formal education—to make more money than most doctors. But in reality, it goes beyond money. We all had reasons we chose to enter this profession, and it's different for each of us. Maybe it was to buy a better home; live in a better neighborhood; provide an education for our children; build a more secure retirement; care for an elderly parent or a special-needs

child; or support our church. Maybe you were downsized from another job, or divorced, or maybe you just wanted to take control of your future and your income.

That's why you've joined my Club and that's why I'm here: to give you the tools to help you fulfill those dreams that got you into business in the first place! You've become Club members because you believe you can achieve your goals more quickly and effectively with my help than without it. You're here to discover NEW ideas, so be willing to step outside the box. If I simply tell you what you already know, or to do what you're already doing; or to do what everyone else is doing, what's the point?

One definition of insanity: doing the same thing over and over again and expecting different results.

New concepts, new ideas, are a double-edged sword. On the one hand, they lead you into new territory and will give you the success that old concepts don't. On the other hand, going into new territory is uncomfortable. So as a Club member you are going to see things, and be expected to do things that you currently aren't doing! Expect it! Get excited about the fact that someone, finally, is showing you something other than the same, tired-out old ads, and inserts, and websites, and merely suggesting ways to marginally improve on them. We're going to utterly blow the doors off anything you've ever seen or experienced before. So be ready for it. Embrace it!

Earl Nightingale said, "The crowd is always wrong." He also said, "If you don't have a good success model to follow, look at what everyone else is doing, and do something different."

Also, you are going to hear certain themes repeated throughout the Rapid launch, some of them word-for-word from the other materials you have been given. This is done on purpose because the Rapid Launch pulls together the strategies and systems which are foundational, and the ones you should begin with. Repetition is also vital for learning a subject quickly.

## **The Myth of the Silver Bullet**

Everyone's looking for that *one* strategy, that one "silver bullet" that will solve all their marketing and business challenges. I'm here to tell you there is no such thing.

Dan Kennedy tells the story of a chiropractor who very quickly built a million-dollar chiropractic practice. He sold it, and quickly built another million-dollar practice. Then he did it a third time. He began holding seminars to teach other chiropractors his practice-building techniques. Without exception, at the end of each seminar an attendee would approach him and say something like, "I need a strategy to get 50 new clients a month," to which he would reply, "I don't know *one* strategy to get 50 new clients a month, but I know 50 strategies to get *one* new client a month and I do all 50." That's the kind of thinking you will learn to apply to your business.

This doesn't mean you should get overwhelmed thinking, "Wow, I've got to implement 50 strategies???" Begin with the Core 3. These three strategies can transform your business. Once they are up and running, begin implementing other strategies you learn about as a Flooring Success Systems member.

Marketing and business systems are the key to building a profitable dealership, increasing your income, and creating “walk away power;” not silver bullets.

## **Oil wells versus oil cans**

Most dealers focus on trying to acquire individual oil cans rather than digging oil wells. Virtually all the cold advertising you see—websites, newspaper, direct mail, inserts, etc.—focuses on getting clients one at a time; getting oil cans. Dealers spend enormous sums of time, energy, and money slugging it out in the marketplace—a jungle where they eat their young—fighting with discount dealers, “boxes,” and bait-and-switchers just to gather up cans of oil. Because the oil is quickly used up, each day they have to start from square one: find more cans.

**Dig the well  
before you  
thirst.**  
*-Confucius*

You're going to learn how to dig oil wells. Oil wells are sources that consistently and reliably produce revenue day after day for your business. You do the initial work of digging the well, and from then on—just like a real oil well—it gives you a steady stream of revenue. Your job now is to manage the well.

The oil wells we are going to focus on with Core 3 are your sphere of influence, and your past customer database, current customers, and current prospects.

Benefits of having oil wells instead of oil cans:

- You do the work of digging the well once, then it produces oil forever
- Bullet-proof your income against the ups and downs of the economy
- True wealth creation
- Peace of mind

## **Markets always cycle**

We've all seen graphs showing the performance of stocks, or bonds, or real estate. Have you ever seen a graph where the line went straight up forever? No. Fluctuating markets are a normal part of business. Don't waste time and energy hoping market cycles won't happen. Acknowledge that this is a FACT of the business world. Don't make your success dependent upon a “hot” market. Instead, learn and implement the marketing systems that produce steadily throughout market cycles.

## **Have fun with it!**

Being a business owner carries a lot of stress, so you've got to create fun and happiness in your work. You've got to relax and have a sense of humor. I'm going to

help you inject joy and fun back into your business, and into the lives of your clients. You're going to see that a lot of my marketing is light-hearted and fun, and very personal.

Think about the impact that will have on your typical client. They live in a world where customer service, for the most part, simply doesn't exist. It's grotesque. They're used to the nightmare of dealing with nameless, faceless, personality-less corporations.

They've wandered around the big box stores, vainly trying to find, and get help from one of the three employees on duty that day. Then when they finally find one, the employee doesn't know the difference between a crescent wrench and a caulking gun.

They've served prison sentences in the endless purgatory of phone menus.

They've been grunted at by the surly, disinterested fast-food worker with an infected lip-ring.

They've been two days late on their credit card payment and, even though their payments were on time for the previous five years, the company doubled their interest rate. So they called to try and work something out, spent 20 minutes on hold, only to have the \$8-an-hour, barely-literate cubicle-worker read from a script that essentially tells them, "tough luck."

Their mailboxes are stuffed to overflowing each day with slick, full-color, boring corporate junk mail that half the time is addressed to "occupant," and the other half of the time misspells their name.

This is the consumer/business environment that your clients deal with day in and day out.

Now, imagine the impact of getting one of your mailers, with a photo of your smiling face, with a personal message that makes them laugh and injects some joy back into their day, and is so interesting and so different, they can't help but show it to their friends. Then when they visit your store, they are amazed at the personal attention and care shown by your staff. And during the selection process, your sales person has enough concern for their needs that he actually sits down with them and takes the time walk them through a Design Audit™ questionnaire to help them narrow down the thousands of choices and make sure they get exactly what they need. Then during the installation process they are treated like royalty, all the while being kept updated by your staff. You and your business are going to be perceived as an oasis of joy, and fun and sanity in desert of business madness. You are going to create raving fans who spread the word about your store. This is powerful. So have fun with it. You and your clients both could use a little fun.

## Weekly strategy session

Set aside 1 hour each week to strategize. Write it down in your calendar so it gets done each week without fail. Monday morning from 8:00-9:00 is a good time. If you do this I promise you will make more money than you ever thought possible.

This hour is where you review your marketing strategies and your goals. Here are some things to do during this hour (this list applies to ANY marketing you're doing, not just the Core3):

- Decide which new strategies to implement
- Decide on changes for a strategy that is performing poorly.
- How can you take a successful strategy and make it perform better
- Plan your marketing for the next month (printing, stuffing envelopes, phone calls, etc.)
- Review this week's marketing—is everything getting done?
- Are my strategies getting me closer to my goal? If not, what changes can I make? If yes, how can I improve?
- Etc.

I like to do these sessions at the local library or coffee shop. It's quiet and I can concentrate without interruptions. Wherever you do it, don't let anyone or anything take this hour away from you. This is your most profitable hour of the week. This will determine whether or not you implement the changes that will turn your business into a moneymaking machine.

There is absolutely no more profitable way you can spend your time than learning and implementing this System, and becoming an expert marketer.

## Realize who you are and what business you are in

If you are the owner of a flooring dealership, you are not an installer or a salesperson or a warehouse manager or any of the other job descriptions in your business. You may be *performing* some of these jobs—wearing those hats—but those are not your primary function.

Your are a marketer of flooring services. You are in the marketing business and the product you happen to be marketing is *flooring*. This is a subtle distinction, but an important one. Think of your business as a ship. On board your ship are all kinds of jobs that need to be done to keep your ship moving.

- Installing
- Bookkeeper
- Receptionist
- Office manager
- Sales

As the business owner, you are the captain of the ship. You are the visionary who decides where your ship will go, and how fast it will get there.

Even though you are the captain, I realize that you may be performing some of the jobs on your ship like bookkeeping, answering phones, and teaching. You might even be handling *all* of the jobs. But as a business owner, your job description is not those jobs.

This is a concept that most dealers miss. Once you begin to see yourself as the owner of a business, you approach the building of your business from a completely different standpoint.

*You begin to see jobs as items to eventually be delegated, not as tasks for you to shoulder.*

*You begin to think in terms of making a profit, not just making a living.*

*You begin to build your business around your life, instead of your life around your business.*

2 more things:

First, I don't expect you to fully grasp or implement this concept after reading this short section. It's enough that you just start thinking in that direction. You will learn more as you participate as a club member and read the other resources I recommend.

Second, I am not saying that you should stop doing work in your business that you truly love, but here is something to think about: what would it be worth to you to have the following list of items active in your business?

- Do only the activities you want, when you want.
- Never worry about answering phones, installing, selling, paying the bills and most of the other “stuff” that goes into running a dealership.
- Focus on doing what you love most in life, what you are best at.

Think your stress level would go down? Think you would enjoy your business more? Maybe be a more effective business person? Maybe enjoy *life* a little more?

I know this is a lot to chew on. But it's enough for now to start the thinking process. Just spend some time thinking about being a business owner. The more you ponder this, the more I think you will come to like the idea.

### **Work on your business not in your business**

This goes along with realizing who you are.

Working in your business is doing things like sales, installation, bookkeeping, ordering products and answering phones. Working on your business is doing things like deciding which marketing strategies to implement, what niche you want to target, what new products and services you want to offer, thinking about adding additional installation crews or opening another store. Can you see the difference?

Yes, right now you might be doing a lot of working in your business, but don't neglect working on your business. As you learn and participate in the club, you will begin delegating the tasks of working in your business and spend more and more of your time working on your business, until eventually that's all you do. As you grow larger, you can hire people to work in your business, but you are the only one who can work on your business. It's a very important job and no one else can do it.

**The purpose of your flooring business:**  
*To fund and facilitate your ideal lifestyle*

## **Become a student of direct response marketing and business systems**

School is never out for the professional, so never stop learning. Most people stop learning when they get out of high school or college. Flooring Success Systems provides ongoing "brain food" so you can become an expert marketer. If you continue to dedicate a few hours a week to learning, in a year you'll be a marketing expert. How many of your competitors do you think dedicate any time at all to becoming a master marketer?

Give a man a fish, feed him for a day; teach a man to fish, feed him for a lifetime. In Flooring Success Systems I do both. I give you fish while at the same time teaching you to fish, and I want you to approach the system that way. It can take 3-6 months to really understand the "why" behind my systems. Until you learn the "why," some of what I tell you to do might not make sense, so in the beginning you'll just have to trust your coach.

As a Club member you will get an ongoing supply of "brain food," including audio CD's. Along with what you receive in the club, get your hands on all the audio programs you can on marketing, selling and business systems. Instead of listening to the radio, listen to audio training. This turns wasted driving time into productive learning time, and transforms your car into a classroom.

Repetition is critical. You simply can't grasp everything in my system through a single reading. You need to read through everything 5-7 times, but not all at once; do it over the next 12 months. Each time you go through it you will learn more and more strategies, your knowledge will grow and your thinking will transform.

Also, when you drive around shut off the radio and listen to the audio CD's over and over again. You'll turn wasted driving time into learning time. I've almost always got a CD or audible book playing when I'm in my car. It's helped me become a master marketer, and it can do the same for you.



The flooring business has the potential to create financial freedom. Be willing to do what it takes create freedom both financially and in your time; to reach your goals; to do the things that are important to you in life. Be willing to master the marketing and business systems necessary to fulfill the dreams that got you into the flooring business in the first place!

### **Harnessing and unleashing the power of relationship marketing.**

The most important relationships are your past clients, because out of all the people on the planet, these are the only ones who have proven that they will pull money out of their pocket and give it to you in exchange for your services.

If you've ever done any direct mail marketing, you probably purchased a list of prospects. Well, I want to tell you about a "secret" lead list of hot prospects that are five times more likely to respond to your marketing than people on any other list. They will not treat you with suspicion, but instead as a trusted resource. They are twice as likely to send you referrals. They are predisposed to do business with you versus all your competitors, even if you charge more. They are extremely likely to do repeat business with you. The best part? You can get this list for free. Sound impossible? Sound too good to be true? Sound like a floor dealer "pipe dream"? Nope, nope, and nope. I can assure you that this list does exist. So what could it possibly be?

Your past client list.

You might be saying, "C'mon, Jim, everyone knows that repeat and referral business comes from past clients. What's the big deal?"

Well, considering that only a tiny fraction of dealers have a consistent marketing plan for their past clients, I'm not so sure everyone really does know this. Or if they do know, they don't take action, so the result is the same: past clients who get ignored.

One of the most expensive investments you will ever make is gaining a new client. After investing the time, energy and money to get that client, what sense does it make to ignore them? Yet that is what most dealers do. Instead, they invest the majority of their resources chasing down the next client—slugging it out in the marketplace with all the sleazeball, bait-and-switch discount dealers, online merchants, and the big-box stores—all while totally neglecting the only group of people in the world who have proven that they'll do business with them: their past clients. It's ludicrous!

### **Floor covering is a relationship business**

Floor covering is all about trust and relationships. After all, you are being invited into your client's home; their castle; their sanctuary. When a brand new client walks through the door, before you can make the sale you have to do all the hard work of earning their trust first. However, when a past client walks in, the relationship and the trust already exist. But you cannot expect to build and maintain that relationship without consistent, frequent, regular, value-added contact. For every month that goes by without

making contact with your past clients, you lose ten percent of them. Ten months with no contact and you might as well be a stranger prowling around their neighborhood.

One of the best ways to maintain relationships with your past clients is through a monthly newsletter, like the Home Advisor™. The Home Advisor uses infotainment, meaning the content is a mix of eighty-percent entertainment (fun articles that have nothing to do with floor covering), and twenty-percent information about your business. Why? Because in any given month most of your past clients don't need floor covering right then, so don't bore them with 100% floor covering content.

I think the reason so many floor dealers ignore their past clients is because they have never stopped to think about the lifetime value of a client. Meaning, they focus only on the immediate sale rather than taking into account all future sales and referrals from that client. Lifetime value is often times worth five, ten, even twenty times the initial sale. And that's the power of relationship marketing.

The Core 3 system is built on harnessing and unleashing the power of relationship marketing.

## **Lifetime value of a client**

### **Relationship oriented vs. transaction oriented**

Most business and employees are transaction oriented. They only consider the value of a client during that single transaction. You are going to learn to be relationship oriented and understand the lifetime value of a client.

Lifetime value is what a client is worth to your business over the course of our relationship with that client, and you should base all our decisions on this philosophy. This represents a small but powerful shift in thinking. Here's why:

Let's say your store's average gross revenue per transaction is \$5,000. Most companies will see a client as worth \$5,000. Here is how you should view the value of a client over 7 years:

Initial transaction:	\$5,000
Referral during that transaction:	\$5,000
Second referral during the interim 7 years	\$5,000
Second transaction (people replace flooring every 7 years on average)	
	\$5,000
Second referral during that transaction:	\$5,000
Lifetime Value	\$25,000

And that doesn't even include the referrals that the referrals generate. If you include those, the true lifetime value could be as high as \$50,000 to \$80,000. Therefore, each and every client that walks through your door is worth anywhere from \$25,000 to

\$80,000. So treat every client like they are worth \$25,000 to \$80,000, because in reality they are.

## **Repeat and referral clients**

Word of mouth advertising is the best form of marketing. Period. Here are several benefits from getting clients through referrals:

- You get clients for FREE! (No marketing costs!)
- Prospects are pre-sold! The person referring you has just told their friend or relative how utterly wonderful your store is. When they walk into your store they are more ready to buy than a cold walk-in.
- You get the halo effect. Other people saying you are great is 100 times better than *you* saying you're great.
- Very low skepticism! After all, if Aunt Liz likes your store, it must be pretty good!
- Low price resistance!

Don't miss the significance of these benefits. You are being handed a pre-sold, non-skeptical prospect who sees you with a halo and who has very little price resistance...all with no marketing costs!

This is so powerful that you shouldn't just wait passively for referrals to happen. You need to actively seek referrals with the Referral Connections system, which is part of Core 3. You'll learn the strategies for generating a steady stream of referrals.

### **The true purpose of cold marketing**

With my emphasis on warm marketing it could seem like I don't believe in or teach cold marketing. It's not true. I teach and use cold marketing strategies (like lead generation, target farming, display ads, etc.), but it's important that you understand the true purpose of cold marketing. There is one purpose and one purpose only for cold marketing: so you can get a new client and then farm them forever for repeat and referral business.

In many industries, they break or even go into the hole to gain a new client. All the money is made through repeat and referral business, or what's called back-end. So if you invest the enormous time, energy and money required to obtain a client through cold marketing, then you'd better have a marketing system in place that harvests lifetime value from that client. Core 3 provides that, and does so in spades.

## **Testimonials**

You should always educate your prospects about the wonderful benefits of your store. But no matter how good you are at explaining the benefits to your prospects, it will always sound 100 times more convincing coming from someone else. Why? Because it's not YOU saying it.

This is called the “Halo Effect.” When someone else sings your praises (instead of you) it automatically gives you a halo of credibility. Therefore, you should always use testimonials in your marketing whenever possible.

But how do you get testimonials? You ask. In the Design Audit™ training you will learn very simple strategies for getting a steady stream of testimonials. Don’t be afraid to ask for testimonials. The worst someone can do is say “no.” Most people are very happy to provide a testimonial. Testimonials will absolutely turbo-charge all of your marketing.

### **Creating a zero-resistance sales environment.**

Every prospect shopping for flooring has an internal scale from 1-10 indicating how ready they are to buy, 1 meaning “I’m not ready to buy at all,” and 10 meaning, “I’ve gotta have it now, baby! Just show me where to sign!”

Unfortunately, most flooring salespeople spend the majority of their time dealing with 1’s, 2’s and 3’s. Fact is, any prospect who is less than an 8 is not ready to buy. They represent an uphill battle for the salesperson as he or she laboriously tries to move the prospect from a 2 to a 10, first by winning the prospect’s trust, then convincing the prospect that they should do business with them, and finally getting them to make a buying decision.

It’s also a numbers game. The salesperson has to endure the grueling, manual-labor grunt work of sifting through a lot of 1’s and 2’s who never buy, in order to find the handful who eventually become 10’s. On the other hand, prospects who are 8’s, 9’s and 10’s are ready to buy immediately and are really just working with the salesperson to obtain guidance and to finalize the details.

What if you could create a sales environment that allowed your sales staff to spend the majority of their efforts only working with 8’s, 9’s and 10’s? They could then invest their time and energy into obtaining sales rather than endlessly struggling to turn 2’s into 10’s. With the right kind of marketing it is possible. I teach over twenty-seven strategies for creating a zero-resistance sales environment, and three of the most powerful the Design Audit, Referral Connections and the Home Advisor.

## ***Principles of emotional direct response marketing***

### **Why my marketing “looks” different**

Earl Nightingale said, “The crowd is always wrong,” and “if you don’t have a good success model to follow, look at what everyone else is doing and do something different.” My marketing strategies are not about looking like the “slick,” impersonal, corporate-type advertising you see everywhere—we go in the opposite direction. Personal not slick.

(If you have a “slick” ad that’s working, keep using it, although you will learn to put direct response elements into all your advertising.)

Studies show that the average person sees about 10,000 advertising messages a day. The human mind simply cannot absorb this much input, so people have developed advertising filters that screen out all that clutter. Our job as marketers is to cut through the clutter, and get past that marketing filter. You won’t do that by using a “slicker” 4-color brochure, or brighter newspaper insert, or fancier flyer. You’ll spend thousands of dollars and create perhaps a marginal improvement over another well-financed competitor.

Let me give you an example showing why “slick” and “professional” won’t cut through the clutter and get past people’s advertising filter:

Think back to how many times have you driven through your town, got to where you were going, but didn’t even notice all the slick, colorful, flashing business signs all along the way. You didn’t notice because your advertising filter was up and you blocked them all out.

Now think back to how many times you drove through town, advertising filter on full blast so you’re not seeing anything (including the flashiest signs on the road), and you round the corner and something catches your eye. You actually turn your head to look. You see an ugly, hand-written cardboard sign nailed to a telephone pole advertising a garage sale.

That ugly, handwritten, cardboard sign did what all those slick, expensive, professional signs couldn’t: it got past your advertising filter.

My strategies are all designed to do one critical job: get past your prospect’s advertising filter and get them to call or visit you. My marketing is not about logos, ego, being fancy, looking slick, or appearing “corporate.” On the list of priorities, all of those

All printing is done in black and white. I rarely use color in my marketing letters. Even color photos are printed in black and white. Expensive, 4-color processing is NOT necessary.

Reminder: clear the yellow or gray highlights before printing. I put those there to help you find areas that need customizing.

things are a distant second to cutting through the clutter, getting past your prospect's filter and getting them to call or visit you.

## **Traditional advertising vs. emotional direct response marketing**

There are 2 broad categories in marketing, and it is vital that you understand the difference. If you don't, most of your marketing ventures are doomed to failure, or at best, minimal returns. These 2 kinds of marketing are called *image advertising* and *emotional direct response marketing*.

**Image advertising** is where a business tries to get customers by building name recognition, or by "getting their name out there." Marketing genius, Dan Kennedy, uses the Good Year Blimp as an example of image advertising. The Good Year company flies their blimps over football stadiums hoping that if enough people see their name enough times that it will somehow translate into more tire sales.

There are 4 serious drawbacks to this kind of advertising.

- First, there is almost no way of knowing if you are getting any sales as a direct result of your campaign. So you are never sure whether to continue, or how to make improvements.
- Second, there is no compelling reason for someone to call you instead of someone else.
- Third, it can take a long time to see results.
- Fourth, it's very, very expensive.

Good Year, Home Depot, Lowes, and other gigantic corporations can afford to dump millions of dollars into this kind of advertising. You as a small-to-medium sized business owner can't.

Yet this is exactly what most floor dealers attempt to do! They put out websites, display ads, direct mail, or other forms of advertisement, that do nothing except tell everyone their name, what they sell (along with teaser prices), and their phone number. (I call these Name, Rank and Serial Number ads.) They hope that if enough people see their name floating around out there (like the blimp) that it will somehow translate into more sales.

As a small business, you have many advantages that the boxes don't. Large corporations are forced to sound "corporate" and impersonal in their marketing, treat their customers like numbers, use phone menu systems, and dozens of other things that the general public hates. They do this not because it makes them more money, but because they are large, bloated, bureaucracies and they really have no choice. What I find amusing is when a small business person who does NOT have to do this, does it anyway in an attempt to appear or sound like a big corporation.

Unfortunately, most ad reps for magazines, newspaper, radio, and television will encourage people to run these same unprofitable ads over and over again. If you run a half-page ad in the newspaper and it doesn't work, what is the advice of the ad rep going

to be? “Just give it more time.” Or maybe, “let’s run it again...but this time let’s add more color and make it a full page ad.”

That is total and utter B.S. Any ad campaign, of any kind that does not immediately pay for itself isn’t working. Period. It should either be immediately re-worked, or abandoned. If you run an ad and nobody calls, what is going to happen when you run the same ad 20 more times? Nobody is going to call...20 more times!

But this is exactly what 99% of business owners do. They run the same unprofitable ad over and over again, hoping that it will someday start bringing in some sales, never knowing when, or if, it works!

One definition of insanity-

*Doing the same thing over and over again, and expecting different results.*

**Emotional direct response marketing** is the second kind of marketing, and this is the kind of marketing that I teach. In direct response marketing, you are giving potential clients a strong message that compels them to run to the phone and call you immediately. You put the ad out, and you get a direct response back from the prospect.

Direct response is tough-minded, results driven marketing that can be tracked for results. A good direct marketer insists that if he puts one dollar into an ad, that he get at least one dollar back, plus a new client. If you can’t track the results, and if you don’t get immediate response, it’s not direct marketing.

I recommend that you go on a strict, direct marketing diet for the next 6 months. Stop all marketing that is not direct response, and cannot be held accountable for its success. (In other words, marketing that cannot be tracked.)

Done properly, a good direct response campaign will bring you immediate sales. It will enable you to put an ad out on Monday and start making sales from the ad by Friday. With an email campaign, you can literally be making sales within hours of your first email. (You must have permission to send emails, so email campaigns should be to your past customers and people who have opted in.) This is very powerful. With most traditional advertising, business owners put out an ad of some kind, and hope and pray that it will somehow translate into some sales someday. They have no way to predict or establish a track record for the success or failure of any ad campaign.

What would it be worth to you to know that you could put out an ad on Monday, and know with reasonable certainty that you would be making money on that ad by Friday? And not just making money, but creating a predictable, constant flow of cash? This is exactly what direct response marketing allows you to do.

### **Sales letters**

A number of the direct mail strategies in Core 3 use letters. This has several advantages:

- It automatically looks different than everyone else's.
- It's very personal. It looks like you wrote them a personal letter on your computer and sent it to them. People don't want to do business with a corporation; they want to do business with a real, live, flesh-and-blood human being. Think about your client who has to deal every day with faceless, non-caring corporations. Every day people call big companies on the phone and get dumped into automated menus where they hear *"press one to be on hold forever; press two to be accidentally disconnected; press three to speak with a robotic, disinterested, bored, unmotivated member of our staff who doesn't care about you; press four to hear this menu again."*
- Changes are easy. If you need to tweak your marketing message, no problem. If you need to create a campaign to take advantage of a local news item or event, it's easy to do. Full color brochures and ad campaigns can take months to roll out. I've gotten so good at it that I can have an idea on Monday and have the marketing piece in the mail by Wednesday or Thursday, and you'll learn to do the same.
- And don't forget about email. Don't properly to the right list, you it's possible to generate response the same day you send the first email.

### **The more you tell the more you sell**

Most of the sales letters in the system are two or more pages long. People tell me all the time, "no one will read a long sales letter." One time I had a printer set up a 2 page sales letter for me. She very tactfully said, "boy, that's an awful lot of words." Thankfully I knew enough about marketing to ignore her. That sales letter made me tens-of-thousands of dollars.

Most ad agencies and ad salesmen will tell you to use as few words as possible. They want you to buy the biggest ad you can possibly afford, use a lot of color, put your logo at the top, and leave a lot of empty space. These ads look extremely slick and professional...they just don't work very well.

### **Your sales letters are salesmanship in print**

Can you imagine sitting face to face with a prospect who is interested in flooring, and limiting yourself to only 50 words? After you spoke 50 words, you could not say anything else. No matter if the prospect had questions, was ready to buy, or wanted more information. You had to stop at 50 words. INSANE. It makes no sense.

Yet dealers do this all the time with their marketing letters. They don't realize that these letters are their salesmen. They send out hundreds of printed "salesmen" and limit them to only a few words, a catchy logo, and a phone number.

I think the mistake comes because dealers try to use their marketing pieces to reach people who aren't interested in flooring. They think, "If I keep the ad short, the



people who aren't interested will be able to read it quickly and not get bored. Then maybe they'll decide to call."

Whatever the reason, it's a mistake. You cannot reach people who have zero interest in flooring. So quit trying. You want to reach people who have some level of interest, and get them to buy from you instead of your competitors.

### **The more you tell, the more you sell**

Someone who *is not* interested in flooring won't read 10 words about the subject. A person who *is* interested will read 10 pages. Put yourself in the place of the average flooring consumer. They know nothing about the subject. When they decide to begin looking for new floors, they have no idea which product to choose, which dealer is best, what to look for...they are clueless.

And they are craving information.

Think about the last time you bought a high ticket item like a car, or booked a vacation. How much time did you spend reading about these products online? An hour? Two hours? More? Your prospects are the same when it comes to educating themselves about flooring.

If you are the one to give them the information they need, and educate them on the benefits of your store, you will be light years ahead of your competition. They will gladly read as much information as you give them. Even if it's 6 pages with no pictures.

Unless...

...you are boring. If your letters are boring, no one will read them. So make sure your letters aren't boring. Give lots and lots of benefits to your prospects. Also, if you use the letters in this system, and learn the principles behind direct response marketing, you won't have to worry about being boring.

### **Secrets to writing copy that sells**

Most dealers will simply use the marketing pieces they get as Flooring Success Systems members, and do little (if any) copy writing themselves. That's fine. However, some may want to create some of their own marketing pieces. So this is a quick overview on writing good copy. It's also a good tutorial to help you understand the "science" behind the marketing in Core 3 and elsewhere in the coaching program.

Writing compelling, interesting copy is something that anybody can learn. It just takes practice and some study. The first thing to do is to carefully study the examples in this system. Each example is like a private lesson in copy writing. Next, start writing your own copy by using the pieces in this system as models.

**Forget what your English teacher taught you!**

Many people think they can never learn to write good copy because they are not good at English and grammar and punctuation. Well let me tell you, the best copy breaks all the rules of grammar. Some of my most profitable sales letters would give an English teacher a raging fit! So don't get hung up about punctuation and good grammar.

### **Write like you talk.**

Write your letters just like you are talking to a prospect. After all, your letters are your salesmen. They are literally "talking" for you. So make them sound like you are talking face to face with a prospect. Use sentence fragments. Use one-word sentences. Seriously. Again, don't stress about grammar and punctuation.

### **Talk from the heart.**

Pour your heart into your letters. If you really believe in your service (and you should), let your feelings out onto paper. One way to do this is to start with a rough draft. When you write your rough draft, just let the words pour out. Don't worry about formatting, punctuation, spelling...nothing except getting the words onto paper. You can tidy it up later. Right now you are trying to capture pure emotion.

Just talk from the heart, keep it simple, and talk about the benefits to your clients. After you do this, go back and do your editing for your final product.

### **Create an attention grabbing headline.**

Your headline is the most important part of the letter. It's the "ad for the ad." It's what creates the initial interest that gets people to stop and read your letter. You should spend about 80% of your time on the headline, and about 20% of your time on the body copy.

A good way to come up with a great headline is to sit in a quiet place for about 30 minutes and write every possible headline that comes into your mind. Don't worry about how weird or unusable some of them might seem. Just write them down. You should be able to come up with 20-30 headlines. Pick the best one. The 5 or 6 runner-up headlines become your sub-headlines throughout the letter.

### **Use attention grabbing sub-heads**

The sub headlines keep the reader interested. They are "mini-ads" for the upcoming paragraph.

Also, some people will read every single word of your letter, and some will merely scan the letter. The sub heads give the scanners an idea of what you are offering. This is what Dan Kennedy calls the "double readership path." The detailed readers will read every single word and get your marketing story. The scanners will read the sub-heads and get a less detailed version of your marketing story. Two readership paths. This is very effective.

### **Get the reader to turn the page**

You'll notice that most of the letters in this system end each page with an incomplete sentence or thought. This is done on purpose to get the reader to turn the page. Other devices can be used to accomplish this:

- Ask a question at the bottom of the page, then answer it on the next page.
- Create curiosity. End the page with a phrase like, "Turn the page to find out how to get a free gift worth \$45!"
- Have a message that says "Turn To Next Page" or "OVER."

### **Always use a postscript**

Some readers will simply skip to the end of the letter. That's why the postscript or P.S. is so important. Use the P.S. to re-state your offer, deadline, and one or two key benefits. Sometimes I add my phone number. The idea is to sum up the most important points in the letter.

### **Don't be boring.**

Remember that the only thing people care about is benefits to them. Every point and every feature of your letter should be framed in terms of benefits to the reader.

## **USP-Unique Selling Proposition**

I'll explain what a unique selling proposition is by first telling you what it is not. It is not a *universal* selling proposition. A universal selling proposition is something that everyone in a certain business category has. Almost all doctors offer free consultations. That's a universal selling proposition. The same with free estimates from remodeling contractors.

A unique selling proposition, on the other hand, is something that is unique to your business. It's something that almost no one in your business category offers. It separates you from everyone else. Here are two powerful examples:

- When it absolutely, positively has to be there over night (Federal Express)
- Hot pizza in 30 minutes or less (Dominos Pizza)

Both of these companies built business empires on the strength of their respective USP's.

A good USP is not general, it's specific; it focuses like a laser beam on a specific, obvious benefit to the prospect. The benefit promised by Federal Express is clear and unambiguous. The same with Dominos.

You can have many USP's for many different sales situations. The main thing to remember is that a good USP is not general, it's very, very specific. The clearer you can make the benefit, the better.

## Guarantee as a USP

People are skeptical. And for good reason. At one time or another almost everyone has been ripped off, cheated, or been disappointed by inferior quality. A guarantee will go a long way towards soothing your prospect's fears about using your services.

Before we get into the specifics of the guarantees used in this system, I have to mention something I see most store owners do that is very unwise. Most dealers who offer guarantees don't aggressively promote it in their marketing because they are afraid people will take advantage of them. This is really not smart. Think about it. You now have the liability of a guarantee, but you get none of the marketing benefits from telling people about it.

Shout your guarantees and warranties from the mountaintops, let everyone know, put it in all your marketing material. People will think, "Wow, if this guy is so sure about his store that he keeps offering these guarantees, it must be pretty good!"

Powerful guarantees and warranties will go a long way in establishing solid credibility with skeptical clients, and towards easing their fears.

### Zero Regrets Guarantee

Here is one of the guarantees used in this System, along with sales copy explaining how it works to the prospect:

***You are protected by my "Zero Regrets Guarantee™"  
You'll love your new floors or I'll replace them...FREE!***

Here's how the "Zero Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you "no way!" So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee

it!

You might already have a guarantee like this in place, and you're going to learn how to leverage it to your extreme advantage over your competitors.

Or, you might be saying, "Are you crazy? It scares the daylights out of me! How can I afford a guarantee like this?" If that describes you, let me share with you why you should not be afraid of this guarantee:

## **9 Reasons Why You Should Offer A Powerful Guarantee!**

**First**, there are already many stores that already offer guarantees like this, and they're doing just fine. You just don't hear about it because they don't promote it correctly. One of the stores I consult with is a member of a co-op, and they offer this guarantee. For the first five years they had this guarantee in place they self-insured it; meaning if a client wanted the flooring replaced the store covered the cost, minus the installation. The decision to implement this guarantee did not hurt them financially; the occasional cost incurred to replace a floor was more than made up for in additional sales made, and higher prices commanded, because of the guarantee.

**Second**, imagine the emotional state of a client who invests to have brand new flooring, and once it's installed realizes she hates it. Now every day for the next 5-10 years she is going to look at that floor and have negative thoughts about your store. Even though she knows it's not your fault, the negative thoughts are there. And every time she has guests over who ask her where she got the floor, she is going to mention your store, but in the same breath tell them how disappointed she is in the flooring. Now you have more people thinking negative thoughts about your store. Every time someone walks into that house, that expensive, new floor is will be a gigantic advertisement of negativity towards your business. How many additional sales do you think you will lose over the next 5-10 years because of that one unhappy client?

Now imagine if you gave her the option to replace it. She will now become the most rabid, raving cheerleader for your store. Now every time someone walks into her house they will get the story about how your store is so fantastic that you replaced her floors free.

**Third**, people feel extremely guilty, and hence extremely reluctant to take advantage of the guarantee. Every time my consulting client got a call, the customer felt so bad that he knew the person had to be absolutely unhappy with the flooring to endure the guilt.

**Fourth**, it's such an extreme hassle to have the flooring done a second time that very few people will opt to do it. They have to really, truly dislike the floor to endure the hassle.

**Fifth**, there is some expense involved because they have to pay for the installation. This will further discourage all but the most seriously unhappy clients.

**Sixth**, will you get taken advantage of occasionally by someone wanting to rip you off? Maybe. But don't let that teeny, tiny, almost-imperceptible minority keep you from doing it. Most people are basically honest, and just like you and me, they don't want to live with the agony of the wrong decision.

**Seventh**, it will help enable you to command higher prices.

**Eighth**, a guarantee like this will absolutely eliminate some of the biggest fears of your clients. It has a gigantic "WOW" factor. People will not be able to help talking about your store.

**Ninth**, it will scare the daylights out of your competitors.

I know of business owners who have a guarantee but don't like to mention it in any of their marketing. They are afraid that this will increase the likelihood of getting ripped off. This is not smart thinking. Why? Because now you have the liability of a guarantee, but none of the marketing benefits. Tell everyone about your guarantee! Mention it in all your ads and letters.

If this guarantee makes you nervous, try it for 3-6 months and see for yourself. You can always stop offering it if you want to.

### **How to help cover the cost of the guarantee:**

- The materials can be re-sold at a discount
- Develop a relationship with several property management companies and apartment complexes. Let them know about your guarantee and that occasionally you'll have flooring available for them at a deep discount. When a batch of flooring becomes available, send them all a fax and/or email letting them know.
- If you build a profit margin into your installations (and you should!), you'll recoup some costs.

This guarantee is another powerful tool that will enable you to charge prices higher than your competitors. You will make far more in profits than you will lose with the occasional replacement.

### **Lifetime Installation Warranty**

This is another guarantee that will give your clients great peace of mind and allow you to sell at prices higher than your competition. Most stores have some kind of installation warranty. Again, the big problem is most store owners are afraid to promote it. As a Flooring Success Systems member, YOU are a marketing maverick, marching confidently into places your competitors fear to tread!

Here is the warranty, along with sales copy explaining it to your clients:

## **Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **YOUR STORE**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

## **Installer Professionalism Guarantee**

This guarantee gives your clients peace of mind about having the installers in their home.

**YOUR STORE** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, and shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

## **Other guarantees/warranties**

Every product line has its own version of a stain/wear warranty, each with different terms and time frames. When promoting a particular product line, don’t be squeamish about the warranties. Model the examples above and promote the heck out of it them.

# Chapter 2: Core 3 – Design Audit™

## The Single Biggest Mistake Made By Sales People

The single biggest mistake made by sales people in the first 30 seconds that virtually guarantees they'll get beat up on price is saying...

*"How may I help you?"*

Or

*"What kind of flooring did you have in mind?"*

When you say either of these things, the first thing the prospect says is, "Oh, I'm looking for laminate." The sales person schleps over to the laminate display with the prospect. What's the first thing out of the prospect's mouth?

"How much is it?"

In this scenario several very bad things have just happened:

- No differentiation! You sound just like every other floor dealer your prospect may have visited.
- The sales gave up control of the sales process. Asking *"How may I help you?"* or *"What kind of flooring did you have in mind?"* gives control to the prospect.
- Because the prospect asked the price, the sales person gets a knot in their gut and thinks, "Great, another price shopper." In reality, the reason the prospect asked the price is because they don't know what else to ask. They don't know much about flooring, so in most cases this is simply their way of starting the conversation. But the sales person thinks, "Uh oh, I'm about to get beat up on price," and starts mentally lowering the price.
- Premature price discussion. You should never, ever discuss price until the end of the Design Audit process—after the prospect has been thoroughly "wow'd by you're your over-the-top amazing customer service, seen testimonials, seen your guarantees and warranties, and otherwise been totally convinced that you are worth whatever price you quote.

The Design Audit is THE key for avoiding this situation.

**Design Audit™**

**Money-Making Strategy:** Make a laminated beverage menu; hand it to your clients as you ask them what they would like to drink. Great "wow" factor.



When a client/prospect walks into your store, you want to take control of the sales process. Use the following scripts to invite the client into your design room (or wherever you do your consultations) and do a Design Audit™.

**For New Clients**

SALESPERSON: *Hi, welcome to Jimbo’s Floors. My name is Jim. Are you a new or returning client?*

CLIENT: *I’m a new client.*

SALESPERSON: *Excellent! We have a special program for new clients. Do you mind if I take a quick minute and tell you about it?*

CLIENT: *Not at all.*

PROCEED TO THE DESIGN AUDIT™ SCRIPT.

**For Returning Clients**

SALESPERSON: *Hi, welcome to Jimbo’s Floors. My name is Jim. Are you a new or returning client?*

CLIENT: *I’m a returning client.*

SALESPERSON: *Excellent! We have a special program for returning clients. Do you mind if I take a quick minute and tell you about it?*

CLIENT: *Not at all.*

PROCEED TO THE DESIGN AUDIT™ SCRIPT.

**Money-Making Strategy:** Invest in a fully stocked beverage mini-bar, including fruit juices, gourmet coffee, sodas, bottled water, ice, paper cups with your company name, etc. Invite your clients over and fix them a drink. Jaw-dropping “wow” factor.

**DESIGN AUDIT™ SCRIPT**

*“You know, floor covering is a critical part of your interior décor, and choosing the right flooring is a major decision. There are many options, and we realize that it can be a little confusing and even overwhelming. To help you make the best decision on your flooring investment, we have a trademarked process called the Design Audit™ where we’ll do several things. First, I’ll sit down with you in our design room and get some very basic information from you about traffic levels. Second, we’ll discuss what you want to accomplish with your new flooring. Third, I’ll draw out a diagram of your home so I can see your traffic patterns. This will help us narrow the thousands of products to the best flooring choice for your unique situation. Why don’t we head over to the design room and sit down together for a few*

*minutes.”*

### **What you've just accomplished with these scripts:**

- You have just totally differentiated yourself from everyone else. If you're the third store they've visited, I guarantee that they didn't hear anything like this from the other two.
- You have taken control of the sales process.
- You've avoided a premature price discussion.
- You have positioned yourself as a Trusted Advisor rather than just someone selling floors.

With all this in mind, you and your team need to memorize this script so you can say it perfectly on command.

Once you sit down with them, offer clients a beverage. Don't say, "*Would you like something to drink?*" Because this gives them the opportunity to say "no." Instead say, "*What can I get for you to drink? We have Pepsi, Diet Pepsi, Sprite, Coffee or bottled water?*" By getting the client to accept the 'gift' of something as simple as a drink, they will have a tendency to feel indebted to you. They will want to reciprocate, and are therefore more likely to buy from you.

**Money-Making Strategy:** Invest in a small oven and bake cookies and/or bread each morning. These items can be served to all walk-in clients. The aroma will linger in your store, and your clients will associate it with "home," "domesticity," "relaxation." There are a small handful of dentists and chiropractors who do this to relax their patients. Realtors have been using this strategy for years, and many of them do it when hosting an open house. The olfactory sense is powerful for creating feelings of association, and bread and/or cookies "feel" like home. You can get pre-made bread and cookie dough to make this a quick and easy job done first thing in the morning by an employee.

### **Benefits of the Design Audit™**

This is a questionnaire covering lifestyle, pets, number of children, how long they intend to stay in the house, etc. There are several powerful benefits of the Design Audit™ form:

First, by actually writing down the client's responses to your questions, it lets them know that you are actually listening to them and that you truly care about their needs.

Second, it positions you as a trusted advisor, much like a family doctor. Think of all the times you have been to your doctor, and as you described your symptoms he wrote things down in your chart. This has happened to your clients as well, and they will associate you writing down their answers with the care and concern shown by a family doctor or other trusted advisor. (CPA, family attorney, etc. They all do this.)

Third, it lets you know exactly what the client's needs are, and what they are trying to accomplish. This will enable you to make good recommendations. And you can refer back to the 'Audit' if they get side tracked during product selection. You can remind them of what they said they are trying to accomplish.

Fourth, it captures their home address and phone number in a non-threatening way. Critical! The client may not buy from you right then, so it's vital that you capture their contact info so the Marketing Coordinator can get them started on the Shock-and-Awe campaign until they make the decision to move forward. Also, follow up with them with phone calls until you get a definite "yes" or "no." During the phone calls, don't simply ask, "Have you decided yet?" Instead offer them more information about their product, other solutions to their challenges, etc. That way you are perceived as helping rather than selling. This is called being a P.P.P.I.T.B...a Polite, Professional, Pain-In-The-Butt, and the follow up calls and mailers give you the tools to do this. Very few dealers will put in this kind of effort once a client walks out of their store. You'll immediately stand out.

**Birthday:** important to capture! So you can send cards and gifts. Important component of maintaining you herd.

**NOTE:** I don't recommend beginning the Design Audit™ by asking for their contact information and birthday. It's too abrupt. Begin with all the other questions; they will have warmed up to you by then and most won't hesitate to give you their contact info if you ask at the end. If they ask why you want it, just tell them you like to send birthday cards and maintenance reminders, or some other information.

**Also, use of the name short-circuits the brain.** When you approach a walk-in client, introduce yourself and get their name up front. Preface some of your questions with their name: "*Jane, what's important about new floor covering...to you?*" Several times throughout the interview use their first name.

## The Questions

### **What's important about new floor covering...to you?**

This is the first question on the audit form. Ask this question, then shut up and listen. This is one of the most important questions on the form. If a married couple comes in, ask each one of them this question and listen to each answer. They will then proceed to tell you exactly what you need to know to sell them flooring. This is called "letting the client paint a target on themselves." By asking both clients this question you may find that they have different goals. You will now be in a position to make recommendations to resolve these differences.

Then go on to fill out the rest of the Design Audit™ form. At one point the Audit asks about other decorating/remodeling needs. This gives you a chance to up-sell rugs or window coverings if they express interest. If they have other major plans it gives you the opportunity to offer other services and assistance. For example, if they say that in three months they are having their bathroom remodeled, you can give them flooring ideas. And you can refer them to a remodeling contractor that's a strategic alliance partner. (Many remodeling contractors are flakey about keeping appointments, finishing on time, calling if they are going to be late, etc. Unfortunately there is a real lack of

professionalism in that business. If you can refer them to somebody who's not like that, who conducts him/herself professionally, you will be a hero! It's worth the time to find a good remodeling contractor as a strategic alliance partner, and explain your expectations ahead of time before beginning to refer.)

### **Level of traffic**

This section will help you make recommendations based on their lifestyle. If they have six kids, three dogs, two cats, a monkey, and they breed hamsters in the living room, and they want pure white carpet, you'll be able to steer them towards something more practical.

Does anyone have allergies?: this will allow you to make recommendations on maintenance and even the type of flooring. Also you might find out that someone has a serious lung condition like emphysema or asthma. You and your installers can make appropriate safety recommendations for during and after the installation.

### **Maintenance**

We all know that regular vacuuming and professional cleaning are critical for getting the longest life out of carpet. This section will tell you how they've maintained their current carpeting. You might find out that they only vacuum twice a month and use a grocery store shampooer instead of professional, hot-water extraction. You can then explain that even with top-quality carpet, they will have to change the way they maintain it if they want to get the longest life. You can let them know that you will be giving them a customized maintenance plan to help them do that.

#### **Important psychological principle**

From the client's perspective, if you tell them before the installation, it's "managing expectations."

If you tell them after the installation, it's "making excuses."

### **What do you like about your flooring?**

### **What do you dislike about your flooring?**

These questions will help you narrow the choices down and make good recommendations. If the client is frustrated because her light colored carpet turns black in the hallway coming out of the garage, you can recommend going with a darker color or a hard surface. When you prepare the maintenance plan, you can recommend better walk-off matting.

### **What are your expectations for new flooring?**

Part of your sales job is to manage expectations. If the client indicates that she wants Berber with invisible seams, or plush that will not show footprints, or a totally silent laminate floor, you can manage those expectations before the installation instead of after.

### **Is there anything you are especially concerned with?**

Critical question! Very few dealers will ask her this, so you'll immediately seem like a caring professional by contrast (which you are!). By knowing the answer to this question you can focus your sales efforts on easing her concerns.

**Have you ever had floor covering installed before?**

**What did you like about the experience?**

**What did you dislike about the experience?**

Be prepared to get an earful, especially if she had a bad experience in the past. With these three questions, you will learn a lot about the client that will enable you to overcome objections and make the sale.

For example, let's say that when she had flooring installed before, she liked the low price, but disliked that appointments were missed, her calls weren't returned, the installer had to fix the seams twice, and he smoked on her front porch and left cigarette butts everywhere. You can educate her on your World Class Installation system, and your installer professionalism guarantee. Later if she has price objections, you can refer back to her bad experience and educate her on good value versus low price and how they seldom go together.

**What can we do to exceed your expectations?**

The answer to this question paints a giant bull's-eye on the client. She has now handed you the keys to the sale.

**Other decorating/remodeling needs?**

This question helps in several ways.

First, if you sell any of these other products, you open the opportunity for up-sells.

Second, she may need the services of a remodeling contractor. If you have someone reliable and professional to recommend, it will be appreciated. If the remodeling work coincides with new flooring, and you are able to recommend a contractor that you work with regularly, it makes your job easier.

Third, it helps with future sales. If you find out that they are adding a new room, or converting their garage into a den in six months, you can mark in your calendar to call them at that time so you can provide the flooring.

**How long will you be in the home?**

This helps you with product and/or warranty recommendations. If you know they are converting their home into a rental in two months, you can steer them towards products that will work better in a rental situation.

**Prescription/Written maintenance plan**

This is called a "Prescription" on purpose. The average American has been conditioned to receiving and following prescriptions from their doctor. It further positions you as a trusted advisor.

Explain why maintenance is so important. Tell her that based on her family's lifestyle, number of kids, and pets you have assembled a custom maintenance plan that will ensure she gets the longest life out of her carpet.

A written plan might look something like this:

**Vacuum: 2 times per week. General spotting as you vacuum.**

(Script: *"Regular vacuuming with a quality vacuum removes invisible, abrasive soil which is harmful to carpet fibers."*)

**Professional cleaning: every six months.**

(Script: *"Cleaning by a certified, professional carpet cleaner will improve indoor air quality, double carpet life, and protect your traffic lanes."*)

**Host or Capture/dry particulate cleaning: twice yearly, between professional cleanings.**

**Matting: place walk-off mats at front entry, rear entry, and garage. Make sure garage mat(s) are long enough to take four steps on.**

(Script: *"If you can take 4 steps on a mat, 95% of the soil will be removed from your shoes."*)

**Clean mats: twice per month.**

(Script: *"Once the mats are full of dirt they stop working. It's important to keep them clean."*)

For 90% of the clients you will give the same recommendations. That's okay; resist the urge to hand out a pre-printed maintenance plan. NO OTHER floor covering store will give her a written, customized maintenance plan. This will position you as an expert and trusted advisor, and separate you from your competition.

## **Next is the Design Audit form.**

The completed form is kept in the client job folder

**NOTE:** The Word document of this can be downloaded from the Core 3 section of the members site for easy editing. You'll also find detailed training on how to use this tool.

## **Send Me Your Completed Marketing Pieces**

As you implement each of the Core 3 strategies, I want you to send me the completed marketing pieces so we can review them and make absolutely sure there are no mistakes. Be sure to allow at least a week for review.

Also, we feature photos of members, along with success stories, comments and questions, in the monthly newsletter. We'd like to share yours!

Here's what to do:

### **Home Advisor**

- Email in your completed Connect Campaign letters.
- Email in your first Home Advisor newsletter, and an insert if you use one.
- Include a photo of you (in your showroom if possible) holding up the completed Home Advisor. (Upper torso photos work best.)
- Also include any immediate results you've gotten.

### **Design Audit**

- After you add your information to the Design Audit form, email it to me for review.
- Include a photo of you (in your showroom if possible) holding up your Design Audit form in your showroom.
- Also include any immediate results you've gotten.

### **Referral Connections**

- Email in the completed Referral Request Form and Letter To Referrals.
- Include a photo of you (in your showroom if possible) holding up the completed pieces.
- Also include any immediate results you've gotten.

### **Your Results!**

As you implement Core 3, and other strategies, be sure to send in your results. We love to get testimonials from our members and share them with the group!

### **Where To Send Stuff...**

- Email your exhibits to [Support@FlooringSuccessSystems.com](mailto:Support@FlooringSuccessSystems.com). By sending in your exhibits, photos, etc., you are giving us permission to publish them for training and promotional purposes.

**Your Store Name**  
**Your store phone number**  
**Design Audit**

Date \_\_\_\_\_ Appointment Day, Date & Time \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (Home) \_\_\_\_\_ Alternate Number \_\_\_\_\_

E-Mail \_\_\_\_\_ Fax \_\_\_\_\_

How did you hear about us? (Source) \_\_\_\_\_

Previous client? Yes \_\_\_\_\_ No \_\_\_\_\_ Birthday and month: \_\_\_\_/\_\_\_\_ \_\_\_\_/\_\_\_\_

**What's important about new flooring to you?** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Level of traffic (Occupants in the home)**

Number of adults \_\_\_\_\_ Number of children and their ages \_\_\_\_\_

Indoor Pets \_\_\_\_\_

Does anyone have allergies or other respiratory problems? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, describe \_\_\_\_\_

What kind of flooring do you currently have? \_\_\_\_\_

How old is your flooring? \_\_\_\_\_

**Maintenance**

Are walk-off mats being used? Yes \_\_\_\_\_ No \_\_\_\_\_

**Vacuum Type**

Upright \_\_\_\_\_ Canister \_\_\_\_\_ Central \_\_\_\_\_ Which brand? \_\_\_\_\_



How often is the carpet vacuumed? \_\_\_\_\_

**Cleaning**

Has the carpet been cleaned before? Yes \_\_\_\_\_ No \_\_\_\_\_

What methods have been used? Bonnet Cleaning \_\_\_\_\_

Absorbent Compound \_\_\_\_\_ Hot Water Extraction \_\_\_\_\_ Do it yourself \_\_\_\_\_

How often is the carpet cleaned on average? \_\_\_\_\_

**Type of carpet fiber**

Synthetic \_\_\_\_\_ Natural \_\_\_\_\_

What do you like about your flooring? \_\_\_\_\_

\_\_\_\_\_

What do you dislike about your flooring? \_\_\_\_\_

\_\_\_\_\_

What are your expectations for new flooring? \_\_\_\_\_

\_\_\_\_\_

Is there anything you are especially concerned with? \_\_\_\_\_

\_\_\_\_\_

Have you ever had floor covering installed before? Yes \_\_\_\_\_ No \_\_\_\_\_

Professional \_\_\_\_\_ Do it yourself \_\_\_\_\_

What did you like about the experience? \_\_\_\_\_

\_\_\_\_\_

What did you dislike about the experience? \_\_\_\_\_

\_\_\_\_\_

What can we do to exceed your expectations? \_\_\_\_\_

\_\_\_\_\_

Other decorating/remodeling needs? Window coverings \_\_\_\_\_ Area rugs \_\_\_\_\_

Cabinets \_\_\_\_\_ Counters \_\_\_\_\_ Bathroom \_\_\_\_\_ Kitchen \_\_\_\_\_ Paint \_\_\_\_\_

Other \_\_\_\_\_

How long will you be in your home? 0-3 yrs \_\_\_\_\_ 3-5 years \_\_\_\_\_ Over 5 yrs. \_\_\_\_\_

What is your approximate budget for this flooring project? \_\_\_\_\_

Notes: \_\_\_\_\_

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## In-Home Visit

### Flooring & Accessories

- € Additional rooms of flooring
- € Re-stretch or repair carpet/flooring in other areas
- € Heated flooring
- € Granite
- € Marble
- € Area rugs
- € Area rug pad
- € Brass rods for stair runners
- € Walk-off mats
- € Rug binding
- € Spotter
- € Cleaning kits
- € Vacuum

### Cleaning/Refinishing

- € Carpet Cleaning
- € Area rug cleaning
- € Area Rug repair
- € Furniture cleaning
- € Stain protection
- € Wood refinishing
- € Resealing grout and stone
- € Stone cleaning and polishing

### Remodeling

- € Room additions
- € Custom Staircase
- € Decks/Patios
- € Crown moldings
- € Cabinets

- € Baseboards
- € Countertops
- € Bathroom remodel
- € Kitchen remodel

### Interior Design

- € Furniture
- € Pillows, ottomans
- € Fireplaces/Inserts
- € Window treatments
- € Paint
- € Sinks

**Room Type:** (Living, bath, bed, etc.) \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

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**Room Type:** \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

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**Room Type:** \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

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**Room Type:** \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

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**Room Type:** \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

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**Room Type:** \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

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**Room Type:** \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

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**Room Type:** \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

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**Room Type:** \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

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\_\_\_\_\_

**Room Type:** \_\_\_\_\_

**List any additional products or services** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Prescription

## **YOUR STORE'S** Professional Recommendations For Maintaining Your Floor's Health, Beauty, and Life

### Carpet maintenance & cleaning

1. Walk-off mat placement \_\_\_\_\_  
\_\_\_\_\_

Walk-off mat vacuuming frequency \_\_\_\_\_ Washing frequency \_\_\_\_\_

If you can take 4 steps on a mat, 95% of the soil will be removed from your shoes.

2. Vacuuming Frequency \_\_\_\_\_

- Regular vacuuming removes invisible, abrasive soil which is harmful to carpet fibers.

3. Professional Carpet Cleaning Frequency \_\_\_\_\_

Benefits professional carpet cleaning:

- Doubles carpet life
- Protects traffic lanes

4. Host/Capture dry particulate cleaning \_\_\_\_\_

5. Spot cleaning. DO NOT use spotters from the grocery store or hardware store on your new carpet. They can leave sticky residues that attract dirt, and/or cause fading. We carry a full line of spotting products that do a great job and are not harmful to your carpet.

### Hard Surface Cleaning

Type of surface \_\_\_\_\_

Type of cleaner \_\_\_\_\_

Cleaning frequency \_\_\_\_\_

Cleaning instructions \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other Recommendations \_\_\_\_\_  
\_\_\_\_\_

Your flooring is an investment in the beauty and value of your home. By following these recommendations you will ensure greater enjoyment and a long life for your flooring!

## **Next is the 100% Iron Clad Triple Guarantee Flyer**

(NOTE: The Word document of this can be downloaded from the Core 3 section of the members site for easy editing.)

*You are protected by our...*

# 100% Iron-Clad Triple Guarantee!

## **Guarantee #1 “Zero Regrets Guarantee!”**

Here’s how the “Zero Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

## **Guarantee #2 Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **YOUR STORE**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

## **Guarantee #3 Installer Professionalism Guarantee**

**YOUR STORE** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

**YOUR STORE INFO**

# Chapter 3: Core 3 – Referral Connections™

## Referrals

Hopefully as you work through these modules, your thinking has begun to shift from chasing new clients, to investing time, energy and money into farming your herd of past and present clients for repeat and referral business. There is nothing wrong with going after new clients—and you’re going to learn powerful, outside-the-box strategies for doing that—but even with the BEST strategies, it’s very expensive in time, energy and money to slug it out in the general marketplace where they eat their young every day!

One of the reasons to build and maintain a herd is to farm that herd for referrals. It’s true! Word of mouth is the absolute, hands-down best form of marketing in existence. It’s the best for several reasons.

First, people who are referred to your store are already “pre-sold” on your service. Whoever referred them has already sold them on the idea that your store is the best. This kind of client is so much easier to sell to than a cold prospect.

Second, you get the “halo” effect. Other people saying how great you are always sounds better than you saying how great you are. When other people brag about you and refer their friends, they are giving you a halo. They are making you look good without you saying a word.

Third, skepticism is very low. After all, if their brother-in-law, or aunt, or best friend uses your service, you must be pretty darned fantastic!

Fourth, referrals tend to have little or no price resistance.

Fifth, referrals cost you almost nothing. Gaining a new client through direct mail, or any other marketing, is very costly. Many businesses barely break even on the first sale to a new client because it cost so much to acquire them. They only make money from the client through subsequent sales. With referrals, you eliminate this cost.

This is extremely powerful, but most business owners miss it. Think about it. With a referral, you are

**The ONLY reason to do cold marketing is to gain a new client so you can put them into your herd and farm them forever for repeat and referral business. If you don’t have systems set up to maintain, protect and farm your herd, you have NO BUSINESS doing any cold marketing.**

**Your ultimate goal should be to become 80%-100% repeat and referral driven with very little cold marketing. By implementing the systems in this kit, this is a very real and achievable goal. Many businesses have successfully accomplished this. By becoming completely referral driven, you eliminate 90% of your marketing costs!**



being handed a pre-sold, non-skeptical client with low price resistance who sees you with a “halo”...and it costs you nothing!

Referrals are so valuable, in fact, that you should not passively wait for your clients to send you referrals. But that’s exactly what most floor dealers do. At best, referrals are a “happy accident.”

As a Club member, you’re going to learn powerful strategies to change all that. Never again wait for referrals to happen accidentally. This system consistently farms referrals from your herd of clients.

You want to reward the people who send you referrals. A small, token gift is all that’s necessary. A gift, plus recognition, will re-enforce this behavior. You want to recognize all the people who refer in your newsletter and on your brag wall. Have a special section thanking those who referred that month.

Here are some good referral rewards plus strategies to use with each reward:

- Movie passes.
- \$20 in cash. If you give cash, use \$2 bills. Why? Well, \$2 bills are unusual, so each time someone pulls out a bill to spend it, they will think of your store and your referral program. Also, you can increase the reward to \$40 for every 4<sup>th</sup> referral. This gives them something to work towards.
- Gift certificate to a local mall.
- Gift certificate to a restaurant.

Some people balk at the idea of giving referral rewards. They think that it’s not ethical. They think people should refer on their own, with no incentive from you.

This is utter B.S.!

People are doing you a GIGANTIC favor when they refer someone. There is absolutely nothing wrong with giving them a reward to show your appreciation, and to encourage them to do it again.

Also, don’t worry about the cost of these small rewards. Here’s why:

If you haven’t done it already, I want you to track what caused every walk-in to come to your store. You’ll need to keep a tracking form at the reception area that all salespeople and staff have access to. No prospect is to leave your store without being asked what prompted them to visit. After a month you’ll see what’s driving your clients to your store.

Let's say you're running a monthly circular in your local paper, and it's costing you \$5,000 per month. Over a one-month period you discover that 8 people walked into your store, and one purchased a \$3,000 flooring job. This means it cost you \$625 just to get someone to walk in your door; and on top of that you actually lost \$2,000 that month. Do the same calculation for display ads, radio, television and anything else. I'll bet you the biggest steak in Texas that you'll be appalled at the numbers. If every business owner did this kind of tracking, you would see gigantic changes in the money spent on advertising because everyone would realize how abysmal their return on investment actually is.

Now, compare that with the cost of a referral reward. I would buy new flooring clients all day long for \$20 apiece! Actually, I would gladly pay \$100 each. Referral rewards are not an expense, they are a wise investment.

Because cold marketing (even GOOD cold marketing) is so expensive, once you begin to track where your clients are actually coming from, you will find yourself becoming more and more enthusiastic about investing in farming your herd.

On the next pages are two forms that are part of your Referral Connections program.

**Referral request form.** The salesperson uses this during the follow up visit after the installation. (See the Core 3 section of the members website for detailed training on how to use this tool.)

**Letter to referrals.** Send this letter to all the people who were referred to you.

After the forms I give you a sample script for asking for referrals.

(**NOTE:** The Word document of these can be downloaded from the Core 3 section of the members site for easy editing. You'll also find detailed training on how to use these tools.)

# How You Can Give Your Friends And Relatives A Free Gift And... Get A Night Out At The Movies...My Treat!!!

Dear Friend and Client,

You may not know about the fabulous referral reward program that we offer to our clients. It works like this:

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, I'd rather reward you. So I've assembled my **Referral Rewards Program**. Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the **Movies-8 Cinema**. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

## A \$100 Gift From You To Your Friends

I will send every friend or relative that you refer a FREE **YOUR STORE** gift certificate for \$100 in your name!

## Do Your Friends A Huge Favor!

Many of my clients came to me after having a bad experience with a floor covering company. You will be doing your friends a gigantic favor by referring them to a company they can trust!

## What To Do Right Now

It's simple. Just fill in the blanks on the back of this sheet for each friend, neighbor, relative, or acquaintance you want to refer.

## Bonus Reward!!

If you fill out all 10 name, address, and phone spaces and turn it in today, you will receive \$25.00 worth of **YOUR STORE Bucks!** You can use these just like cash next time you purchase spotter, floor mats or any other products from us!

## Look at this—

Special Thanks To All Who Referred Us.

Karen McConnell  
John & Cathy O'Shea  
Lucy Prall  
Dena Mannee  
Debbie Clay  
Ted Edmunds  
Pat Griffiths  
Lisa Olivera  
Karisa Hawes  
Judy Tenney  
Kelly Sabo  
Sandy Berg  
Mike Palmquist  
Bobbie Cooper  
Fran Rex  
Sharon Davis  
Anne Fitch  
Mary Moore  
Tara Safdar  
Tammy Houston  
Kim Ruccione  
Barbara Douyon  
Kari Ball  
Ruth Bishop  
Gayle Smith  
Jennifer Smith  
Rita Buttacavoli  
Melanie Deal  
Jeff & Kim Miller  
Marie Sprague  
Randy & Cathy Meyer  
Tina Davis

*Referral Form On Reverse Side*

**YOUR STORE INFO**

Your Name \_\_\_\_\_ Your Phone \_\_\_\_\_

Your Address \_\_\_\_\_ City, Zip \_\_\_\_\_

**Enter The Names Of Your Friends On The Lines Below**  
**(You may attach more sheets if necessary)**

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

**If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!!) On the lines below, write 1 or 2 things that you especially liked about **YOUR STORE**.**

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---

---

NO, please do not use my name in your promotional material.



## Enclosed Is A \$100 Gift Certificate From **CLIENT NAME**

**YOUR NAME**  
Owner of **YOUR STORE**

Dear **REFERRAL NAME**,

Hi! My name is **YOUR NAME**, owner of **YOUR STORE**. I specialize in knocking the socks off my clients with World Class Floor Covering Service!

Recently we installed new floors for **FIRST NAME**. What a difference! The floors look amazing!

**In Fact...** **FIRST NAME** was so impressed with our World Class Installation service, and the beautiful finished floors, that they wanted to introduce **you** to **us** by giving you a free gift!

### **Congratulations On Your Free Gift!**

**Enclosed is a **YOUR STORE** gift certificate for \$100.** This gift certificate is good for any purchase over \$2,500. If your purchase is from \$1,000- \$2,500, you'll get dinner for two at **RESTAURANT**. Under \$1,000 and you'll get a gift certificate to Starbucks and a FREE spotting kit. How many times have you gotten mustard, or pet urine, or wine on your carpets and not known what to do about it? Or made a bigger mess by using those "grocery store" spotters? Well, your FREE kit comes with four different spotters and complete instructions on how to get out even super-tough spots. It's great for auto upholstery, too!

**But you must hurry! This FREE gift certificate for \$100 is only good until 5:00 P.M. on Friday, DATE 30-DAYS AWAY.** Come by the store right away so you won't miss out on this rare opportunity.

### **3 More Reasons To Choose **YOUR STORE****

#### **#1. You are protected by my "Zero Regrets Guarantee" *You'll love your new floors or I'll replace them ...FREE!***

Here's how the "Zero Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time

free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

## **#2. I Make The Entire Process Fun, Easy and “Headache” Free!**

Unfortunately we’ve all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

**Free Design Audit™**—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

**You’re kept updated throughout the process**—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

**Installer professionalism guarantee**—**YOUR STORE** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

## **#3 Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **YOUR STORE**. You **NEVER** have to worry about something going wrong with the installation. If it does, I’ll fix it **FREE!** And I’ll do it quickly.

**HURRY! Bring the enclosed gift certificate to my store by **DEADLINE!****

I’m looking forward to meeting you!

At Your Service,

**YOUR NAME/TITLE**

P.S. Enclosed is your **FREE YOUR STORE** gift certificate for \$100. But you must bring it by **YOUR STORE** by **DEADLINE!**

P.P.S. You are protected by our exclusive “Zero Regrets Guarantee.” If you decide during the first 30 days that you are unhappy with the product you selected, I’ll replace it **FREE!**

## Using The Referral Request Form

There are two ways to present the Referral Request form to your clients. The first way is to have a salesperson do a follow up visit after the installation. The second way is to have the client visit your store after the installation. Let's look at both of them.

### In-Home Follow Up Visit

Your Project Coordinator should call the client after the installation and schedule a "Follow Up Visit." Use the following script:

*SCRIPT: "Hi, this is Suzie Jones with Jimbo's Floors. Now that your floors are installed we need to schedule a follow up visit so John, your flooring consultant, can inspect the installation and make sure everything is perfect. Are mornings or afternoons better for you?"*

In other words, you want to want to treat the In-Home Visit as standard and customary. It's what you do with every client. You'll get very little resistance.

When the sales person arrives, he/she should give them a gift basket. (See instructions at the end of this chapter for the Movie Themed Gift Basket strategy.) They should then inspect all the floors, and resell your client on what a great purchase they just made.

Your client has now been completely "wow'd" by your over-the-top, world-class service! Now it's time to ask for the referrals.

### Asking For Referrals

Have the Referral Request form ready when you segue into asking for the referral.

SCRIPT

*SALES PERSON: "Linda, now I want to take a minute and tell you how you can get a FREE night out at the movies—my treat!—and give a valuable free gift to your friends and relatives."*

Stand or sit next to your client with the Referral Request form, hold it between you so you both can read the first page; like you're sharing a book or like you'd hold a



### Watch Out

Don't leave the Referral Request form at the client's house (or mail it to them) and expect them to mail it back to you. ALWAYS ask for the referrals in person and wait for the client to fill out the form. Otherwise you'll be waiting until the next ice age to get the form back.

The only exception to mailing the form is during the Connect Campaign, or if you're doing a Referral Contest. Then it's okay to mail it.



hymnal together in church. Next you're going to basically read the front page of the form.

SCRIPT:

*SALESPERSON: "Advertising is very expensive, so instead of paying the newspaper or other place to advertise, I'd rather reward you. So every time you refer someone who becomes a client, I'll give you a gift certificate to the Movies-8 Cinema. And hey, what's a movie without popcorn? The gift certificate will also cover popcorn, candy and sodas."!*

**(\$100 gift from you to your friends.)**

*"I'll send every person you refer a FREE Jimbo's Floors gift certificate for \$100 in your name!"*

**(Do your friends a huge favor.)**

*"Many clients came to us after having a bad experience with a flooring company. So you'll also be doing your friends a huge favor by referring them to a company they can trust."*

**(What to do right now.)**

*"Just fill out the blanks on the back of this sheet for each friend, neighbor, relative, co-worker or acquaintance you would like to refer."*

**(Bonus Reward. As you say this next part, turn the sheet over and show them the reverse side.)**

*"If you fill out all 10 names and give it to me before I leave, I'll give you \$25 in Jimbo's Floors Bucks. You can use these just like cash next time you purchase floor mats, spotting kits, vacuums, rugs, or anything else we carry."*

If you don't carry many low-ticket items, then you could offer a Starbucks gift card instead of "Floor Bucks."

**(Reverse side of Referral Form.)**

*"One more thing. You'll see there's a spot for a testimonial at the bottom. Linda, you had some really nice things to say about our service, and a testimonial from you would really help us get the word out about our business."*

Then shut up and hand her the form. First one to talk loses.

After the client completes the form, ask her which of those people needs flooring right now.

SCRIPT

*SALES PERSON: "Wow, Linda. Thank you for these referrals! Which of these people needs flooring right now?"*

*CLIENT: "My mother has been out shopping for flooring. In fact I told her about your store."*

*SALESPERSON: "That's great! What would be the best way for me to get in contact with her? Should I give her a call?"*

Always suggest calling the person they refer. You'll be surprised how many times they agree.

*CLIENT: "Sure!"*

*SALESPERSON: "Okay, I'll call your mother this Friday at 10:00 AM. Can you do me a favor and let her know I'm calling so she won't think I'm a telemarketer?"*

*CLIENT: "Okay."*

On Friday at 9:50, call Linda and confirm that her mother knows you'll be calling. Then make the call. By setting up the phone call this way you're setting yourself up for success. I've done this many times, and I almost always get a very warm reception from the prospect. I've made a LOT of sales this way.

*SALESPERSON: "Hi Mrs. Jones, this is Bobby Roberts with Jimbo's Floors. Your daughter, Linda, said you were in need of new floors and suggested I contact you. Did she tell you I'd be calling?"*

*MRS. JONES: "Yes! I've been expecting your call!"*

*SALESPERSON: "Great! What we do for our clients is a Free Design Audit. This process helps us narrow down the thousands of flooring options and choose the best flooring for your lifestyle, and your decorating goals. That way you can be 100% confident that you're getting the flooring that's just right for you. Are mornings or afternoons better for you?"*

## **Referral contest**

This contest will give you a jump-start on obtaining referrals and should generate some immediate business. Never run more than one contest at a time or you'll confuse your clients. Also, space contests at least 1-2 months apart.

On the next pages are the letters in the campaign. This is a 3-letter sequence. Do this as a one-month contest. Make the deadline 30-days away and send one letter each week.

(NOTE: The Word document of this can be downloaded from the Core 3 section of the members site for easy editing.)

## **Send Me Your Completed Marketing Pieces**

As you implement each of the Core 3 strategies, I want you to send me the completed marketing pieces so we can review them and make absolutely sure there are no mistakes. Be sure to allow at least a week for review.

Also, we feature photos of members, along with success stories, comments and questions, in the monthly newsletter. We'd like to share yours!

Here's what to do:

### **Home Advisor**

- Email in your completed Connect Campaign letters.
- Email in your first Home Advisor newsletter, and an insert if you use one.
- Include a photo of you (in your showroom if possible) holding up the completed Home Advisor. (Upper torso photos work best.)
- Also include any immediate results you've gotten.

### **Design Audit**

- After you add your information to the Design Audit form, email it to me for review.
- Include a photo of you (in your showroom if possible) holding up your Design Audit form in your showroom.
- Also include any immediate results you've gotten.

### **Referral Connections**

- Email in the completed Referral Request Form and Letter To Referrals.
- Include a photo of you (in your showroom if possible) holding up the completed pieces.
- Also include any immediate results you've gotten.

### **Your Results!**

As you implement Core 3, and other strategies, be sure to send in your results. We love to get testimonials from our members and share them with the group!

### **Where To Send Stuff...**

- Email your exhibits to [Support@FlooringSuccessSystems.com](mailto:Support@FlooringSuccessSystems.com).  
By sending in your exhibits, photos, etc., you are giving us permission to publish them for training and promotional purposes.

# \$200 REWARD

Win Big In **YOUR STORE'S** Referral Sweepstakes!!  
AND...give your friends and relatives a FREE gift!

## There are 3 ways to win:

1. Whoever submits the most referrals wins \$200 in cash!
2. For every referred person who becomes a client, I will send you and a friend to a night at the movies. You'll get a gift certificate to the Movies-8 Cinema for two movie passes. And hey! What's a movie without popcorn? The gift certificate will also cover popcorn and sodas!
3. Every person who submits 10 or more names will receive a \$25 gift certificate to **YOUR STORE!**

## There's One Small Catch...

I will send each friend you refer a \$100 gift certificate for **YOUR STORE**. The gift certificate is only for new clients who own their own homes. This is a free gift I will give to your friends in your name, but I can only afford to do this once. So they must be first time clients and homeowners.

Please! Help me to help your friends. They win, you win, and I get a new client. Thank you!

## What To Do Right Now

It's simple. Just fill in the blanks of the referral form on the next page for each friend, neighbor, relative, or acquaintance you want to refer, and get it to our store before the deadline. You can fax, mail or hand-deliver it.

(Deadline is **DATE 30 DAYS AWAY** At 5:00 P.M.)

You Can Mail Your Entry To:

**YOUR STORE NAME**

**ADDRESS**

Or Fax Your Entry: **FAX NUMBER**

## Look at this—

Special Thanks To All  
Who Referred Us.

Karen McConnell  
John & Cathy O'Shea  
Lucy Prall  
Dena Mannee  
Debbie Clay  
Ted Edmunds  
Pat Griffiths  
Lisa Olivera  
Karisa Hawes  
Judy Tenney  
Kelly Sabo  
Sandy Berg  
Mike Palmquist  
Bobbie Cooper  
Fran Rex  
Sharon Davis  
Anne Fitch  
Mary Moore  
Tara Safdar  
Tammy Houston  
Kim Ruccione  
Barbara Douyon  
Kari Ball  
Ruth Bishop  
Gayle Smith  
Jennifer Smith  
Rita Buttacavoli  
Melanie Deal  
Jeff & Kim Miller  
Marie Sprague  
Randy & Cathy Meyer

Referral Form On Reverse Side

Your Name \_\_\_\_\_ Your Phone \_\_\_\_\_

Your Address \_\_\_\_\_ City, Zip \_\_\_\_\_

**Enter The Names Of Your Friends On The Lines Below  
(You may attach more sheets if necessary)**

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

**If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!)** On the lines below, write 1 or 2 things that you especially liked about **YOUR STORE**.

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NO, please do not use my name in your promotional material.

**2nd Notice!!  
The Deadline To Enter  
Is Less Than 3 Weeks Away!**

# \$200 REWARD

Win Big In **YOUR STORE'S** Referral Sweepstakes!!  
AND...give your friends and relatives a **FREE** gift!

I will pay \$200 for the preferred client who sends me the most referrals on the referral form. (The referral form is on the next page.) I will send each person you refer a \$100 gift certificate to **YOUR STORE** in your name. The entry deadline is **DEADLINE!**

## Everybody Wins!

There are 3 ways to win:

1. Whoever submits the most referrals wins \$200 in cash!
2. For every referred person who becomes a client, I will send you and a friend to a night at the movies. You'll get a gift certificate to the Movies-8 Cinema for two movie passes. And hey! What's a movie without popcorn? The gift certificate will also cover popcorn and sodas!
3. Every person who submits 10 or more names will receive a \$25 gift certificate to **YOUR STORE!**

## There's One Small Catch...

I will send each friend you refer a \$200 gift certificate for **YOUR STORE**. The gift certificate is only for new clients who own their own homes. This is a free gift I will give to your friends in your name, but I can only afford to do this once. So they must be first time clients and homeowners.

Please! Help me to help your friends. They win, you win, and I get a new client. Thank you!

## What To Do Right Now

It's simple. Just fill in the blanks of the referral form on the next page for each friend, neighbor, relative, or acquaintance you want to refer, and get it to our store before the deadline. You can fax, mail or hand-deliver it.

(Deadline is **DEADLINE** At 5:00 P.M.)

## Look at this—

Special Thanks To All  
Who Referred Us.

Karen McConnell  
John & Cathy O'Shea  
Lucy Prall  
Dena Mannee  
Debbie Clay  
Ted Edmunds  
Pat Griffiths  
Lisa Olivera  
Karisa Hawes  
Judy Tenney  
Kelly Sabo  
Sandy Berg  
Mike Palmquist  
Bobbie Cooper  
Fran Rex  
Sharon Davis  
Anne Fitch  
Mary Moore  
Tara Safdar  
Tammy Houston  
Kim Ruccione  
Barbara Douyon  
Kari Ball  
Ruth Bishop  
Gayle Smith  
Jennifer Smith  
Rita Buttacavoli  
Melanie Deal  
Jeff & Kim Miller  
Marie Sprague  
Randy & Cathy Meyer

You Can Mail Your Entry To:

**YOUR STORE NAME**

**ADDRESS**

Or Fax Your Entry: **FAX NUMBER**

Referral Form On Reverse Side

Your Name \_\_\_\_\_ Your Phone \_\_\_\_\_

Your Address \_\_\_\_\_ City, Zip \_\_\_\_\_

**Enter The Names Of Your Friends On The Lines Below  
(You may attach more sheets if necessary)**

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

**If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!)** On the lines below, write 1 or 2 things that you especially liked about **YOUR STORE**.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NO, please do not use my name in your promotional material.

*Final Notice!!  
The Deadline To Enter  
is only a week away*

# You're About To Miss Your Chance To Win A \$200 Reward!!

AND...give your friends and relatives a FREE gift!

There are 3 ways to win:

1. Whoever submits the most referrals wins \$200 in cash!
2. For every referred person who becomes a client, I will send you and a friend to a night at the movies. You'll get a gift certificate to the Movies-8 Cinema for two movie passes. And hey! What's a movie without popcorn? The gift certificate will also cover popcorn and sodas!
3. Every person who submits 10 or more names will receive a \$25 gift certificate to **YOUR STORE!**

## There's One Small Catch...

I will send each friend you refer a \$200 gift certificate for **YOUR STORE**. The gift certificate is only for new clients who own their own homes. This is a free gift I will give to your friends in your name, but I can only afford to do this once. So they must be first time clients and homeowners.

Please! Help me to help your friends. They win, you win, and I get a new client. Thank you!

## What To Do Right Now

It's simple. Just fill in the blanks of the referral form on the next page for each friend, neighbor, relative, or acquaintance you want to refer, and get it to our store before the deadline. You can fax, mail or hand-deliver it.

(Deadline is **DEADLINE** At 5:00 P.M.)

You Can Mail Your Entry To:

**YOUR STORE NAME**  
**ADDRESS**

Or Fax Your Entry: **FAX NUMBER**

## Look at this—

Special Thanks To All  
Who Referred Us.

Karen McConnell  
John & Cathy O'Shea  
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Ted Edmunds  
Pat Griffiths  
Lisa Olivera  
Karisa Hawes  
Judy Tenney  
Kelly Sabo  
Sandy Berg  
Mike Palmquist  
Bobbie Cooper  
Fran Rex  
Sharon Davis  
Anne Fitch  
Mary Moore  
Tara Safdar  
Tammy Houston  
Kim Ruccione  
Barbara Douyon  
Kari Ball  
Ruth Bishop  
Gayle Smith  
Jennifer Smith  
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Referral Form On Reverse Side



Your Name \_\_\_\_\_ Your Phone \_\_\_\_\_

Your Address \_\_\_\_\_ City, Zip \_\_\_\_\_

**Enter The Names Of Your Friends On The Lines Below  
(You may attach more sheets if necessary)**

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

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Name \_\_\_\_\_

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City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

**If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!)** On the lines below, write 1 or 2 things that you especially liked about **YOUR STORE**.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NO, please do not use my name in your promotional material.

## **Next is the letter to the referrals.**

(NOTE: The Word document of this can be downloaded from the Core 3 section of the members site for easy editing.)

## **Send Me Your Completed Marketing Pieces**

As you implement each of the Core 3 strategies, I want you to send me the completed marketing pieces so we can review them and make absolutely sure there are no mistakes. Be sure to allow at least a week for review.

Also, we feature photos of members, along with success stories, comments and questions, in the monthly newsletter. We'd like to share yours!

Here's what to do:

### **Home Advisor**

- Email in your completed Connect Campaign letters.
- Email in your first Home Advisor newsletter, and an insert if you use one.
- Include a photo of you (in your showroom if possible) holding up the completed Home Advisor. (Upper torso photos work best.)
- Also include any immediate results you've gotten.

### **Design Audit**

- After you add your information to the Design Audit form, email it to me for review.
- Include a photo of you (in your showroom if possible) holding up your Design Audit form in your showroom.
- Also include any immediate results you've gotten.

### **Referral Connections**

- Email in the completed Referral Request Form and Letter To Referrals.
- Include a photo of you (in your showroom if possible) holding up the completed pieces.
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### **Your Results!**

As you implement Core 3, and other strategies, be sure to send in your results. We love to get testimonials from our members and share them with the group!

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By sending in your exhibits, photos, etc., you are giving us permission to publish them for training and promotional purposes.



your name/title

## Enclosed Is A \$100 Gift Certificate From Client Name

Dear Referral Name,

Hi! My name is Your Name, owner of Your Store. I specialize in knocking the socks off my clients with World Class Floor Covering Service!

Recently we installed new floors for [First Name]. What a difference! The floors look amazing!

**In Fact...** [First Name] was so impressed with our World Class Installation service, and the beautiful finished floors, that they wanted to introduce you to us by giving you a free gift!

### Congratulations On Your Free Gift!

**Enclosed is a Your Store gift certificate for \$200.** This gift certificate is good for any purchase over \$2,500. If your purchase is under \$2,500, you'll get dinner for two at Restaurant and a FREE spotting kit. How many times have you gotten mustard, or pet urine, or wine on your carpets and not known what to do about it? Or made a bigger mess by using those "grocery store" spotters? Well, your FREE kit comes with four different spotters and complete instructions on how to get out even super-tough spots. It's great for auto upholstery, too!

**But you must hurry! This FREE gift certificate for \$100 is only good until 5:00 P.M. on Friday, Date 30-Days Away.** Come by the store right away so you won't miss out on this rare opportunity.

### 3 More Reasons To Choose Your Store

#### **#1. You are protected by my "Zero Regrets Guarantee" *You'll love your new floors or I'll replace them...FREE!***

Here's how the "Zero Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you "no way!" So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I

guarantee it!

## #2. I Make The Entire Process Fun, Easy and “Headache” Free!

Unfortunately we’ve all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

**Free Design Audit™**—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

**You’re kept updated throughout the process**—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

**Installer professionalism guarantee**—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

## #3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

**\$0 Down & 0% Interest For Up To One Full Year!!**

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and PAY ZERO INTEREST FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now**.

**HURRY! Bring the enclosed gift certificate to my store by DEADLINE!**

I’m looking forward to meeting you!

At Your Service,

**Your Name/Title**

P.S. Enclosed your FREE **Your Store** gift certificate for \$100. But you must bring it by **Your Store** by **Deadline!**

P.P.S. You are protected by our exclusive “Zero Regrets Guarantee.” If you decide during the first 30 days that you are unhappy with the product you selected, I’ll replace it FREE!

**Next is the Gift Letter and gift basket. This goes out after the installation is complete. The most effective way to deliver this to have the salesperson do it during the follow up visit.**

**Instructions for a movie-themed gift basket:**

- **Print the letter on Movie & Popcorn themed paper. Go to PaperDirect.com.**
- **Include jumbo boxes of “movie candy.” Whoppers, Milk Duds, chocolate covered peanuts, candy bars, etc.**
- **Several bags of microwave popcorn.**
- **Bottled water**
- **\$5 gift certificate to a local video store**
- **Several business cards**
- **An 8.5 x 11 magnetic memo board with your business name. Go to MagnetStreet.com. Make it a point to get one of these into every client’s home because they keep them forever. I’ve given these to clients and returned a year later to see them still hanging on the fridge.**
- **Wrap the basket in colored cellophane**

**For clients that can’t have this hand delivered, office supply stores have shipping boxes you can use to send it through the mail. CAUTION: if you send it through the mail, don’t send anything made with chocolate because it could melt. (Guess how I know!) Send Sweet Tarts, Jelly Bellies and other hard candies.**

## *It's Time To Celebrate!*

Dear **CLIENT NAME**,

Congratulations on your new flooring! You have made a wise decision to invest in the value and beauty of your home. *Well done!*

Now it's time to celebrate! Since you are the proud owner of beautiful new floors, I thought you might enjoy a night "in." So the popcorn and movie are on me! Enclosed you will find a gift certificate for **Hollywood Video**.

I want to thank you for choosing me to be your Flooring Consultant. I am honored that you trusted me and my team enough to help you with the decoration of your home. Your business and your referrals mean everything to me! In fact, referrals are the lifeblood of my business. Please don't keep my business a secret. When someone in your circle of influence needs flooring, can I count on you to pass along my name and phone number?

Thank you, again, for your business. I look forward to working with you and anyone you refer to me in the future!

At Your Service,

**YOUR NAME**

Owner of **YOUR STORE**

# Chapter 4: Core 3 – Home Advisor™

## *Connect campaign*

**I want to tell you about a “secret” lead list of hot prospects that...**

- ✦ Are not available on any commercially available list anywhere
- ✦ Are 5 times more likely to respond to your marketing than people on ANY other list
- ✦ Will NOT treat you with suspicion, but instead as a trusted resource
- ✦ Are twice as likely to send you referrals
- ✦ Are predisposed to do business with you versus ALL your competitors
- ✦ Will love to give you written testimonials
- ✦ Are extremely likely to do repeat business with you

**This list can make you rich!**

**Best of all...**

**You Can Get It FREE!**

**What could this list possibly be....???**

## ....Your sphere of influence! (Especially your past clients.)

Now, you might be saying, “C’mon Jim, everyone knows that people in your sphere of influence make the best clients.”

As I mentioned earlier in this program, considering the fact that almost all flooring dealers completely ignore their past clients—and the rest of their sphere of influence—I’m not sure everyone *does* know this. Or if they actually do know it they don’t do anything about it, so the results are the same: past clients who get neglected.

One of the most expensive investments you will ever make is gaining a new client through cold advertising. Yet after spending time, energy and money to gain a new client, does it make sense to ignore them? Absolutely not! Yet that is what most dealers do. They slug it out in the marketplace with all the sleazy, bait-and-switch dealers and big box stores to chase down a new client, all the while completely ignoring the only people on the planet who have proven they will do business with them. It’s insane! They allow these 24-carat, solid-gold relationships to rust away. It’s time to stop the madness, and you’re going to learn how.

### **People who know you, like you, and trust you**

Your past clients are part of a larger group that are predisposed to do business with you: **your sphere of influence**. The best definition of sphere of influence is people who know you, like you, and trust you.

Purchasing flooring is a daunting task. Couple that with the fact that almost everyone has either experienced a flooring nightmare, or knows someone who has, people are looking for a dealer they can trust. That’s one reason your sphere of influence is such a powerful resource.

It also means that it’s not necessary that you have an intimate personal relationship with someone in order to include them in your sphere. The checkout guy at your grocery store whom you know on a first-name basis and chat with occasionally qualifies as a member of your sphere of influence. That’s enough of a connection for that person to include your store for consideration when he’s ready to buy floors; in other words, to give you a shot at gaining his business. (And brother, let me tell you! Once you learn the tricks and strategies in my system, that *one* shot is all you’ll need to turn that person into a raving, loyal client, and lock them in an iron-cage away from your competitors forever!)

Later on I give you 50 sphere of influence categories. The most obvious—and the most powerful—are you past clients. But you should be able to come up with an additional 100-200 other people who, while not past clients, would be predisposed to do



business with you. Sit down with your spouse and brainstorm. You'll be surprised at how many names you come up with.

# 50 sphere of influence categories

1. Past clients
2. Past prospects
3. New prospects
4. Prior co-workers
5. Friends
6. Family
7. Acquaintances
8. Club members
9. Family doctor
10. Yard care
11. Insurance rep
12. Pest control
13. Dentist
14. Pet shop
15. Picture framing
16. Veterinarian
17. Nursery
18. Teachers
19. Health club
20. Grocer
21. Hair dresser
22. Barber
23. Nail care
24. Auto mechanic
25. Carpet cleaner
26. Heating and A/C
27. Auto dealer
28. Pet grooming
29. Massage therapist
30. Dry cleaner
31. Pharmacist
32. Public storage
33. Weight control assoc.
34. Caterer
35. CPA
36. Financial Planner
37. Family attorney
38. Plumber
39. Landscaper
40. Window washer
41. Banker
42. Computer tech
43. Chiropractor
44. Contractor

- 45. Interior decorator
- 46. Handyman
- 47. Skin care/cosmetics
- 48. Pool maintenance
- 49. Travel agent
- 50. Blind cleaning

## **How to multiply your client list by 100**

- ✦ **If you have 500 people on your list, there's a chance that only a few of them need flooring right now.**
- ✦ **Each of those 500 people has a sphere of influence of AT LEAST 100 others. That's 50,000 people!!**
- ✦ **It's a virtual certainty that several dozen of those 20,000 people need flooring.**
- ✦ **By using your marketing to ask for referrals, you tap into a gigantic list of people you would otherwise have NO ACCESS TO.**

**The Connect Campaign accomplishes three important things:**

- 1. Reconnects you to your clients (and the rest of your sphere of influence)**
- 2. Builds value in their minds about your business**
- 3. Farms them for referrals from THEIR sphere of influence, thus multiplying your sphere of influence by 100.**

When you read the letters in the Connect Campaign, you'll see how this is accomplished.

## Using message, market and media in your connect campaign

Just to review: remember that message, market and media are the three elements in any marketing campaign. They are like the legs on a three-legged stool: if you're missing any one of them, the whole thing collapses. *Message* is what you're saying, *market* is who you're saying it to, and *media* is how you deliver the message.

- **Market:** your sphere of influence.
- **Message:** what you say to your sphere of influence to re-establish the relationship and generate some immediate business. You'll see the entire message laid out in the sales letters later one.
- **Media:** How the message is delivered. For the connect campaign you are going to use direct mail to deliver your message.

## How to get your direct mail letters opened

- ✦ Americans sort their mail over a trash can.
- ✦ The “A” pile gets opened (personal letters, bills, IRS.)
- ✦ The “B” pile goes into the trash (junk mail, solicitations, etc.)

Your FIRST job in direct-mail marketing is to...

## ***GET YOUR LETTERS OPENED!***

Why? Because if your letter gets thrown in the trash unopened, you aren't even in the game. Nothing happens. Nada. Zero. Zip. Game over.

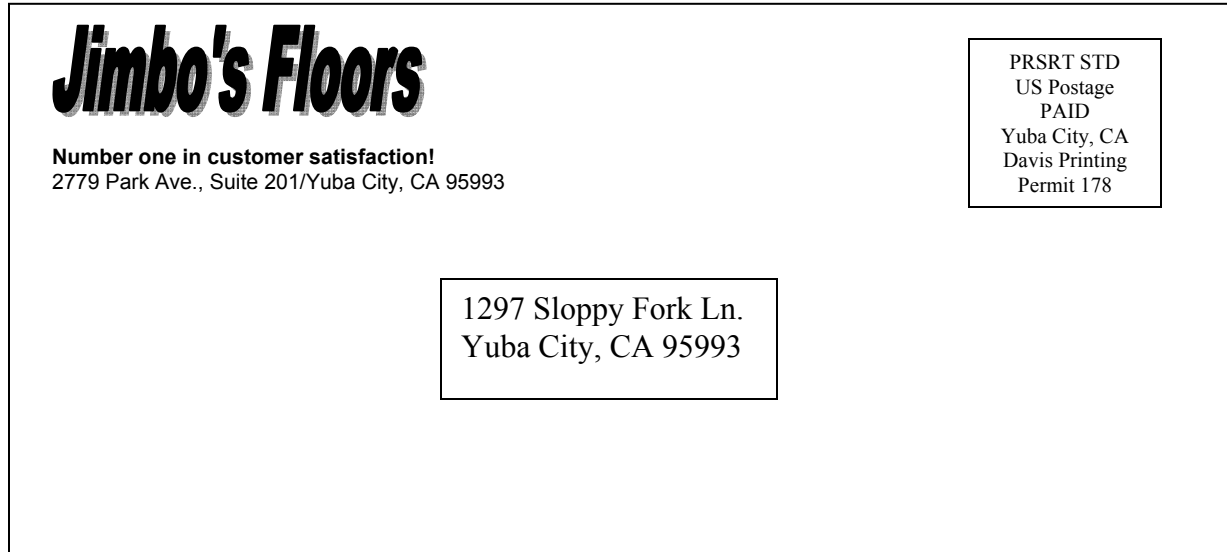
## A “Life or Death” direct-mail drama

Jim finds himself tied to a chair in a room with an eccentric, homicidal maniac. The maniac holds a gun to Jim's head and utters the following statement:

*“You have one chance to live. You must mail one letter—and one letter only—to a complete stranger. If the stranger opens your letter, you live. If he tosses the letter, you die.”*

## How Is Jim Going To MAKE SURE That Letter Gets Opened??

## I have a couple of options.



### Option #1: Bulk Mailer

My first option is the typical bulk mailer. Let's analyze this piece:

1. It has my business name and logo on the return address. Sharp logo, very professional. I'm super proud of my logo. I spent countless hours and hundreds of dollars working with a graphic artist to get it *just right*. It was a labor of love. (And just between us, my ego is wrapped up in my logo, too. It makes me feel kind of important to see it plastered everywhere.) The only problem is that this letter is going out to a complete stranger. They don't know me or my business, so they couldn't care less about my logo or my business name. In this case my logo and business name do nothing but broadcast "junk mail" into the recipient's mind. If my life is on the line, I'm probably going to set my ego aside and not send ANYTHING with my logo on it.

Also notice my meaningless slogan: "number one in customer satisfaction." This slogan is pure drivel and gives the recipient absolutely ZERO compelling reason to open this letter. That slogan alone will probably mean I'm a dead man.

2. A computer-generated label. Labels are fast, convenient and cheap! Boy, I'll save a lot of time and money by using a label. But then I remember I've got a gun against my head. I decide I don't care about cheap. The only thing I care about is getting that one letter opened so I'll survive!! In this case the label doesn't even have a name, just an address. Obviously this letter is not from someone the recipient knows or cares about. This also says, "junk mail." If I send my one letter out and use a label, my odds of survival have just dropped dramatically. I think I'll skip using the label this time.

3. A bulk-rate insignia. Bulk-rate is waaaaaay cheaper than a first-class stamp. I'm going to save a lot of money if I send my letter using bulk-rate! Oh, wait. I've got a gun to my head. I guess I don't care about cheap as much as I care about not getting killed! Bulk-rate insignias absolutely scream...

***...Junk Mail!!!***

If I use bulk-rate to send my letter, I'm almost definitely going to die.

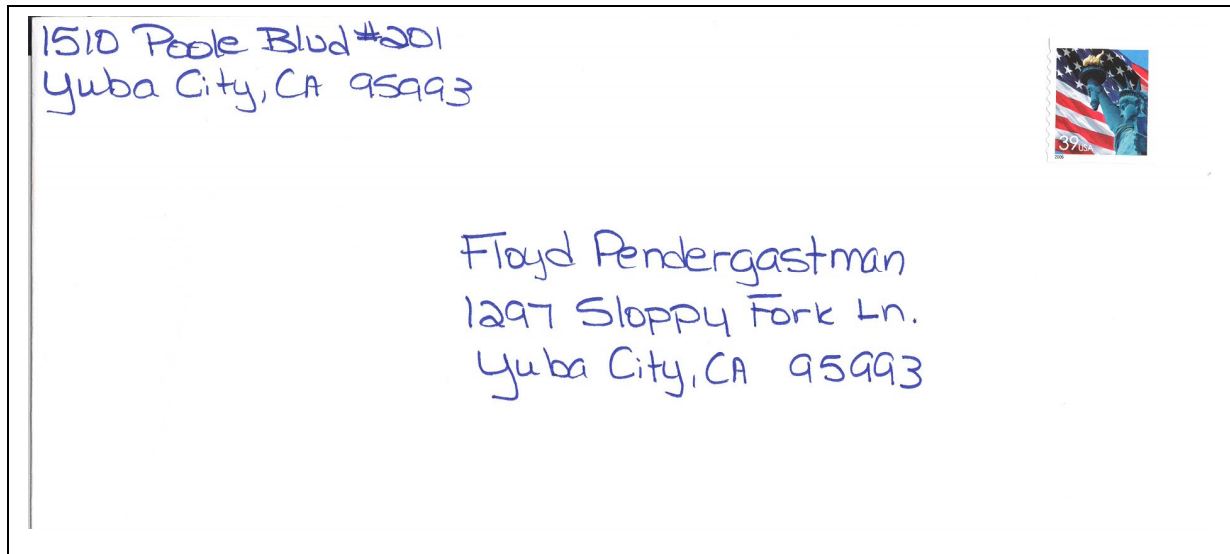
Overall, this letter has the look and feel of impersonal, corporate junk mail. If I send this letter out, odds are very, very good it's going to get thrown away unopened, and I'm going to die.

**I've got a wife and two kids, and they're really counting on me not to get killed. So, what's my other option???**

**(Turn the page to see Jim's secret direct-mail survival weapon.)**



## Option #2: The Stealth Mailer



My second option is the stealth mailer. You'll notice right off the bat that this envelope looks nothing like a letter you'd get from a business. In fact, it looks just like a letter Floyd Pendergastman might get from his Aunt Sally or Cousin Herb. Let's analyze this piece:

1. Business name and logo. There isn't one! Nowhere on this piece is there any indication that it's from a business. The return address doesn't mention any business name. (Also, if the mailer is one ounce or less, you don't have to include a return address. I oftentimes skip adding a return address if possible, unless I'm trying to clean my database list and I want to get the letter returned to me if the person has moved.) Yeah, my ego's going to be a little bruised from not seeing my logo, but that's okay. Better to be alive with a bruised ego than dead.
2. Hand-written address with blue ink. No labels here, no sir! Not with my life on the line! The hand-written address (in blue ink—always use blue ink!) indicates to Floyd that he's getting a letter from a real, live, flesh-and-blood human being. My odds of surviving are going way up.
3. Live, first-class postage stamp. Nobody sends a personal letter using a bulk rate indicia, or even bulk-rate stamps. Everyone uses live, first-class stamps for their personal letters. This is further indication to Floyd that he's getting a letter from a living, breathing, human being that's sending him personal correspondence. I'm beginning to think I might make it out of this alive!

When Floyd gets this piece in the mail, he is going to see what appears to be a personal letter from someone he knows. The odds are extremely low that Floyd is going to throw this letter away without opening it. Would you throw it away unopened?



## **Put yourself in my shoes: you've got a gun held to YOUR head. Which letter are YOU going to send out?**

The bulk mailer? Only if you have a death wish. No, you're going to send out the stealth mailer.

Now, we all know that you're physical life is not on the line when you send out a marketing piece. But your business life is. The "life" of your marketing campaign is. Are you going to risk the "life" of your marketing campaigns by sending out bulk mailers? I hope not.

Let me make something very clear: there is a time and a place for business names and logos in your marketing. One of those times is after you have re-connected with your sphere of influence and they have become accustomed to receiving fun, value-added communication from you. Then it's okay.

But for the Connect Campaign, send out everything as a stealth mailer.

**In the resources section of the members site we have fulfillment houses that specialize in hand-written addresses. Let them handle this for you.**

You can also hire someone locally to hand-write your addresses. Stay-at-home moms looking for a little extra income, an employee who would like to earn extra money on the side, your kids (as long as their handwriting is legible!), etc. Don't get bogged down trying to manage this, though. You've got waaaaaaay more important things to do that try to save a few pennies handling this yourself. Let a fulfillment house handle it for you if it becomes a time vampire.

## Sequential mailings

Have you ever been late paying a bill, or known someone who was late? First you receive a letter from the company politely asking you to give them money to pay off your bill. Then a week or two later you receive a letter marked “2<sup>nd</sup> Notice” that refers to the 1<sup>st</sup> notice and has a more strongly worded message to please give them money. A week or two later you receive a letter marked “3<sup>rd</sup> Notice” that refers to the previous two letters and has an even more strongly worded message to please give them money. Now. Or dire consequences will result.

Let’s think about this. Collection companies have been using this technique successfully for decades to pry money out of the hands of people who don’t have any money, who hate them, and who will receive nothing in return once payment is made. If a collection company can get money from people under these extremely adverse conditions, why can’t a business owner use the same technique on people who DON’T hate them, who HAVE money to spend, and will RECIEVE something they want in exchange for their money?

That’s where the sequential mailings come in. I have made hundreds of thousands of dollars using this technique and I make use of it throughout this system.

Here’s how a 3-letter sequence works: send out the first letter featuring an offer with a deadline 30-45 days in the future. Two weeks later, send the second letter which repeats the offer and the deadline. Two weeks later, send the third letter which again repeats the offer and the deadline. Each letter has an escalating sense of urgency about it. In between letters you can also send postcards to further heighten the sense of urgency in your prospect.

Another reason sequential mailings are so powerful is because most of your prospects are leading busy, hectic lives. Example: Ron & Mary Jones have three kids ranging from 5<sup>th</sup> to 10<sup>th</sup> grade who are all involved in sports, music, martial arts, etc. Ron commutes to work and is gone 50+ hours per week, and Mary volunteers at her church and at the local Red Cross. Ron and Mary are busy and frazzled. She gets your first letter and thinks, “Hey, this sounds really good. And Ron and I have been talking about getting new carpet soon.” So she sets your letter aside intending to get to it later. Then she gets a call from the Red Cross and they need some last minute help on a project. At the same time, the teacher for her 5<sup>th</sup> grader calls and wants to meet to discuss homework that’s not being completed. The letter gets forgotten and as the days pass it gets buried under other paperwork that Mary intends to “get to.” But a week or two later Mary gets another letter from you, referencing the first letter, and restating the offer and deadline. And a week or two after that she gets a third letter.

If you sent her only one letter—like most businesses do—there’s a good chance that you’d lose this sale. However, by sending sequential mailings you have cut through the clutter of Mary’s busy life, reminded her of your message, and heightened the sense of urgency.

# The connect letters

On the next pages are the letters in the Connect Campaign. Read through them carefully and you'll see how the different marketing concepts we've been discussing are implemented.

**NOTE:** The letters include a financing offer. Change the financing terms to match what you offer through your business, or remove the financing offer completely.

## The offer

The offer is for every 4<sup>th</sup> room free. This is for materials only, not labor. Measure all the rooms the client wants done, from largest to smallest. Remove the materials cost from every 4<sup>th</sup> room. I took whole-house measurements of 10 houses and this averaged a 12.7% discount.

If you want, pull the files for your last ten jobs and you'll get an idea of what your percentages will come to.

“Every 4<sup>th</sup> room free” is a much more compelling offer than “12% off.”

This is for 4 rooms of the same kind of flooring. If you try to mix-and-match, it becomes too complicated. For someone who calls about the offer, but wants to mix up the kinds of floors, offer a flat 12% (or so) off on the materials as long as the client has at least 4 rooms done. Decide ahead of time what the flat discount will be for this kind of client.

The whole point is that offering every 3<sup>rd</sup> or 4<sup>th</sup> room free is a very compelling offer. It's unusual. And it will get people to call or visit your store. Once they begin the purchasing process, you'll have ample opportunity to up-sell them on other items like area rugs, additional areas they hadn't thought of, window coverings, bath or kitchen remodel, etc.

## Testimonials

You'll notice in the letters that I mention testimonials. Before you send these out you'll need to call a dozen or so of your best clients and ask them for a testimonial. Explain that you are trying to grow your business and you could really use their help. Most will be extremely flattered that you asked. When asking for testimonials, DON'T depend on them to send you one. Get it from them while you have them on the phone, otherwise a lot of them will procrastinate.

## Script for getting “instant” testimonials:

Owner: “Hi Mary, this is Jim Armstrong with Jimbo’s Floors. I’m not calling about flooring today, but I have a question to ask you. Is now a good time to talk for a minute or two?”

Client: “Sure!”

Owner: “I’m looking for ways to expand my business and I could really use your help with something, but only if you’re absolutely comfortable with it.”

Client: “Okay. What do you need?”

Owner: “After we installed new laminate in your kitchen and living room, you were very complimentary about how the floors turned out and about the service you received.

Would you be willing to provide a testimonial that we could use in some of our marketing? I just know that a testimonial from you would help people feel good about working with my store.”

Client: “Oh, I’d love to! You and your staff did a great job!”

Owner: “Great! Thank you! I’ll tell you what, to make this really convenient for you, let’s brain storm for a minute and I’ll write down what you want to say. What was one or two things that you liked about your experience working with us?”

The client will then proceed to tell you everything she loved about working with you. Take notes, and when she’s done, read them back to her. Once you’re both okay with it, you’ve got your testimonial. Include the clients name, occupation, and town at the end of the testimonial.

### Sample

“I’ve had a couple of bad experiences with flooring stores in the past, so I was a little nervous about the process. A friend of mine referred me to Jim Armstrong the owner of Jimbo’s Floors. The experience was truly wonderful! The staff greeted me when I came in, and the salesperson was very helpful and not the least bit pushy. I really felt like they had my best interest in mind. Now the whole inside of my house looks like a brand new home! I love my new floors! Thanks, Jim!”

**-Mary McBride, Registered Nurse, Yuba City**

## **The next several pages contain the Connect Campaign letters.**

### **Send Me Your Completed Marketing Pieces**

As you implement each of the Core 3 strategies, I want you to send me the completed marketing pieces so we can review them and make absolutely sure there are no mistakes. Be sure to allow at least a week for review.

Also, we feature photos of members, along with success stories, comments and questions, in the monthly newsletter. We'd like to share yours!

Here's what to do:

#### **Home Advisor**

- Email in your completed Connect Campaign letters.
- Email in your first Home Advisor newsletter, and an insert if you use one.
- Include a photo of you (in your showroom if possible) holding up the completed Home Advisor. (Upper torso photos work best.)
- Also include any immediate results you've gotten.

#### **Design Audit**

- After you add your information to the Design Audit form, email it to me for review.
- Include a photo of you (in your showroom if possible) holding up your Design Audit form in your showroom.
- Also include any immediate results you've gotten.

#### **Referral Connections**

- Email in the completed Referral Request Form and Letter To Referrals.
- Include a photo of you (in your showroom if possible) holding up the completed pieces.
- Also include any immediate results you've gotten.

#### **Your Results!**

As you implement Core 3, and other strategies, be sure to send in your results. We love to get testimonials from our members and share them with the group!

#### **Where To Send Stuff...**

- Email your exhibits to [Support@FlooringSuccessSystems.com](mailto:Support@FlooringSuccessSystems.com).  
By sending in your exhibits, photos, etc., you are giving us permission to publish them for training and promotional purposes.



**Something great is happening in my life, and I want to share it with you.**

**Your Name**  
Owner, **Your Store**

Dear **[First Name]**,

I want to share with you some exciting news that is going on in my business. **Your Store** is going through some major changes...changes that will benefit you, my client.

### **I'm Sorry**

Before I fill you in on what's happening, I want to apologize for not doing a better job staying in contact with you. Our relationship is important to me. So I hope you'll forgive me for not keeping in closer contact with you.

### **What's Happening?**

**My goal is to build a floor covering service where 100% of my business is created by referrals.** To make this happen, I am committed to serving all my clients above and beyond their expectations.

Unlike typical floor covering "salesperson" who spends 80% of their time "hustling," to get new business from the general public, I dedicate 100% of my time and energy to my present clients and to those that have been referred to me. I'd rather be working with you and with your family and friends that you refer to me!

### **I'm On A Mission To Turn Floor Installation Nightmares Into A "Dream Come True" For My Clients**

I'm very excited about helping clients with one of the biggest home-improvement decisions they will ever make: choosing new floor covering. I've taken steps to make this a fun and exciting experience for you and the people you refer to me...rather than the nightmare you hear about so often!

To turn that nightmare into a dream come true, I'll be running my store differently than most flooring retailers. We have implemented a "World Class Service" philosophy that helps us make the right decisions when helping our clients. It goes like this...

- **From the client's point of view, have we treated him/her with complete respect?**
- **From the client's point of view, have we surpassed his/her expectations? (cont.)**
- **From **Your Store**'s point of view, is it in our best long-term financial interest?**

When I and my team answer "yes" to all three questions, we know we will earn our clients respect, their trust, and their referrals. And YOU'LL know we'll be floor covering advisors that you can

count on to provide advice that's in your best interest.

I want to be your Floor Covering Advisor For Life, and I will bend over backwards to earn your trust and the referrals of your friends, relatives and co-workers. With that in mind, here are...

## **4 Powerful Reasons To Use **Your Store** And Refer Your Friends And Relatives!**

### **#1. You are protected by my “Zero Regrets Guarantee” *You'll love your new floors or I'll replace them...FREE!***

Here's how the “Zero Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

### **#2. I Make The Entire Process Fun, Easy and “Headache” Free!**

I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here's what you'll enjoy during my World Class Installation System:

**Free Design Audit™**—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

**You're kept updated throughout the process**—From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

**Installer professionalism guarantee**—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

### **#3 Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

## **#4 Get Every 4<sup>th</sup> Room Of Flooring FREE!** *This is my “Get Back In Touch” offer for previous clients ONLY!*

Because I value our relationship, I want to give you a special offer to help us “get back in touch.” I am NOT making this offer to the general public. This is only for my good friends and previous clients. Bring this letter to my store by **August 31<sup>st</sup>** and we’ll give you the whole house special. Here’s how it works:

**Bring this letter to **Your Store** by **August 31<sup>st</sup>**. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.**

Also...any friend of yours is a friend of mine. You can pass this letter along to a friend or relative who needs new flooring, too. I’ll extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust. **PLUS...** you’ll be rewarded for your referrals! See the pink insert for the inside scoop on my Referral Rewards program!

**\$0 Down & 0% Interest For Up To One Full Year!!**

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and **PAY ZERO INTEREST FOR UP TO 12 MONTHS!** I make it easy to experience gorgeous new floors **right now.** **(NOTE: Change the financing offer if necessary, or remove.)**

**What to do right now**—Bring this letter to **Your Store** by **August 31<sup>st</sup>** and take advantage of my special offer, and all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Sincerely,

**Your Name**

Owner, **Your Store**

**P.S. Take advantage of my “Get Back In Touch” offer—bring this letter to my store by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room of flooring FREE! (You can also call me at **123-456-7890** and speak to me directly.)**

**P.P.S. Who is the next person you know who could benefit from my special offer, and the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them? You will be doing them a gigantic favor by referring them to a flooring company they can trust! Plus you will be rewarded for your referrals! See the pink insert for the details on my Referral Rewards program!**

**P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about **Your Store**.**





Your Name  
Owner, Your Store

*2<sup>nd</sup> Notice*

**Take Advantage of My “Get Back In Touch” Offer For Previous Clients ONLY!  
Get Every 4<sup>th</sup> Room Of  
Flooring FREE!**

***AND...Pay \$0 Down and \$0 Interest  
For 12 Months!***

Dear [First Name],

As I said in my last letter, I truly value our relationship, so I want to give you a special offer to help us “get back in touch.” I am NOT making this offer to the general public. This is only for my good friends and previous clients.

**Here’s How To Get Every 4<sup>th</sup> Room FREE!**

Bring this letter To **YOUR STORE** by **August 31<sup>st</sup>**. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.

Also...any friend of yours is a friend of mine. You can pass this letter along to a friend or relative who needs flooring, too. I’ll extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust. **PLUS...** you’ll be rewarded for your referrals! See the pink insert for the inside scoop on my Referral Rewards program!

**You Are Protected By My 100% Iron-Clad, Bullet-Proof “Zero Regrets Guarantee”:  
*You’ll love your new floors or I’ll replace them ...FREE!***

A big concern when investing in new flooring is accidentally getting a color or style you don’t like, and having to live with a decision you’ll regret. I’ve TOTALLY eliminated that concern for my clients.

If at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

**(To help insure that you DO choose the right style and color the first time, we give our clients a free “Design Audit™.” I’ll tell you about that in a minute.)**

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

**You’ll Enjoy My Fun, Stress-Free, World Class Installation System!**

I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

**Free Design Audit™™™**—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

**You’re kept updated throughout the process**—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

**Installer professionalism guarantee**—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

## Get A FREE Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

**What to do right now**—Bring this letter to **Your Store** by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room of flooring FREE! Plus take advantage of all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Sincerely,

**Your Name**

Owner, **Your Store**

**P.S. Take advantage of my “Get Back In Touch” offer—bring this letter to my store by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room of flooring FREE! But I can only extend my offer until then. If you come by afterward, you’ll be too late.**

**P.P.S. Who is the next person you know who could benefit from my special offer, and the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them? You will be doing them a gigantic favor by referring them to a flooring company they can trust! Plus you’ll be rewarded for your referrals. See the pink insert for details about my Referral Rewards program!**

**P.P.P.S. Pay \$0 down and \$0 interest for 12 months! (NOTE: Change the financing offer if necessary, or remove.)**

**P.P.P.P.S. Check out the enclosed testimonials to see what real, live clients are saying about **Your Store**.**



Your Name  
Owner, Your Store

*Final Notice*  
**I Still Want To Give You  
Every 4<sup>th</sup> Room Of  
Flooring FREE!  
But time is running out...**

Dear [First Name],

As I've said in my last 2 letters, I truly value our relationship, and I really do want to give you something special to help us "get back in touch." So in hopes that I might still hear from you...

**Here's How To Get Every 4<sup>th</sup> Room Of Flooring FREE!**

Bring this letter to **Your Store** by **August 31<sup>st</sup>**. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.

Also...any friend of yours is a friend of mine. You can pass this letter along to a friend or relative who needs new flooring, too. I'll extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust. **PLUS...** you'll be rewarded for your referrals! See the pink insert for the inside scoop on my Referral Rewards program!

**\$0 Down & 0% Interest For Up To One Full Year**

Why wait for those beautiful new floors you've been dreaming about? You can get the flooring of your dreams...and **PAY ZERO INTEREST FOR UP TO 12 MONTHS!** I make it easy to experience gorgeous new floors **right now.** (NOTE: Change the financing offer if necessary, or remove.)

**You Are Protected By My 100% Iron-Clad, Bullet-Proof "Zero Regrets Guarantee":  
*You'll love your new floors or I'll replace them ...FREE!***

A big concern when investing in new flooring is accidentally getting a color or style you don't like, and having to live with a decision you'll regret. I've **TOTALLY** eliminated that concern for my clients.

If at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

**(To help insure that you DO choose the right style and color the first time, we give our clients a free "Design Audit"<sup>TM</sup>. I'll tell you about that in a minute.)**

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal

or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

## **You’ll Enjoy My Fun, Stress-Free, World Class Installation System!**

I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

**Free Design Audit™™™**—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

**You’re kept updated throughout the process**—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

**Installer professionalism guarantee**—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

## **Get A FREE Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

**What to do right now**—Bring this letter to **Your Store** by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room of flooring FREE! Plus take advantage of all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Still hoping I might hear from you.  
Sincerely,

**Your Name/Owner, Your Store**

**P.S. Don’t Delay!! My “Get Back In Touch” offer is almost over. Hurry and bring this letter to my store by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room of flooring FREE! But I can only extend my offer until then. If you wait until afterward, you’ll be too late.**

**P.P.S. Any friend of yours is a friend of mine. Who is the next person you know who could benefit from this offer, and the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them, too? You will be doing them a gigantic favor by referring them to a flooring company they can trust! Plus you’ll be rewarded for your referrals. See the pink insert for details on my Referral Rewards program.**

**P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about **Your Store**.**

## **On the next page is the insert to include with all your "Connect" letters.**

(NOTE: The Word document of this can be downloaded from the Core 3 section of the members site for easy editing.)

- Have it printed on pink paper.
- You probably won't get many of these back, but that's okay. They help plant the "referral seeds," and educate your clients that you want their referrals and that they'll be rewarded for them.

## **Send Me Your Completed Marketing Pieces**

As you implement each of the Core 3 strategies, I want you to send me the completed marketing pieces so we can review them and make absolutely sure there are no mistakes. Be sure to allow at least a week for review.

Also, we feature photos of members, along with success stories, comments and questions, in the monthly newsletter. We'd like to share yours!

Here's what to do:

### **Home Advisor**

- Email in your completed Connect Campaign letters.
- Email in your first Home Advisor newsletter, and an insert if you use one.
- Include a photo of you (in your showroom if possible) holding up the completed Home Advisor. (Upper torso photos work best.)
- Also include any immediate results you've gotten.

### **Design Audit**

- After you add your information to the Design Audit form, email it to me for review.
- Include a photo of you (in your showroom if possible) holding up your Design Audit form in your showroom.
- Also include any immediate results you've gotten.

### **Referral Connections**

- Email in the completed Referral Request Form and Letter To Referrals.
- Include a photo of you (in your showroom if possible) holding up the completed pieces.
- Also include any immediate results you've gotten.

### **Your Results!**

As you implement Core 3, and other strategies, be sure to send in your results. We love to get testimonials from our members and share them with the group!

### **Where To Send Stuff...**

- Email your exhibits to [Support@FlooringSuccessSystems.com](mailto:Support@FlooringSuccessSystems.com).

By sending in your exhibits, photos, etc., you are giving us permission to publish them for training and promotional purposes.

# How You Can Give Your Friends And Relatives A Free Gift And... Get A Night Out At The Movies...My Treat!!!

Dear Friend and Client,

You may not know about the fabulous referral reward program that we offer to our clients. It works like this:

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, I'd rather reward you. So we've assembled our **Referral Rewards Program**. Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the **Movies-8 Cinema**. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

## A \$100 Gift From You To Your Friends

I will send every friend or relative that you refer a FREE **YOUR STORE** gift certificate for \$100 in your name!

## Do Your Friends A Huge Favor!

Many of our clients came to us after having a bad experience with a floor covering company. You will be doing your friends a gigantic favor by referring them to a company they can trust!

## What To Do Right Now

It's simple. Just fill in the blanks on the back of this sheet for each friend, neighbor, relative, or acquaintance you want to refer. Then either fax or mail this form to **YOUR STORE**.

## Bonus Reward!!

If you fill out all 10 names, address, and phone spaces and turn it in today, you will receive \$25.00 worth of **YOUR STORE** Bucks! You can use these just like cash next time you purchase spotter, floor mats or any other products from us!

## Look at this—

Special Thanks To All Who Referred Us.

Karen McConnell  
John & Cathy O'Shea  
Lucy Prall  
Dena Mannee  
Debbie Clay  
Ted Edmunds  
Pat Griffiths  
Lisa Olivera  
Karisa Hawes  
Judy Tenney  
Kelly Sabo  
Sandy Berg  
Mike Palmquist  
Bobbie Cooper  
Fran Rex  
Sharon Davis  
Anne Fitch  
Mary Moore  
Tara Safdar  
Tammy Houston  
Kim Ruccione  
Barbara Douyon  
Kari Ball  
Ruth Bishop  
Gayle Smith  
Jennifer Smith  
Rita Buttacavoli  
Melanie Deal  
Jeff & Kim Miller  
Marie Sprague  
Randy & Cathy Meyer  
Tina Davis

*Referral Form On Reverse Side*

**Billybob's Floors**  
1234 Jones St./Yuba City, CA 95993  
Ph: 123-456-7890  
Fax: 123-098-8765

Your Name \_\_\_\_\_ Your Phone \_\_\_\_\_

Your Address \_\_\_\_\_ City, Zip \_\_\_\_\_

**Enter The Names Of Your Friends On The Lines Below  
(You may attach more sheets if necessary)**

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

**If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!)** On the lines below, write 1 or 2 things that you especially liked about **YOUR STORE**.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NO, please do not use my name in your promotional material.

**On the next page is the letter you send to all the people who were referred to you**





your name/title

## Enclosed Is A \$100 Gift Certificate From **CLIENT NAME**

Dear Referral Name,

Hi! My name is Your Name, owner of Your Store. I specialize in knocking the socks off my clients with my World Class Installation Service!

Recently we installed new floors for [First Name]. What a difference! The floors look amazing!

**In Fact...** [First Name] was so impressed with our World Class Installation service, and the beautiful finished floors, that they wanted to introduce you to us by giving you a free gift!

### Congratulations On Your Free Gift!

**Enclosed is a Your Store gift certificate for \$100.** This gift certificate is good for any purchase over \$2,500. If your purchase is from \$1,000- \$2,500, you'll get dinner for two at Restaurant. Under \$1,000 and you'll get a gift certificate to Starbucks and a FREE spotting kit. How many times have you gotten mustard, or pet urine, or wine on your carpets and not known what to do about it? Or made a bigger mess by using those "grocery store" spotters? Well, your FREE kit comes with four different spotters and complete instructions on how to get out even super-tough spots. It's great for auto upholstery, too!

**But you must hurry! This FREE gift certificate for \$100 is only good until 5:00 P.M. on Friday, Date 30-Days Away.** Come by the store right away so you won't miss out on this rare opportunity.

### 3 More Reasons To Choose Your Store

#### **#1. You are protected by my "Zero Regrets Guarantee" *You'll love your new floors or I'll replace them ...FREE!***

Here's how the "Zero Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will

probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

## #2. I Make The Entire Process Fun, Easy and “Headache” Free!

Unfortunately we’ve all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

**Free Design Audit™**—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

**You’re kept updated throughout the process**—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

**Installer professionalism guarantee**—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

## #3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

**\$0 Down & 0% Interest For Up To One Full Year!!**

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and PAY ZERO INTEREST FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now**.

**HURRY! Bring the enclosed gift certificate to my store by **Deadline!****

I’m looking forward to meeting you!

At Your Service,

**Your Name/Title**

P.S. Enclosed your FREE **Your Store** gift certificate for \$100. But you must bring it by **Your Store** by **Deadline!**

P.P.S. You are protected by our exclusive “Zero Regrets Guarantee.” If you decide during the first 30 days that you are unhappy with the product you selected, I’ll replace it FREE!

# Implementing the Connect Campaign

For every month that goes by that you do not communicate with your past clients, you lose 10% of them. This means that after 10 months you might as well be a stranger stalking their neighborhood. Most dealers have severely neglected their past clients for months or years.

That's why I developed the Connect Campaign. It's designed to jump-start your relationship with the only group of people on the planet who have proven they will buy from you: your past clients. It also re-connects you to others in your sphere of influence.

## Formatting the letters:

- If your database has a mail-merge function, you can personalize the letters. Otherwise put "Dear Friend and Client" in the salutation. (The fulfillment houses we recommend can do the mail-merge for you. See the resources section of the members site.)
- Insert your name and other information in the highlighted areas. NOTE: clear the highlights!
- Make the deadline 45 days past when you plan to drop the 1<sup>st</sup> letter. This is a 45-day, or 6-week campaign.

Get all three letters printed and assembled ahead of time. You can email the Word file to your local printer and they can print as many copies as you need directly from their computer. This looks much better than photocopying, and saves you the expense of having to do a 1,000 or more of each letter with a regular printing run.

**Always fold all marketing letters so the headline is showing!**

Remember! These are going out as stealth mailers. Once you get the letters back from the printer you can hire someone to stuff them, hand-address them and affix a first-class stamp. **OR...avoid the entire hassle and hire one of the fulfillment houses we recommend to do it for you. (Check the resources area of the members site.)** They'll even handle the printing. All you do is email them the Word file of the letters and your mailing list and they handle the rest. Within 1-2 weeks they'll ship you a box containing all your letters ready to mail!

- 1. Day one: drop letter #1**
- 2. 14 days later: drop letter #2**
- 3. 14 days later: drop letter #3**

It's that simple!

NOTE: The pink Referral Request form is most effectively used when your salesperson presents it to the client after the installation, so in this campaign you may not

get many of them back in the mail. That's okay. If you get some back, fantastic! Send them the "letter to referrals." The main reason you're including the referral form with the letters is to announce your Referral Rewards program, thus making them aware that you WANT them to refer, and they will be REWARDED for doing so. It helps plant the referral "seeds."

## **Complaints**

I did a connect campaign to 1200 prior clients announcing the beginning of a new business. I also subscribed them all to my monthly newsletter and other client touch points and campaigns. Out of the 1200, I had less than 20 (possibly less than 10; I can't remember now) request to be taken off my mailing list. Most people were polite about their requests, and only one person was actually rude about it. That's less than 2% of the entire list asking to be removed.

Another connect campaign I was involved with had 400 past clients and it resulted in less than 5 asking to be removed. Another connect campaign involving a list of 100 people resulted in zero requests for removal.

So, be prepared to have a handful of people call and ask to be removed, and possibly have a few of them get rude. It doesn't matter. Don't let it get you down, hurt your feelings, or discourage you. Some people are just weird about getting unsolicited mail. You'll make so much extra money from the other 98% that eventually you'll just smile when you get the occasional call from someone requesting to be removed from the list. You'll then remove them from you list with the confidence that the materials they were receiving were highly valuable, entertaining, informative and fun, and that if they want to be removed it's THEIR loss, no yours.

This is the attitude you need to have with ANY marketing you do. Just have fun with it and don't worry about the tiny handful of "naysayers."

## Have realistic expectations

- ✦ **Mass mailings by large companies to cold lists that generate a one-tenth to one-half percent response rate are considered successful. (10,000 mailers = as few as 10 calls)**
- ✦ **If you send out 200 letters, don't expect your phone to instantly be ringing off the hook with a flood of new clients.**
- ✦ **DON'T FORGET! Collectively, the 200 people on your list know THOUSANDS of people they can refer to you. That referral process can take time to get established.**
- ✦ **Remember the goal: to kick-start a relationship that you may have neglected for a long time.**
- ✦ **After you send out the Connect Campaign, immediately begin sending all those contacts to the monthly Home Advisor. The Home Advisor can take anywhere from 1-6 months to really begin working, but it WILL work. Don't forget: if you haven't mailed consistently to your clients you are kick-starting a neglected relationship.**

It's critical that you see this strategy as a farm. You're going to farm this list over many years, and right now you're planting the seeds. Also consider return on investment. If it costs you 90 cents per month per person to "farm" this list of 200, you'll spend \$2160 for the entire year. How many jobs do you have to get to make back your investment? One? Two? This is very realistic.

Let's say you spend \$2160 marketing to your list of 200 for the entire year. And let's say you only get 3 jobs out of it, and your average ticket is \$3,000. (3 jobs is ridiculously conservative, by the way.) What if each of those 3 clients generates 2 referrals during World Class Installation Process that turns into another job? That's 6 more. And what if the people on the list of 200 who didn't use your service that year referred 6? And what if those 6 referrals generated 3 more referrals during THEIR World Class Installation System? And what if those 3 generated 1 more each? Now you're up to 21 jobs and \$63,000 in revenue from an investment of \$2160. (Again, this is using very conservative numbers. You'll most likely get a lot more jobs. I'm merely demonstrating that even with very low numbers this system works.)

Are you beginning to see how this works? And this is how it works. It's impossible to predict from exactly where in your farm the business will originate, but by initiating the farm you'll find yourself getting business from places that never would have occurred to you. This is because you're tapping into a broad sphere of influence that is much larger than your own, personal sphere.

## The Ambassador Strategy

I developed this strategy from scratch and have made thousands of dollars with it. Once you see what it is, you'll probably smack your forehead because it's so obvious. Yet I've NEVER seen any business anywhere employ this strategy, including floor dealers.

Basically the Ambassador strategy works just like the Connect campaign, except for one important twist: the market is not *your* sphere of influence; it's your staff's sphere of influence. Each staff member, salesperson and installer becomes an "Ambassador" between you and their sphere. The letters feature a photo of the staff person, and it's worded so that it's coming from them, not you.

In one of my businesses, we made it a condition of hire that new employees had to bring us a list of 100 names in their sphere of influence. We hired a young lady who brought us 110 names. I implemented the Ambassador strategy and sent them several mailings, then followed up with monthly newsletters and other campaigns. Any piece going out to her sphere was written with her name and photo. For pieces that had to have my name and photo I just included a short cover letter "written" by her. As an added perk, she was also rewarded with a "bonus" each time someone from her sphere became a client. She actually began looking for opportunities to refer people she met at parties, Church and other gatherings because she new she'd get a bonus. I strongly recommend building some kind of "bonus" into your Ambassador strategy.

I made thousands of dollars doing this, and you can do the same.

Make it a requirement that every staff member, salesperson, installer, and new hire brings you a list of a hundred names and addresses. People on the list will all receive the Ambassador campaign letters, and then get plugged into your monthly newsletter and other sphere of influence campaigns.

### **Realistic expectations**

Same thing applies with this campaign as the Connect campaign. If you send letters out to 100 people, don't expect 98 of them to immediately jump up from their sofa, knock over their Pepsi and spill their Frito's in a mad dash to your store to buy new flooring. It's critical that you see this strategy as a farm. You're also going to farm this list for years, and right now you're planting the seeds. Again, consider return on investment. If it costs you 90 cents per month per person to "farm" this list, you'll spend \$1080 for the entire year. How many jobs do you have to get to make back your investment? One? Two? This is a very realistic and achievable number. And what if each of those one or two clients generates a referral during the World Class Installation Process?

For implementing this, just follow the directions for the Connect Campaign.

## **Ambassador letters**

**On the next pages are the letters for the Ambassador strategy. Read them carefully and you will get a better understanding of the strategy.**





**Something great is happening in my life and I want to share it with you.**

Dear [First Name],

I am sending you this very special letter because I've gone to work as a (salesperson, installer, receptionist, project coordinator, etc.) for Your Store. I am very excited about the opportunity to work for a company that helps people with what may be one of the biggest interior decorating or remodeling projects in their home: buying new floor covering.

**Why I chose to work for Your Store instead of any other floor covering store**

I've discovered that many floor covering stores (especially "big box" stores) don't always do what's in the best interest of their clients. Either through poor training of their installers, unprofessional behavior, or an uncaring attitude, many stores make the buying and installation process very stressful for their clients. And that's why I chose to work for Your Store.

**I'm On A Mission To Turn Floor Installation Nightmares Into A "Dream Come True" For My Clients**

Bob Smith is the owner of Your Store is professional, personable, and he really cares about developing long-term relationships with our clients. Bob worked very hard to create a buying and installation system that insures a smooth, stress-free installation process. His goal AND my goal is to make this process a fun and exciting experience for our clients, rather than the nightmare you hear about so often.

To turn that nightmare into a dream come true, Your Store operates differently than most stores. We have implemented a "World Class Service" philosophy that helps us make the right decisions when helping our clients. It goes like this...

- **From the client's point of view, have we treated him/her with complete respect?**
- **From the client's point of view, have we surpassed his/her expectations?**
- **From Your Store's point of view, is it in our best long-term financial interest?**

When I and the Your Store team answer "yes" to all three questions, we know we will earn our client's respect, their trust, and their referrals. And YOU'LL know we'll be floor covering advisors that you can count on to provide advice that's in your best interest. We want to be your Floor Covering Advisors For Life, and I will bend over backwards to earn your trust and the referrals of your friends, relatives and co-workers. With that in mind, here are...

# 4 Powerful Reasons To Use **Your Store** And Refer Your Friends And Relatives!

## #1. You are protected by **Bob's** “Zero Regrets Guarantee” *You'll love your new floors or he'll replace them...FREE!*

Here's how the “Zero Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let us know. **Bob** will replace the materials free of charge. (With an outrageously good guarantee like this, we can't include the cost of installation, so you'll have to cover that.)

**Bob** offers this amazing guarantee because he realizes you're going to have your new floor for a long, long time, and he doesn't want you to have to live with a choice you'll regret. **Bob** and I and everyone on the **Your Store** team want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, he'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

## #2. We Make The Entire Process Fun, Easy and “Headache” Free!

The **Your Store** team specializes in knocking the socks off our clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here's what you'll enjoy during my World Class Installation System:

**Free Design Audit™**—This is a diagnostic tool that allows our expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

**You're kept updated throughout the process**—From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

**Installer professionalism guarantee**—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

## #3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. We offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, we fix it FREE! And we do it quickly.

## #4 Get Every 4<sup>th</sup> Room Of Flooring FREE!

*This is our “Ambassador Special” offer for friends and relatives of **Employee Name ONLY!***

**Bob** considers everyone on his team to be an ambassador for **Your Store**. He and I would like to give you a chance to experience the World Class Service I’ve been telling you about. So he put together an “Ambassador Special,” just for friends and relatives of mine. He is NOT making this offer to the general public. Here’s how it works:

Bring this letter to **Your Store** by **August 31<sup>st</sup>**. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.

**Also...** you can pass a copy of this letter along to a friend or relative who needs flooring, too. **Bob** will extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust.

**\$0 Down & 0% Interest For Up To One Full Year!!**

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and PAY ZERO INTEREST FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors right now.

**What to do right now**—Bring this letter to **Your Store** by **August 31<sup>st</sup>** and take advantage of the “Ambassador Special,” and all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

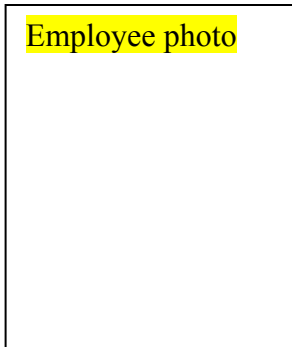
Sincerely,

**Employee Name**  
**Title, Your Store**

**P.S. Take advantage of the “Ambassador” offer—bring this letter to **Your Store** by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room FREE! You can also call me directly at **123-456-7890**.**

**P.P.S. Who is the next person you know who could benefit from the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them, too? You will be doing them a gigantic favor by referring them to a flooring company they can trust!**

Employee photo



Employee name/title

2<sup>nd</sup> Notice

Take Advantage of Our “Ambassador Special” For Friends And Relatives of **Employee Name ONLY!**

**Get Every 4<sup>th</sup> Room Of Flooring FREE!**

*And Pay \$0 Down & \$0 Interest For 12 Months!*

Dear [First Name],

As I said in my last letter, I’ve gone to work as a (salesperson, installer, receptionist, project coordinator, etc.) for Your Store. I want to let you know how excited I am about the opportunity to work for a company that helps people with what may be one of the biggest interior decorating or remodeling projects in their home: buying new floor covering.

### **Why I chose to work for Your Store instead of any other floor covering store**

I’ve discovered that many floor covering stores (especially “big box” stores) don’t always do what’s in the best interest of their clients. Either through poor training of their installers, unprofessional behavior, or an uncaring attitude, many stores make the buying and installation process very stressful for their clients. And that’s why I chose to work for Your Store.

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### **You Are Protected By Bob’s 100% Iron-Clad, Bullet-Proof “Zero Regrets Guarantee”: *You’ll love your new floors, we’ll replace them...FREE!***

A big concern when investing in new flooring is accidentally getting a color or style you don’t like, and having to live with a decision you’ll regret. Bob has TOTALLY eliminated that concern for our clients. **If at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. Bob will replace the materials free of charge.** (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

**(To help insure that you DO choose the right style and color the first time, we give our clients a free “Design Audit™™.” I’ll tell you about that in a minute.)**

Bob offers this amazing guarantee because he realizes you’re going to have your new floor for a long,

long time, and he doesn't want you to have to live with a choice you'll regret. **Bob** and I and everyone on the **Your Store** team want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, he'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

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## **Get A FREE Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or "manufactured" in your home. This makes the installation critical. We offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, we fix it FREE! And we do it quickly.

**What to do right now**—Bring this letter to **Your Store** by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room FREE! Plus take advantage of all the other powerful benefits you will enjoy as my personal client. I'm looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Sincerely,

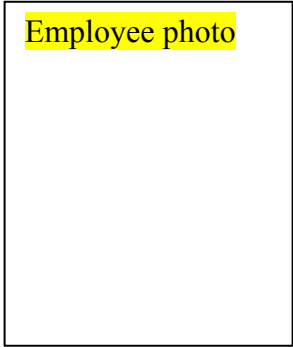
**Your Name**

Owner, **Your Store**

**P.S. Take advantage of Bob's "Ambassador Special"—bring this letter to Your Store by August 31<sup>st</sup> and get every 4<sup>th</sup> room FREE! But we can only extend my offer until then. If you come by afterward, you'll be too late. (Feel free to call me directly at 123-456-7890 with questions.)**

**P.P.S. Who is the next person you know who could benefit from Bob's special offer, and the powerful guarantees and services that I've described? Can I count on you to pass this letter along to them? You will be doing them a gigantic favor by referring them to a flooring company they can trust!**

**P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about Your Store.**



Employee photo

Employee name/title

*Final Notice*

**I Still Want To Give You  
Every 4<sup>th</sup> Room Of  
Flooring FREE!  
But time is running out...**

Dear [First Name],

As I said in my last 2 letters, I've gone to work as a (salesperson, installer, receptionist, project coordinator, etc.) for Your Store. Bob Smith is the owner of Your Store, and he considers everyone on his team to be an ambassador for the store. He and I would like to give you a chance to experience the World Class Service I've been telling you about all along. So he put together an "Ambassador Special," just for friends and relatives of mine. He is NOT making this offer to the general public.

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Still hoping I might hear from you.  
Sincerely,

**Your Name**

Owner, **Your Store**

**P.S. Don't Delay!!** Bob's “Ambassador Special” is almost over. **Hurry and bring this letter to my store by August 31<sup>st</sup> and get every 4<sup>th</sup> room FREE! But we can only extend my offer until then. If you wait until afterward, you'll be too late. (Call me directly if you have questions: 123-456-7890. I'll be happy to speak with you.)**

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**P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about **Your Store**.**



# ***Building and maintaining a herd***

This entire system is built upon building and maintaining a herd. The sole purpose of going after new clients is so that you can put them into your herd and farm them for repeat and referral business. If you cold market without a system in place to protect, nurture and farm your herd, you're totally wasting your money.

Definition of a herd: a highly responsive group of people you can farm again and again for repeat and referral business.

**The race is on to see who can build a productive herd the quickest. It's a race for several reasons:**

- The average consumer is bombarded with 10,000 advertising messages a day.
- People are growing ever more resistant to conventional advertising.
- Do not call registry.
- Anti-SPAM laws.
- It's getting ever more expensive to gain clients through cold marketing.

Controlling a herd is the key to business prosperity, and is no longer a luxury, but a necessity. So you are in the right place.

**It's not about how much money you make, it's how you make the money**

Making a lot of money in America today is not a big trick. There are many people who make high six-figure or or seven-figure incomes who trade everything else away to do it: family, health, time, and sanity.

Making money in such a way that:

- It's pleasing to you
- Emotionally rewarding
- Clients that treat you in a respectful manner
- Gives you control over your time

This is the trick.

I work with floor dealers to teach them how to get the money without trading away everything else of value to do it. You are going to learn to limit access to yourself by clients and employees to reasonable limits that you choose.

There is a perception in business that you have to be instantly accessible to your clients. Many business people live in morbid fear that if someone calls at 1:00 PM and



they can't return the call until 2:00 PM, that they will lose the sales. You're going to learn how to eliminate that concern.

## Oil Cans Vs. Oil Wells

You want something that produces money for you rather than you producing money.

Dan Kennedy uses the analogy of the oil well. An oil well is something that produces money for you whether you are there or not. Owning an oil well means you don't have to show up every day and it still keeps producing oil.

Most floor dealers don't own an oil well; instead they function as an oil well worker. They show up every day and go to work on the oil rig. Most flooring dealers with 20 years in the business are not doing anything drastically different than they were doing in year 3. They've gotten more efficient at what they do, and created incremental improvements, but they still do all the same basic functions. So their business still functions as a job and they still show up every day to work on the oil rig. They don't own an oil well.

**A business that  
you work for  
and in = job.**

**A business that  
works for you =  
equity.**

## Unpredictable income from unknown sources

### **Unpredictable income**

Most dealers begin each month not knowing how much they are going to make. They have no idea if it's going to be a good month or a bad month. They could look back and tell you what they did in the same month a year ago or the previous month or two months ago, but they still have no idea what they'll do this month.

### **Unknown sources**

Most dealers have no idea where this business is going to come from. After enough years they have built up some good will, so they know they'll get some from there, but by and large they don't know who the new clients are or where they are coming from.

### **Predictable income from known sources**

When you begin to shift from unpredictable/unknown to predictable/known, you begin to shift from a sales job to owning a business with equity.

Equity is in the sources of business. It's not in the building, equipment, inventory. All of that could burn down, but if you've got sources of business you have

equity. (Even if you own the building, that's not equity in your business. That's real estate equity totally independent of your business. You could move your business into rented space and it would still function as before.)

If the sources of business at the beginning of the year or the quarter are unknown, you don't have any equity. It's zero. However, if you own and control known sources of business, then you have equity.

### **The foundation of power is in your systems**

- Henry Ford—he had two systems. The assembly line which enabled him to crank out vehicles efficiently and quickly. However, this system would have been useless without the system for selling the cars. That system was the dealership network.
- McDonald's—has two systems. The visible system is being able to crank out food in a predictable, efficient manner. The invisible system is using franchisee fees to buy real estate.
- Walmart—has two systems. An invisible system of distribution that nobody sees. It involves a ring of secondary markets that can support a centralized distribution center. This enables their second system of producing low prices. (And generate the *illusion* that they are always the lowest priced.)

### **Floor covering systems**

- Core 3 is all about oil well systems—creating predictable income from known sources.

You're going to learn systems for getting your money in a way that's organized, predictable, repeatable and manageable. Most dealers NEVER figure this out.

### **The franchise prototype**

The two basic premises of Michael Gerber's book, *The E-Myth*, are 1) that you should build your business as though you're going to franchise it, even if you never do. And 2) that you should be able to staff your franchise with mediocre talent. If it requires you to run it, or someone else with exceptional abilities to run it, you don't really have a business, you have a job.

### **4 types of income**

Transactional—this focuses on getting the sale. It's all front-end. Make a sale, get paid. There is no thought given to making some kind of connection or continuity between sales.

Repetitive—this is where most flooring dealers are. They do a transactional sale, and hope that it will somehow turn into another sale down the road, and generate some referrals.

Renewable—insurance renewals, magazine subscriptions, newsletter subscriptions. Anything that renews.

Continuity—continuous, predictable flow of income from the same sources. This is the best, and it's what building a herd allows you to do. If you control the source, you can predict the income and create continuity.

### **You are a rancher**

The best job description you could have for yourself is “Rancher.” What does a rancher do? He rounds up and manages a productive herd. Your building could burn to the ground, you could lose all your equipment and inventory, but if you have a herd you still have a business. Your job is to round up a herd, put a fence around them and take care of them. That's what ranchers do!

Going from unpredictable/unknown to predictable/known income is made possible with a herd. You don't do it with functional changes to other parts of your business.

There are two kinds of herds. The first kind is the end-user herd, which is a herd of clients, and this is what we are going to focus on today.

The second kind of herd is people who *send* you clients. This can be insurance companies, Realtors, contractors, etc. An analogy for this kind of herd is the orthodontist. 80% of orthodontist do little to no direct marketing to obtain new patients. The orthodontist's patients come from general dentists who send them *their* patients. So the orthodontist's job as a rancher is to round up a herd of highly successful dentists who see a lot of children. This is beyond the scope of Core 3, but we cover it in other training products.

### **Begin with the end in mind**

Most of your competitors want to run a special over the weekend then divide up the money on Monday. They live like pirates: rob the ship, take the gold back to the cave and divide up the booty. This is how most of them think, and they are basically one step above a pirate.

You need to take a longer view and invest the time, energy and money into building a herd. Into digging oil wells rather than just trying to acquire cans of oil.

### **Lifetime value of a client**

Lifetime value was covered during the orientation, but I want to put it into the context of building and maintaining a herd. When it comes to herd building, “beginning with the end in mind” means always taking into account the lifetime value of a client. Lifetime value is what a client is worth to your business over the course of our relationship with that client, and you should base all your actions on this concept.

If a dealer’s average gross revenue per transaction is \$5,000, most dealers would see that client as worth \$5,000. This is very shortsighted. Here is how you should view the value of a client over 7 years:

Initial transaction:	\$5,000
Referral during that transaction:	\$5,000
Second referral during the interim 7 years	\$5,000
Second transaction (people replace flooring every 7 years on average)	\$5,000
Second referral during that transaction:	\$5,000
Lifetime Value	\$25,000

And that doesn’t even include the referrals that the referrals generate. If you include those, the true lifetime value could be as high as \$50,000 to \$80,000. Therefore, each and every client that walks through your door is worth anywhere from \$25,000 to \$80,000. So treat every client like they are worth \$25,000 to \$80,000, because in reality they are.

### **Repeat and referral clients**

Word of mouth advertising is the best form of marketing. Period. Here are several benefits from getting clients through referrals:

- You get clients for FREE! (No marketing costs!)
- Prospects are pre-sold! The person referring you has just told their friend or relative how utterly wonderful your store is. When they walk into your store they are more ready to buy than a cold walk-in.
- You get the halo effect. Other people saying you are great is 100 times better than *you* saying you’re great.
- Very low skepticism! After all, if Aunt Liz likes your store, it must be pretty good!
- Low price resistance!

It’s important not to overlook the significance of these benefits. You are being handed a pre-sold, non-skeptical prospect who sees you with a halo and who has very little price resistance...all with no marketing costs!

This is so powerful that you shouldn’t just wait passively for referrals to happen from those in your herd. You need to actively seek referrals with a referral system, and

reward members of your herd who give them to you. (In the testimonials and referrals module, I cover the strategies for generating a steady stream of referrals.)

### **The true purpose of cold marketing**

With the Core 3's emphasis on warm marketing it could seem like I don't believe in or teach cold marketing. It's not true. We offer training products and turn-key marketing strategies for cold marketing, but it's important that you understand its true purpose.

**There is one purpose and one purpose only for cold marketing: so you can add a new client to your herd, and then farm them forever for repeat and referral business.**

In many industries, they break or even go into the hole to gain a new client. All the money is made through repeat and referral business, or what's called back-end. So if you invest the enormous time, energy and money required to obtain a client through cold marketing, then you'd better have a marketing system in place that harvests lifetime value from that client.

## **The Ultimate Herd-Building Tool**

What would happen to a rancher who had a broken-down fence for his herd, and only looked in on them a few times a year or never? With the ongoing threat of poachers and a collapsed fence, it wouldn't be long before he'd be a rancher with no herd!

This is what happens to most dealers. They get a new client for their herd, but do absolutely nothing to fence them in or protect them from poachers. As a club member, you will be given an ongoing set of "ranching tools" to help you keep your fence in top shape, and reduce the threat of poachers.

### ***The Home Advisor*—client newsletter**

For every month that your clients go without hearing from you, you lose 10% of them. After 10 months you might as well be a stranger stalking their neighborhood. The monthly newsletter keeps this from happening. But it's important that your newsletter is not a "snoozeletter" like you get from your insurance agent that's full of nothing but insurance information.

The *Home Advisor* is your answer.

- 95% done for you each month. All the content is written for you in Microsoft Word. Just download it from the members site. Each issue has detailed instructions.
- You can easily personalize it with your own photo, contact info, and testimonials.
- It has the look and feel of a very personalized letter

- It uses “infotainment.” Has an 80% ratio of fun, informative articles with a 20% ratio of information about flooring, specials, etc. Why do it this way? Because in any given month most of your past clients don’t need flooring right then, so don’t bore them with 100% flooring content.
- It has multiple response mechanisms (contests, special offers, referral requests, etc.)
- Full of emotional triggers (client recognition, direct response marketing strategies, etc.)
- A “Welcomed” tool that builds a strong, valuable bond with your herd so they think of YOU automatically without even considering other flooring stores.
- Farms your herd for referrals
- Allows you to work with the very best clients, referral, word-of-mouth, and repeat business
- Gets you off the production yo-yo
- Takes only 27 minutes per month to use.

### **Direct response inserts**

- 95% done for you. Just plug in your contact info.
- Can be used inside your newsletter
- Sent as a separate mailer for an additional “touch”
- Can be used as a free-standing insert in your newspaper

### **Newsletter production**

Each issue contains detailed instructions. Just download it each month from the members site along with that month's issue.

On the next page is a sample 6x9 envelope. Have your printer print this up using this as a model. (NOTE: don’t print the “first class stamp” or “client address label” boxes.)

Remember: use stealth mailers for the connect campaign. Then, once your clients are used to hearing from you, it’s okay to put your name, photo, and teaser copy on the envelopes.

**BEST OPTION:** Have a fulfillment house handle the whole thing for you. Check the resources are of the members site for recommendations.

Jimbo's Floors/1279 Park Ave/Yuba City, CA 95993

First  
Class  
stamp



*Jim Armstrong's*

## **The Home Advisor**

*This month's copy of your  
FREE Newsletter is enclosed!*

Client address label  
Or  
Inkjet print onto envelope

**Trivia Contest... Details Inside!**

## Yearly Campaign To Previous Clients & Sphere Of Influence

Home Advisor (monthly)	12
e-Home Advisor (weekly)	52
<b>TOTAL Annual Touches</b>	<b>64</b>

### Optional Touches

Birthday card/gift	1
Anniversary card (on the 1-year anniversary of their flooring purchase)	1
Miscellaneous offers (quarterly)	4
Home Advisor & e-HA	64
<b>TOTAL Annual Touches</b>	<b>70</b>

If all you implement is the Home Advisor and e-Home Advisor, each member of your herd will get 5-6 touches per month. That's not including the other optional touches. Talk about Total Top Of Mind Awareness! Talk about fencing your clients in an iron corral away from your competitors! Now **WHENEVER** your clients think of flooring, or someone in their sphere of influence mentions they need flooring, **YOUR** name will be at the top of their minds.

I've had some coaching clients ask if this is too much; don't people get upset by hearing from you this much. I have several answers to that:

1. It's evolved over time, but I have been using an aggressive touch campaign like this for a decade, and the number of complaints from past clients has been tiny. On the other hand, I've received dozens of compliments.
2. I've made hundreds of thousands of dollars in personal income by maintaining my herd with this system. And this is the biggest compliment my past clients can pay me. They have proven its effectiveness by opening their pocketbooks.
3. The content is value-added. It's fun. It's specifically engineered so people enjoy getting it. For your clients it's more like a magazine subscription than advertising junk mail.

## The Single Marketing Strategy Jim Would Use If Someone Held A Gun To His Head And Made Him Choose

Here's what I've been telling my coaching clients for years: if someone held a gun to my head and forced me to choose one marketing strategy to use for the rest of my life, it would be the client newsletter. That's a powerful statement considering that I



believe in, and have used, many, many other forms of marketing. But if I absolutely had to choose, it would be a newsletter...maintaining my herd.

**Next are the instructions provided with each Home Advisor. Each month you'll download the instructions along with that month's issue.**

# Home Advisor

## Use marketing pieces for future campaigns!!

All of the inserts, postcards, letters and fliers that you receive over the months can be used over and over again with a little “tweaking.”

**(Platinum Members:** Next time you need to do a specialized marketing campaign, instead of writing the letter or postcard from scratch, you can simply look through the arsenal in the Platinum Member’s only website and find the ad copy that applies best to your campaign, tweak it a little, and you’re ready to go. This will save you hours of work.)

Also you can cut and paste. You are going to repeat certain marketing messages over and over again. It’s much easier to cut and paste these messages into new marketing campaigns than racking your brains trying to remember the exact wording.

### QR Codes



You’ll find QR codes in the newsletter, also in some of the inserts.

**Scan this code with your smartphone to watch my video on how to quickly and easily generate QR codes and use them in your marketing.** You can also go to [www.QRCode.VipRespond.com](http://www.QRCode.VipRespond.com) to watch the video.

**IMPORTANT!** You MUST replace my QR codes with your own! The codes in the marketing pieces all link to my video on

QR code marketing. (If you don’t want to use QR codes, simply delete our code from the marketing piece.)

#### **Sample teaser copy for your QR codes:**

- Scan to see our “Smartphone” special of the month!
- Scan to get a gift certificate for \$103.72
- Scan to see photos of gorgeous new floors we recently installed!
- Scan to hear what one of our super-satisfied clients had to say!
- Scan to link directly to our website.
- Scan to enter our testimonial contest!
- Scan for our online carpet spotting guide!
- Scan to schedule a complimentary Design Audit!

### Emotional Triggers

The HA is designed to work as-is with no re-working other than what’s mentioned in the ‘customizing the HA’ section below.

There are 10+ emotional triggers in each issue of the HA. If you leave these out you will greatly reduce its effectiveness.

- a. Photo of you
- b. Personal note at the beginning of the letter
- c. Mystery Winner
- d. "Did You Know" section
- e. Mega Trivia contest
- f. Client of the month
- g. Testimonials
- h. Acknowledgment of new clients, returning clients, and those who referred
- i. Mention of the Referral Reward program
- j. Info-tainment. The HA content is 80% fun, entertaining, informative articles, and 20% flooring related. This is done ON PURPOSE.
- k. Black printing on white or colored paper. No Slick paper. No 4-color processing. This is done ON PURPOSE.

True Story: One Inner Circle Member hired a full-time employee who expanded the HA from 4 pages to 8, dropped in a lot of articles tailored to his market area (sports teams, local events, etc.), featured his joint venture partners, etc. In other words, really went the extra mile to re-work it. However, he left out many of the triggers listed above, and the letter got little to no response. I caught the mistake and immediately coached him on what to do. He put the triggers back in and response shot up.

2. Keep it personal.
  - a. Don't use slick, 4-color processing
  - b. It should look like something you wrote on your home computer and printed off copies. This is done ON PURPOSE.

**COPYDOODLES™**

By Mike Capuzzi [www.CopyDoodles.com](http://www.CopyDoodles.com) Ph: 800-690-0842

In many of the newsletters and inserts you'll see what look like hand-written doodles. Copydoodles will make any marketing piece more personal and effective in just seconds, without changing a word of copy. Copy cosmetics are critically important for both offline and online marketers in order to achieve maximum response. These often overlooked graphic devices improve readability, draw the reader in and create a more personalized, 1:1 feel. Go to [www.CopyDoodles.com](http://www.CopyDoodles.com) to order.



### **Customizing the HA to get it ready for print**

Trivia Answer: **Alaska**

Page 1

- Customize all the highlighted areas. (Be sure to delete the yellow highlights.)

- Insert a photo of yourself
- Intro letter—change to suit
- Signature—inserting a digital or scanned signature is easiest.
- “Inside This Issue”—If you write any of your own articles, modify the contents of this text box
- Mystery winner—select someone at random from your past client database. This will get people to open your letter to see if they won that month.

#### Page 2

- Customize all highlighted areas.
- “Did You Know”—this is an ongoing blurb where you will continuously educate clients about your store, services you offer and benefits you provide. You can use it as-is, modify it, or insert something completely different. It’s up to you.
- Mega Trivia Contest—This should be used to drive clients to your website where they can answer the trivia question, and get more information about your store. Have your webmaster create an opt in form for the contest submissions.

You can also have people submit answers via email.

Use the following verbiage to get people to enter the contest: **Take your best guess, then e-mail your answer to sheryl@jimbofloors.com. Or call Sheryl at 530-790-3338.** As calls and emails come in, write the person’s name, phone number and email address on a post it note and collect them in an envelope for the drawing. Winner will be announced in the following month’s newsletter. Enter email addresses into your database for future email campaigns. I’ve actually eliminated the phone number at times, thus forcing people to email their answers so I can collect their email addresses.

#### Page 3

- Customize all highlighted areas
- Client of the month—pick someone about whom you can write something nice. Include their prize inside their newsletter envelope; notify them that it’s coming. OPTION: If you want to take this further, turn it into a “Get To Know Your Neighbor” kind of thing. Call the client ahead of time and do a short interview. Ask them about their hobbies, what they do for a living, where they went on their last vacation, their favorite foods, favorite book, the last good movie they saw, etc.
- Thank you for the kind words—insert client testimonials here.

#### Page 4

- Customize highlighted areas
- New friends and clients—insert their names
- Information about us—Store name, address, phone, fax, website, email address (and logo if you want)
- WARNING and Consumer Awareness Message promotion. This part of the Platinum level "Consumer Education" module. If you aren't in Platinum, just remove this. It can be replaced with a testimonial or info about your business.

**Holidays:** We mention both U.S. and Canadian holidays in most issues. Feel free to remove any you don't wish to have mentioned.

### Insert

If you are a Platinum member, there are dozens of inserts archived in the members only website. ([www.RichFloorDealer.com](http://www.RichFloorDealer.com).) There are plenty to choose from if the insert on any particular month isn't what you need.

## **Outsource Newsletter Production**

**Don't do the customizing, printing, stuffing, folding, etc., yourself!**

As an entrepreneur the three most profitable things you can spend your time on are: 1. Self-education, 2) implementing marketing systems, and 3) Implementing freedom-creating systems. You have more profitable things to invest your time in than trying to get the Home Advisor (or other direct mail) assembled and out your door every month.

**Outsourcing is the answer.** Simply email the completed piece along with an Excel spreadsheet of your mailing list to one of the fulfillment houses we recommend (below), and they will handle the rest. They will print, fold, stuff, seal, address and stamp the piece *FOR* you. No more fussing with mailers!!

EVEN BETTER – Contact Grapevine Virtual to *completely* take this process off your hands! Because Jolyn, the owner of Grapevine Virtual is also our Membership Coordinator, they have the newsletter templates as soon as you do, it's as easy as providing your customization pieces ONE TIME and your list and Jolyn will handle the rest! And since you've probably already seen the great work she does, you don't have to worry about handing over your newsletters to a stranger!

After you email them your order, you can concentrate on building your Ideal Business and Ideal Lifestyle.

Besides the newsletters, **our fulfillment houses will handle any other printing and mail house projects you have!**

Yeah, you *might* "save" a few bucks handling everything yourself...but how much are you losing in peace of mind and lost opportunity? You will never "save" your way to true wealth. The way to get wealthy is by smart leveraging of your resources.

## **Grapevine Virtual**

Tell them you were referred by Jim Armstrong.

Contact: Jolyn Armstrong

Phone: 916.415.8619

Email: [Jolyn@GrapevineVirtual.com](mailto:Jolyn@GrapevineVirtual.com)

## **Fulfillment Houses**

Tell them you were referred by Jim Armstrong.

I (Jim) have been using both fulfillment houses for going on five years. They provide superb customer service and are knowledgeable in all aspects of printing and shipping.

**Think Ink Marketing:** Minimum quantity: 2,500 pieces

Contact: Eric Garcia

Phone: 714-841-2041

Web: ThinkInkMarketing.com

- Standard print & mail projects (Home Advisor)
- Hand-addressed envelopes
- Tear sheets (mailers made to look like articles torn from a newspaper or magazine)
- Bulk-rate postage that looks like a first-class stamp with a cancellation (big cost savings)
- Other “sneak up” approaches.

### **Selby Marketing**

No minimum quantity

Contact: Rich Selby

Phone: 585-377-0750

Web: SelbyMarketing.com

- Standard print & mail projects (Home Advisor)
- CD and DVD duplication
- Book printing
- Manuals
- Free reports
- One-off mailers for opt-ins. Let’s say you have a website where prospects opt in for a free report. Selby Marketing can send these reports out one at a time as opt-ins dribble in. Selby provides a GREAT way to automate marketing sequences that have direct mail steps.

## **Next are examples of the Home Advisor Newsletter**

Each month you'll download the latest issue from the members website. These are produced in Microsoft Word for super easy editing. We make them available a month ahead of time so you'll have time to get them to the fulfillment house. For example, July's issue is available June 1<sup>st</sup>, etc.

We do the same thing with the e-Home Advisor. See the Core 3 section of the members website for further training on the Home Advisor and e-Home Advisor.

NOTE: As stated in the Home Advisor instructions, the "WARNING" and "Consumer Awareness Message promotion are part of the Platinum level "Consumer Education" module. If you aren't in Platinum, just remove this. It can be replaced with a testimonial or info about your business.

## **Send Me Your Completed Marketing Pieces**

As you implement each of the Core 3 strategies, I want you to send me the completed marketing pieces so we can review them and make absolutely sure there are no mistakes. Be sure to allow at least a week for review.

Also, we feature photos of members, along with success stories, comments and questions, in the monthly newsletter. We'd like to share yours!

Here's what to do:

### **Home Advisor**

- Email in your completed Connect Campaign letters.
- Email in your first Home Advisor newsletter, and an insert if you use one.
- Include a photo of you (in your showroom if possible) holding up the completed Home Advisor. (Upper torso photos work best.)
- Also include any immediate results you've gotten.

### **Design Audit**

- After you add your information to the Design Audit form, email it to me for review.
- Include a photo of you (in your showroom if possible) holding up your Design Audit form in your showroom.
- Also include any immediate results you've gotten.

### **Referral Connections**

- Email in the completed Referral Request Form and Letter To Referrals.
- Include a photo of you (in your showroom if possible) holding up the completed pieces.
- Also include any immediate results you've gotten.



**Your Results!**

As you implement Core 3, and other strategies, be sure to send in your results. We love to get testimonials from our members and share them with the group!

**Where To Send Stuff...**

- Email your exhibits to [Support@FlooringSuccessSystems.com](mailto:Support@FlooringSuccessSystems.com).

By sending in your exhibits, photos, etc., you are giving us permission to publish them for training and promotional purposes.



Reliable news for healthy living, saving money, and having fun! January 2014

**JIMBO'S FLOORS**

# Home Advisor™

Reliable news for healthy living, saving money, and having fun! January 2014

**"You'll love your new floors or I'll replace them free!"**

-Jim Armstrong & Mick

[www.JimbosFloors.com](http://www.JimbosFloors.com)

### Inside This Issue...

- Are you this month's Mystery Winner?
- Holidays this Month
- About staying well – Children and Play
- Home Advisor – Ideal Baby Nursery Furniture
- Mega Trivia Contest
- Client of the month
- Moneywise – Buy and Sell Antiques with the Help of Online Portals
- Welcome to our new and returning clients!

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

## Attention Suzie Smith!

**You are this month's  
Mystery Winner!**

We have a \$10.00 gift certificate to Cookie Tree Cookies reserved just for you! Come by our store to claim your prize!

January  
2014

S	M	T	W	Th	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	31	

### Holidays This Month:

**Wednesday, January 1<sup>st</sup>**  
New Years' Day

**Monday, January 20<sup>th</sup>**  
Martin Luther King Jr. Day Celebrated  
He was actually born on  
January 15, 1929

**Friday, January 31<sup>st</sup>**  
Chinese New Year



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

# Did You Know?

## You Can Get The Home Advisor Delivered To You Online!

Go to [JimbosFloors.com](http://JimbosFloors.com) to sign up. It's FREE and you can cancel at any time.

While you're there, you can sign up for any (or all) of the following:

**Special of the month:** you'll get an email notifying you of any specials, after-hours events, client appreciation events, etc. These are NOT made available to the general public, and are for previous clients and their referrals ONLY.

**Referral Reward Program:** each month you'll get an email notifying you of that month's referral reward.

**E-Book: the Consumer's Guide To Floor Covering.** Makes a valuable gift for anyone you know who is getting ready to buy new floors.

You'll also find our online store, online spotting guide, and tons of testimonials from Jimbo's super-satisfied clients. Check it out at [www.JimbosFloors.com](http://www.JimbosFloors.com).

## Mega Trivia Contest!

**Who Else Wants to Win dinner for two at the City Café! Take our Trivia Challenge and you could win too!**

**This month's Mega Trivia question....**

What was the first name of Abraham Lincoln's wife?

- A) Mary, B) Elizabeth, C) Anne, D) Summer.

To enter, go to [www.JimbosFloors.com](http://www.JimbosFloors.com) and click on "Mega Trivia Contest." Take your best guess...your chances of winning are better than you think!

(NOTE: see the HA instructions for this month if you don't have the *Jim Armstrong Marketing Website* to direct them to.)

**Answer to last months quiz:**

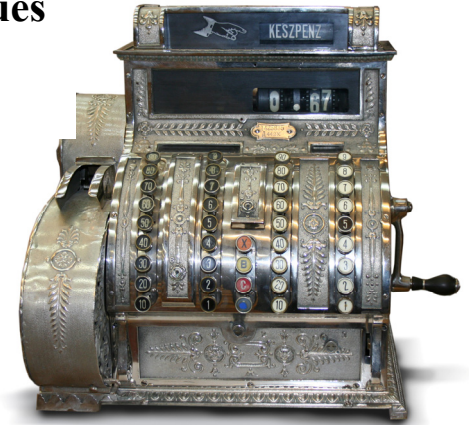
**XXXXXXXXXXXX**

**Congratulations to last month's winner: Client name**

### MONEYWISE:

## Buy and Sell Antiques with the Help of Online Portals

Are you on the lookout to buy or sell antiques for your house? In case your answer is yes, I strongly recommended to try visiting various online portals.



Buying or selling antiques is not an easy task in this modern world. However, with the help of online portals you can now buy and sell antiques from the comfort of your home. Antiques could be furniture, glassware, porcelain, pottery, collectibles, antiques and arts, antique jewels and watch and more. A great way to buy or sell antiques is through online portals. With the help of antique classified ads you will be able to get information about every antique that you are trying to get hold of.

These online classified advertisements help in informing where you can find or sell your desired and loved antique pieces. They are also a great way to tap into a global market, expanding from your smaller, local market. Earlier, buying and selling antiques was considered as a lucrative business. The person to bid at the highest rate was given the accessory, usually in auction halls. These online portals are an easy way to auction, buy and sell antiques effectively. They are absolutely free and you can post your belongings there.

If you have problems in or need a description or estimate you can seek help from professional art appraiser online.

Online portals and classified ads are known as the right place to buy and sell your precious antiques. To buy and sell antiques you can browse through their various plans such as bronze plan, silver plan, gold plan, and platinum plan. All of the products are categories into art, collection, furniture, home decoration and jewelry, and watches which makes your buying and selling process easier.

Now you can have fun online while making a bit of money on your antiques!

# Eavesdrop Line

*Listen to what others are saying about Jimbo's Floors...*

**24-Hour FREE  
Recorded Message  
1-800-123-4567 ext. 309**

## Thank You For The Kind Words!

"My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience."

**-Marsha Avalos, School Teacher, Yuba City**

"We Recently went to Jimbo's Floors for new tile for our bathroom, and we're thrilled with the results! This is our third time using Jimbo's. Jim Armstrong makes you feel like you've known him forever, making you feel right at home from the start. Jim will never make you feel uncomfortable for asking questions and he'll do anything in his power to accommodate your needs. When you do business with Jim and the staff at Jimbo's Floors, you will be treated like royalty. Our experience was painless and very professional. Jim is not only our flooring expert, he's a friend. That's how he makes you feel. With our sincere Thanks!"

**-Marvin and Sandy Moeller, owners of Sierra Landscaping, Yuba City**

## Client of the Month

Congratulations to our client of the month, **Susan Johnson**. Susan is a 3<sup>rd</sup> time returning client, and she recently purchased new laminate for her kitchen and dining room. She always has a big smile on her face and is a lot of fun to work with. Thanks, Susan!

As always, our clients of the month receive 2 movie passes for Movies-8!

**Watch for your name here in a coming month!**

*About Staying Well:*

## The Importance of Play in a Child's Life

The amount of time spent by children playing has greatly diminished as compared to the past two decades. It seems we've lost the understanding that play is an important activity as we have more and more deprived our children of this opportunity.

Group games allow children to learn the values of team spirit. It also teaches them to cooperate with other members of the team and develop self discipline. This also enables them to face negative situation in life and make them strong when they get defeated.

It is the duty of the parents to find out whether the child knows the difference between fantasy and reality. When this problem is not uprooted in the initial stages then it can take very ugly turn in child's life and they will start presuming that real life is also like the games which they play. Many studies have proved that children playing games which have lots of violence are likely to be more short tempered and aggressive. It will have a negative impact on the child's mind because inappropriate games will impart wrong set of values in them. Through play children develop essential life skills; they also learn how to interact with their peers and adults. It is through play that children develop essential life skills; they learn how to interact with their peers and with adults.

Here are just a few benefits of play for children:

1. Reduces fear, anxiety, stress, irritability
2. Creates joy, intimacy, self-esteem and mastery not based on other's loss of esteem
3. Improves emotional flexibility and openness
4. Increases calmness, resilience and adaptability and ability to deal with surprise and change
5. Enhances feelings of acceptance of difference
6. Increases empathy, compassion, and sharing
7. Creates options and choices



In conclusion every child should be allowed to play as they learn so many skills from playing, and from defeating. Play is essential for every child's development as it make them well balanced grown up and prepare with all the essential life skills needed.



**HOME ADVISOR:  
Ideal  
Baby Nursery  
Furniture**

There are a few steps that can be followed before setting up a nursery and spending on expensive nursery furniture.

- Decide on a theme for the room. The theme can be color theme, character theme, or any other. Based on this the furniture can be selected.
- It is very essential to check out all the options available for purchase. This should also include online stores as they sometimes have a wider variety of furniture to choose from. They may also carry great offers and discounts.
- it is better not to compromise on quality for cost. Select known brands that would ensure comfortable and safe furniture.
- Before making a final choice, make a comparison of prices and see if a deal can be struck if the furniture is bought as a set. Ensure home delivery and setting up of the furniture.
- Along with the furniture, choose the right linen. This includes bedding, curtains, cushions, pillows, towels, and so on. This too should match the theme of the room.

If these steps are followed, it is quite certain that the nursery would turn out to be just the way you dreamed it. The baby room will be perfect with the chair in the corner, the diaper changing unit on the side, a toy and bookshelf near the east wall, the chest of drawers on the north wall, and the comfy crib in the middle! The baby nursery furniture need to fit the picture perfectly and should be everything you dreamed of and more.

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**You will learn...**

- 4 predatory sales tactics
- 7 costly misconceptions about flooring
- 5 questions to ask a dealer before buying

**Call 24-Hours 1-800-123-4567 ext. 904**

## New Friends And Clients!

**Meet our new clients...**

Click on the text box and Insert names

**Welcome back to our returning clients...**

Insert names

**A gigantic THANK YOU to all who referred us last month...**

Insert names

### Get A Night Out At The Movies For 2 With My Referral Rewards Program

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### Information About Us

Click on the text box and insert your store name, logo, address, phone, fax, website, email, etc.





JIMBO'S FLOORS

# Home Advisor™

Reliable news for healthy living, saving money, and having fun! February 2014

**"You'll love your new floors or I'll replace them free!"**

-Jim Armstrong & Mick

[www.JimbosFloors.com](http://www.JimbosFloors.com)

### Inside This Issue...

- Are you this month's Mystery Winner?
- Holidays this Month
- About staying well - About American Heart Month
- Home Advisor – Is Your Home Ready For a Super Bowl Party?
- Work tips – Your Resume Reference Section
- Mega Trivia Contest
- Client of the month
- Welcome to our new and returning clients!

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

## Attention Suzie Smith!

**You are this month's  
Mystery Winner!**

We have a \$10.00 gift certificate to Cookie Tree Cookies reserved just for you! Come by our store to claim your prize!

### Holidays This Month:

**Sunday, February 2<sup>nd</sup>**

Groundhog Day – if the Groundhog sees its shadow, six more weeks of winter!

**Sunday, February 2<sup>nd</sup>**

Superbowl XLVIII

**Friday, February 14<sup>th</sup>**

Valentine's Day

**Monday, February 17<sup>th</sup>**

Presidents Day (USA)



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

February  
2014

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# Did You Know?

## Jimbo's Floors Carries Kashmar Area Rugs From The Khorassan Province Of Iran

Dear Friend & Client,

I carry a wide selection of handmade and machine made area rugs by Shaw, Miliken, Sphinx and Karistan.

*But my favorite right now has to be my collection of Kashmar rugs.*

The Kashmar is a fairly rare rug created by master weavers in the Khorassan province in north-eastern Iran. The small city of Kashmar has produced exquisite area rugs for centuries. What makes Kashmars so distinguishable is their unique designs and large size. Many times, the patterns feature a historic tableau, weaving the story of an event significant to Persia into the panorama of the rug. Often you will find scenes of the ancient ruins and sculpture of Persepolis.

Words cannot do justice to these fine artwork rugs. Simply put: you have to see them for yourself. Please pay me a visit at Jimbo's Floors and I or a member of my team will give you a personal tour of our collection. See for yourself how a hand-made Kashmar rug can transform your living room, family room, den or dining room into a warm and beautiful showplace.

Sincerely,  
Jim Armstrong

## Mega Trivia Contest!

**Who Else Wants to Win dinner for two at the City Café! Take our Trivia Challenge and you could win too!**

**This month's MegaTrivia question....**

Which U.S. state received 5.3 million foreign visitors last year - the largest number of out of country visitors of any state?

A) New York, B) Florida, C) Maine, D) Delaware.

To enter, go to [www.JimbosFloors.com](http://www.JimbosFloors.com) and click on "Mega Trivia Contest." Take your best guess...your chances of winning are better than you think!

(NOTE: see the HA instructions for this month if you don't have the *Jim Armstrong Marketing Website* to direct them to.)

**Answer to last months quiz:**

**XXXXXXXXXXXX**

*About staying well*

## About American Heart Month Women's Heart Month & Wear Red Day

American Heart Month is a month long celebration in the United States that happens every February. The "holiday" was established to urge Americans to recognize the nationwide problem of heart and blood vessel diseases and to support programs that solve the problem.

### Risk factors that lead to heart disease:

- High blood pressure
- High cholesterol
- Diabetes
- Obesity
- Physical inactivity
- Tobacco use
- Family history



### Good health habits to help prevent heart disease:

- Daily exercise
- Eating a balanced diet
- Maintaining a healthy weight
- Limiting sodium
- Avoiding tobacco
- Moderating alcohol consumption

To make women more aware of the danger of heart disease, the National Heart, Lung, and Blood Institute (NHLBI) sponsor a national campaign called *The Heart Truth*®. The campaign's goal is to give women the important message about their risk of heart disease. Since 2002, the "Red Dress"® is a symbol to remind women to take action to protect their heart.

National Wear Red Day is part of the promotion to make the "Red Dress"® a national symbol. Every year, on the first Friday in February, men and women across the country wear red (dress, shirt, tie) or wear the Red Dress pin to promote awareness for heart education.

# Eavesdrop Line

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**-Marsha Avalos, School Teacher, Yuba City**

"We Recently went to Jimbo's Floors for new tile for our bathroom, and we're thrilled with the results! This is our third time using Jimbo's. Jim Armstrong makes you feel like you've known him forever, making you feel right at home from the start. Jim will never make you feel uncomfortable for asking questions and he'll do anything in his power to accommodate your needs. When you do business with Jim and the staff at Jimbo's Floors, you will be treated like royalty. Our experience was painless and very professional. Jim is not only our flooring expert, he's a friend. That's how he makes you feel. With our sincere Thanks!"  
**-Marvin and Sandy Moeller, owners of Sierra Landscaping, Yuba City**

## Client of the Month

Congratulations to our client of the month, **Susan Johnson**. Susan is a 3<sup>rd</sup> time returning client, and she recently purchased new laminate for her kitchen and dining room. She always has a big smile on her face and is a lot of fun to work with. Thanks, Susan!

As always, our clients of the month receive 2 movie passes for Movies-8!

**Watch for your name here in a coming month!**



*Home Advisor*

## Is Your Home Ready For A Super Bowl Party?

The countdown is on to the **Super Bowl** are you ready? Have you thought about where everyone is going to sit? Is your television large enough or do you need to rent one? Preparing for the Super Bowl doesn't have to be stressful; in fact the preparation can be just as fun as the game! Here are tips to get your home ready, to ensure you can watch all the commercials and touchdowns with your guests!

### **Evaluate what needs to be done.**

Writing down a quick list of rooms and places in your home that need attention will give you a plan. Don't forget entry areas and coat closets.

### **Start with the most important rooms.**

Sometimes it helps to begin cleaning from the entryway to your home, and work your way through the places your guests are most likely to go.

### **Don't forget the clutter.**

Clutter can give a spotless home a messy appearance. Give your guests room to move freely in your home.

### **Prepare for minor cleaning emergencies during the party.**

Be aware that stains are probably the number one party cleanup culprit. Stock up on your favorite stain removal products.

### **Prepare a menu.**

Make a menu of easy to eat foods. Finger foods are your best choice because people will be eating while watching the game. Think shrimp cocktail, potato skins and jalapeno poppers.

### **Get your shopping done.**

Shop the week before. Grocery stores are a madhouse the day before the Super Bowl.

Hey! The Super Bowl only happens once a year, so prepare your home for it and enjoy the big game. Don't forget to make plans for pets and or kids if you want an adults-only party. If you plan to keep pets and kids, ensure the pets will be contained away from the guests for those who may be allergic or afraid. If children will be enjoying the game, provide children friendly finger foods as well as activities to keep them busy if they get bored. Use these tips and make this year's Super Bowl party the best ever!



WORK TIPS

**YOUR RESUME REFERENCE SECTION**

Now day's references are playing a very important part of a candidates profile and also play a vital role in the hiring procedure. A reference is a person who you know professionally and who can vouch for your integrity and professionalism.

Here are some helpful tips to use when writing the Reference section of your resume:

**Create a list of references:** Start by listing down the names of people who you think would make for good references, both professionally and personally.

**Contact the references:** Once you have listed the references, you should contact these individuals, letting them know about your decision of applying for a job and ask them if they would be willing to be a reference for you. If the person agrees, take down their address, phone numbers and the best time that they could be contacted.

**Review your background with references:** Ensure that you go through your profile along with them, review your background and go through information like the type of work relationship you shared with them.

Once you have your list of references ready for your resume, select 3-4 of references both on a professional and personal front. On your resume, create a heading (at the end of the resume) titled **Resume Reference**. Ensure that this heading is in bold. Categorize your references in two sub categories, professional and personal references.

Following these simple tips with help you choose the right references for your administrative assistant resume and will also help you write a great reference section for your resume.



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- Holidays this Month
- Moneywise – 4 Reasons People Get Into Trouble With The IRS
- Mega Trivia Contest
- About staying well – Losing Weight 1 Pound at a Time
- Client of the month
- 4 Great Camera Tips for Enhancing Digital Photos!
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Your Friend,  
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## Attention Suzie Smith!

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### Holidays This Month:

**Wednesday, March 5<sup>th</sup>**  
Ash Wednesday

**Sunday, March 9<sup>th</sup>**  
Daylight Savings Time starts  
(Not really a holiday, but worth mentioning here!)

**Monday, March 17<sup>th</sup>**  
St Patrick's Day

March

2014

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30	31					



Scan to see our  
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Of the Month!"



# Did You Know?

## You Can Get The Home Advisor Delivered To You Online!

Go to [JimbosFloors.com](http://JimbosFloors.com) to sign up. It's FREE and you can cancel at any time.

While you're there, you can sign up for any (or all) of the following:

**Special of the month:** you'll get an email notifying you of any specials, after-hours events, client appreciation events, etc. These are NOT made available to the general public, and are for previous clients and their referrals ONLY.

**Referral Reward Program:** each month you'll get an email notifying you of that month's referral reward.

**E-Book: the Consumer's Guide To Floor Covering.** Makes a valuable gift for anyone you know who is getting ready to buy new floors.

You'll also find our online store, online spotting guide, and tons of testimonials from Jimbo's super-satisfied clients. Check it out at [www.JimbosFloors.com](http://www.JimbosFloors.com).

-Jim A.

## Mega Trivia Contest!

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### This month's MegaTrivia question....

In which of these fields is a Nobel Prize not given?

- A) physics
- B) mathematics
- C) literature

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### Answer to last months quiz:

XXXXXXXXXX

Congratulations to last month's winner: **Client name**

## Moneywise

### 4 Reasons People Get Into Trouble With the IRS

You don't want to mess with the Internal Revenue Service! One small mix-up when handling your finances can cost you big. For example, in recent years the IRS has increased its filing and wage garnishments.

The experts at JK Harris & Co., one of the nation's largest tax resolution firms, offer this list of common ways people get into trouble with the IRS.



1. **Filing too many exemptions.** An exemption gives you a major tax deduction, and some taxpayers can't resist the temptation to report more exemptions than they're entitled.

2. **Being unaware of taxes levied for early withdrawal from certain retirement plans.** If you withdraw from a retirement fund such as a 401(k) or IRA before you're 59 1/2, you may face a hefty federal penalty, as well as a state penalty and an income tax on the money withdrawn.

3. **Not paying enough taxes when self-employed.** Many people who own their own businesses don't know how much they have to pay in taxes. The tax structure for a self-employed person is decidedly complex, so it's easy to become confused.

4. **Not paying taxes on winnings.** It is necessary to report all gambling winnings, including winnings from lotteries, casinos and horse races, as income.

For people who are in trouble with the IRS, there are various programs available that can provide debt relief if a taxpayer qualifies. Talk to a tax professional if you think you might need help.

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As always, our clients of the month receive **2 movie passes for Movies-8!**

**Watch for your name here in a coming month!**

*About staying well*

## Losing Weight One Pound at a Time!

Over two-thirds of American adults are overweight or obese. That's quite a high percentage of adults who have a need to shed a little or a lot of fat! **The only way to do this is one pound at a time!**

Many individuals become yo-yo dieters. They try one diet for awhile, lose a few pounds, quit the diet, gain back the weight (and then some), and move on to another diet. The process is repeated. With each new attempt, there is often more weight to lose than there was initially!

**Successful Weight Loss Strategies** – Remember, you didn't gain the weight overnight – you aren't going to lose it overnight, either!

In an article on Consumer Reports.org, Cathy Nonas, R.D., M.S., (an obesity researcher at North General Hospital in NY) states, "The best diet is the one you can stay on." Consumer Reports goes on to say that adherence is important. To maintain lost weight, dieters must permanently reduce their calorie intake, because they will need fewer calories to fuel their now-smaller body.

Because Fad diets typically fail in the end, eating sensibly all the time works best! Try developing these few habits:

- Cut down on empty calories found in most American diets.
- Eat more raw vegetables and fruits and whole grains.
- Go easy on fats and processed sugary or salty snacks.



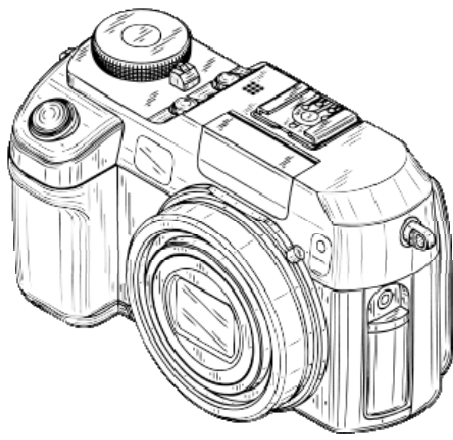
- Limit your portion size and avoid having second helpings.

This type of diet is one you CAN stick with and live with for the rest of your life!

Wouldn't it be worth giving up that 44-ounce Coke and that huge order of greasy French fries for a healthier, happier you? Be conscious about everything you put into your mouth. You'll lose that weight, a pound at a time!

**Note: Before beginning any weight loss program, be sure**

essional.



## 4 Great Camera Tips for Enhanced Digital Photos!!

Just bought a new camera? Stay tuned below for 4 new tricks to taking more interesting and memorable photos.

Trick #1 – **Try out different camera exposure settings** - For newbies, try out bracketing (i.e: Take the same photos with different exposure levels) and take your favorite pick from them.

Trick #2 – **Bring out some creative blur in photos** - By introducing some well-planned blur in photos, you can bring across certain important features, while using the rest as good complement, providing an overall nice touch.

Trick #3 – **Create something out of nothing** - One approach is to create your shot around the common elements around you such as lines, space and patterns. This can mean anything from the roads to the bridges, the trees, the railings, etc.. You start to see more possibilities and room for creativity.

Trick #4 – **Take Unique Photos** - Try to avoid taking photos from already popular places where everyone else has taken before, it will not be fresh, and the excitement is also much diminished.

Don't forget to have fun!

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### Information About Us

Click on the text box and insert your store name, logo, address, phone, fax, website, email, etc.

## **Next are 3 examples of *Inserts* for the Home Advisor Newsletter**

These inserts are provided with each draft of the Home Advisor Newsletter.

If you are a Platinum member, you have access to the Home Advisor insert Archives. Dozens of inserts to choose from. These can be used not only in the Home Advisor, but as stand-alone marketing pieces.





# \$200 REWARD

***Win Big In Jimbo's Floors Referral Sweepstakes!!  
AND...give your friends and relatives a FREE gift!***

Dear Friends & Clients,

As most of you know, most of our business comes from referrals from you! Newspaper, radio, yellow pages and other forms of advertising are expensive. So rather than pay for all those, I'd rather reward you! So this month I am hosting the Jimbo's Floors Referral Sweepstakes!

There are 3 ways to win:

1. Whoever submits the most referrals wins \$200 in cash!
2. For every referred person who becomes a client, I will send you and a friend to a night at the movies. You'll get a gift certificate to the Movies-8 Cinema for two movie passes. And hey! What's a movie without popcorn? The gift certificate will also cover popcorn and sodas!
3. Every person who submits 10 or more names will receive a \$25 gift certificate to Jimbo's Floors!

## There's One Small Catch...

I will send each friend you refer a \$200 gift certificate for Jimbo's Floors. The gift certificate is only for new clients who own their own homes. This is a free gift I will give to your friends in your name, but I can only afford to do this once. So they must be first time clients and homeowners.

**Please! Help me to help your friends. They win, you win, and I get a new client. Thank you!**

## WHAT TO DO NEXT...

It's simple. Just fill in the blanks of the referral form on the next page for each friend, neighbor, relative, or acquaintance you want to refer. Use the enclosed self-addressed, stamped envelope to send it back to us. You can also fax it in or hand deliver it.

(Deadline is **Date 30 Days Away** At 5:00 P.M.)

I hope to hear from you soon!

***At Your Service,***

***Jim Armstrong/Owner of Jimbo's Floors***

## Look at this—

Special Thanks To All  
Who Referred Us.

Karen McConnell  
 John & Cathy O'Shea  
 Lucy Prall  
 Dena Mannee  
 Debbie Clay  
 Ted Edmunds  
 Pat Griffiths  
 Lisa Olivera  
 Karisa Hawes  
 Judy Tenney  
 Kelly Sabo  
 Sandy Berg  
 Mike Palmquist  
 Bobbie Cooper  
 Fran Rex  
 Sharon Davis  
 Anne Fitch  
 Mary Moore  
 Tara Safdar  
 Tammy Houston  
 Kim Ruccione  
 Barbara Douyon  
 Kari Ball  
 Ruth Bishop  
 Gayle Smith  
 Jennifer Smith  
 Rita Buttacavoli  
 Melanie Deal  
 Jeff & Kim Miller  
 Marie Sprague  
 Randy & Cathy Meyer

Mail Your Entry using the enclosed envelope, or hand deliver it To:  
**Jimbo's Floors/479 Jones St., Yuba City, CA 95993**  
 Or Fax Your Entry: **530-790-8883**

**NEXT  
PLEASE**  
→

Your Name \_\_\_\_\_ Your Phone \_\_\_\_\_

Your Address \_\_\_\_\_ City, Zip \_\_\_\_\_

***Enter The Names Of Your Friends On The Lines Below***  
**(You may attach more sheets if necessary)**

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

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City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

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Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zip \_\_\_\_\_ Phone \_\_\_\_\_

**If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!!) On the lines below, write 1 or 2 things that you especially liked about Jimbo's Floors.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NO, please do not use my name in your promotional material.





**"I have three romantic flooring packages to make the love of your life fall in love with you all over again this Valentine's Day!"**

**A "Top Secret" Letter To The Husband Of The House**

From Pierre  
*-Romance Director For Jimbo's Floors*

Greetings Husband of the House!

There's a song in my heart, a spring in my step, and Romance is in the air! Valentine's Day is almost here! Ah, yes! It's that time of year again!

As Romance Director I have the responsibility and the pleasure of arranging some very special FREE gifts to spark the romantic fires for Jimbo's clients this Valentine's season. (Romance is very serious business at Jimbo's Floors!)

**A Free 1-Pound Box Of Homemade Confectionery Treats From Shari's Berries! (Oo La La!)**

First, any Jimbo's client who makes a purchase of \$250 or more will receive a bouquet of chocolate strawberries from Shari's Berries! (note to dealer: [www.berries.com](http://www.berries.com))

Take it from Pierre...if you are looking for the perfect way to win that very special lady's heart, you simply cannot go wrong with chocolate covered strawberries. (*I ought to know!*) Imagine a sweet, chocolate shell, bursting with juicy, strawberry goodness. Mmmmmm. Ah yes! She is going to love you!

**2 Movie Passes! Shhh....Don't Tell Anyone!**

It's True! All you have to do is purchase at least \$750 of flooring or other products and you'll receive Shari's berries AND I'll also send you out to the movies!

**INSIDER SECRETS**

**Pierre's Movie Date Tip:** If you are serious about winning your girl's affections, you need to impress her while out on your movie date. Ladies are NOT impressed when you try to save a few bucks by sneaking snacks into the movie theatre! No, no, no! You must cheerfully stride up to the concessions counter and buy her anything she wishes! (You may have to mortgage your house, or liquidate some

stock in order to purchase a small soda and popcorn...but she will see this as a sign of your undying devotion!)

**However**...you will not have to go to these extreme measures to prove your chivalry at the movie snack bar this Valentine's season. Your gift certificate to the movies will also cover the cost of snacks galore! (Shhh...we'll still let her think you paid. Your secret is safe with Pierre!)

## IMAGINE THIS... *The Ultimate Romance Package!* 3

For purchases of \$1,500 or more...along with the movie passes and Shari's Berries, you'll also receive a gift certificate to The Refuge. After the movie you'll take her to a romantic dinner. Ah...food, wine, candlelight...*romance!*

Picture this: beautiful new floors (very romantic!), chocolate confectionery treats, and a romantic evening for two with dinner and movies! No kids, no phones, no responsibilities! Just a quite, romantic evening out for the two of you. You can even sit in the back of the theatre and cuddle like you did when you were first dating! (Take it from Pierre...she will be putty in your hands, my friend!)

Bring this letter with you when you visit Jimbo's Floors in February! But you must make your purchase during February to get this romance-filled package!

### A Message To The Wives...

Pierre knows that hubby may be very busy with his job (he works so hard!). He might not have time to read my letter. Well, Pierre wants you to know that it is certainly within the bounds of romance protocol for you to make the flooring arrangements for him...and give him the bill.

Ah...*La' amore!*

I anxiously await your phone call or visit!

*Sincerely,*

*Pierre*

Romance Director, Jimbo's Floors

**P.S.** During the month of February...Get a box of Shari's Berries for purchases of \$250 or more. Add movies for two for purchases of \$750 or more. Add a romantic, candlelight dinner for two at The Refuge for purchase of \$1,500 or more. But you must make your purchase during the month of love! (Even if your floors aren't installed until after February, as long as you purchase them this month you still qualify!)

**P.P.S.** Perhaps you do not need new floors! Not to worry! Any friend of yours is a friend of Pierre's! Simply pass this letter along to a lovelorn friend...or someone you know who needs new floors!



**Jimbo's Floors • 479 Jones St. • Yuba City, CA 95993 • 530-790-3338**

# How To Turn Shopping For Floors From A Nightmare Into A Dream Come True!

Dear Friend and Client,

Each week we get dozens of first-time clients visiting Jimbo's Floors, and a common theme I hear is what a stress-filled, headache-inducing ordeal buying new floors can be. There are several reasons people feel this way:

First, floor covering is one of the most important purchases you will make in your lifetime. When redecorating your entire home, the floor covering represents a big part of this investment. A home means different things to different people, but to most it's a sanctuary; a haven of security, safety, rest and memories. And beautiful, quality flooring provides the foundation for the interior beauty of your home.

So people want to get the right flooring, but with thousands of products to choose from, deciding which flooring to buy can be overwhelming.

Second, choosing floor covering (and a floor covering store) isn't easy. Why? Because you're bombarded with misleading advertising, confusing claims and simply bad information.

- Unrealistically low prices (For example, \$39 whole house installations promoted by the "mega depot" stores. These stores pay their installers much more than \$39, then make up the difference by increasing the price of the materials.)
- Thousands of products.
- High-pressure sales.
- Unqualified or unscrupulous "sales people."
- To unethical, bait-and-switch dealers, or "discount," "Bargain Corral," and "Mega-Depots" stores...

...how do you ever find a qualified, competent, professional floor covering expert? Let alone figure out which of the thousands of flooring options is right for you?

Easy! You go to Jimbo's. Here are...

## 6 Ways Jimbo's Makes The Floor Buying Process Simple, Fun and Hassle-Free!

### #1 | Free Design Audit™

This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized "maintenance" plan with their professional recommendations for getting the longest life and beauty out of your floor.

### #2 You Are Protected By My 100% Iron-Clad, Bullet-Proof "Zero Regrets Guarantee": *You'll love your new floors or I'll replace them...FREE!*

A big concern when investing in new flooring is accidentally getting a color or style you don't like, and having to live with a decision you'll regret. I've TOTALLY eliminated that concern for my clients.

If at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

### # 3 **FREE Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or "manufactured" in your home. This makes the installation critical. I offer a lifetime installation warranty at Jimbo's Floors. You NEVER have to worry about something going wrong with the installation. If it does, I'll fix it FREE! And I'll do it quickly.

### # 4 **You're kept updated throughout the process**

From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

### # 5 **Installer professionalism guarantee**

Jimbo's Floors' installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

## # 6 **A "Shameless Bribe"!**

**Get \$103.00 In "Flooring Bucks" For Every \$1,500 You Spend!**

Bring this letter to Jimbo's this month and for every \$1,500 you spend, you'll get \$103.00 in credit that you can apply to your purchase, or to buy other products. There's no limit to how many \$103 you can stack up.

- ☺ Spend \$1,500, get \$103 in flooring bucks.
- ☺ Spend \$3,000, get \$206 in flooring bucks.
- ☺ Spend \$4,500, get \$309 in flooring bucks.

This offer is NOT being made to the general public; only to preferred clients of Jimbo's Floors, and only during the month of March.

**Don't need flooring right now?** No problem. Any friend of yours is a friend of mine. Pass this letter along to them and I'll extend this offer to them.

**Don't Delay!** Bring this letter to Jimbo's Floors right now. This offer absolutely, positively ends at the end of March. If you wait until April 1<sup>st</sup>, you'll be outta luck!

*Your Friend,  
Jim Armstrong/Owner, Jimbo's Floors*

**P.S.** During April you can get \$103 in FREE flooring bucks for every \$1,500 you spend. You can use your flooring bucks towards your purchase, or to buy other products. This offer absolutely, positively ends this month.

**P.P.S.** Who is the next person you know who needs flooring? Can I count on you to pass this letter along to them? You'll be helping them turn THEIR floor buying nightmare into a dream come true!