



Read This First!

"Quick Start Guide"

Fast Implementation Program For Core 3 Concierge

Note: if you've downloaded this guide from the website, be aware that it contains instructions for Core 3 Concierge members. If you're not in Concierge, be sure to download the "Core 3 Standard" guide. Also, some of the items mentioned here will arrive with your New Member Kit.

Dear Flooring Success Systems Member,

Welcome to the club! You've made a very wise decision to invest not only in your business, but yourself. I have some instructions before you dig into the materials sitting in front of you, but first I want to say...

"Congratulations!"

I say this because most floor dealers are slaves to their stores, spending years (decades sometimes) working too hard for too little, never experiencing the freedom and lifestyle that motivated them to go into business in the first place. I've spoken to a great many dealers and here's what I've found: most are content to whine and complain about their problems, but do absolutely nothing substantive to improve their circumstance.

And there they stay...

You have proven yourself to be different. You are now truly part of an elite group.

This is not fluff. This is not hype. It is simply, categorically, a fact. Period.

I can make this statement with such confidence because I have seen first-hand the absolute willingness of most flooring dealers to remain in the mediocre majority.

So congratulations in taking action to totally separate yourself from the herd. And thank you for trusting me and my team to help you achieve your Ideal Business and Ideal Lifestyle.

IMPORTANT: With the *Concierge Program* your Concierge will get the Core 3 marketing plugged into your business as quickly as possible. However, there is a list of items we need from you in order to set up the sales and marketing forms and the Home Advisor newsletter. This list is outlined on the enclosed Core 3 poster. The quicker you get these items to your Concierge, the faster you'll start making money. Your Concierge will go over this list with you during your Implementation Call. If you don't have this scheduled, contact our office at 877-887-5791.

Okay, now let's talk about how to MAXIMIZE the value you get out of your membership.

Don't Feel Overwhelmed

There is a lot to learn and digest. How do you eat an elephant? One bite at a time! As you'll see the "Core Three Strategies" have the power, by themselves, to add hundreds-of-thousands to millions of dollars to your revenue. In the Orientation chapter of the Core 3 manual you will learn how to approach the Core 3 strategies in "bite size" chunks.

Transformational change takes time, and you'll learn how to use the time in such a way that you don't get burned out or overwhelmed. By committing yourself to making small changes daily, weekly and monthly, within 12 months you will have totally transformed your business! You will create your Ideal Business and Ideal Lifestyle!

You have just received manuals and audio CD's. In case you're wondering, you did **NOT** invest in just manuals and CD's!! These are simply the initial tools you need to BEGIN the coaching process and lay a strong foundation. There is much, much more help and training available in Flooring Success Systems.

Why My Marketing Materials "Look" Different

As you flip through the materials, you won't see any full-color, glossy brochures, fancy logos, or any other "traditional" advertising materials. There is a complete methodology to these materials that you will soon learn.

Don't Prejudge! Every element of every marketing piece you see is done on purpose. As you work through the Core 3 program, you will learn and understand the specific methods and strategies I use, and how to do it yourself. You will learn WHY I don't have any full color, glossy brochures; WHY the marketing letters don't look or feel like typical business advertisements; WHY I don't follow the "rules" for writing proper business letters; and most importantly, WHY they work and WHY they'll make you a lot of money, just like they have for hundreds of other dealers.

Use The "Library" Binder Included In Your New Member Kit To Begin Building Your Personal Business Success Library!

"Poor people have big TV's. Rich people have big libraries." -Jim Rohn

You are going to receive ongoing training materials and updates, including:

- *Ideal Business, Ideal Lifestyle* business mastery newsletter
- Monthly business mastery Audio CD's
- Monthly webinars
- Updates to marketing materials
- New ideas and strategies

This is valuable information! I want you to get in the habit of keeping these materials—along with notes you take during the webinars—together in this binder so you don't lose it, and so it's instantly accessible anytime you need to look something up. Once this first binder fills up, add more. By doing this, you'll have an ever-growing resource library of instantly accessible marketing, system, and business-building strategies.

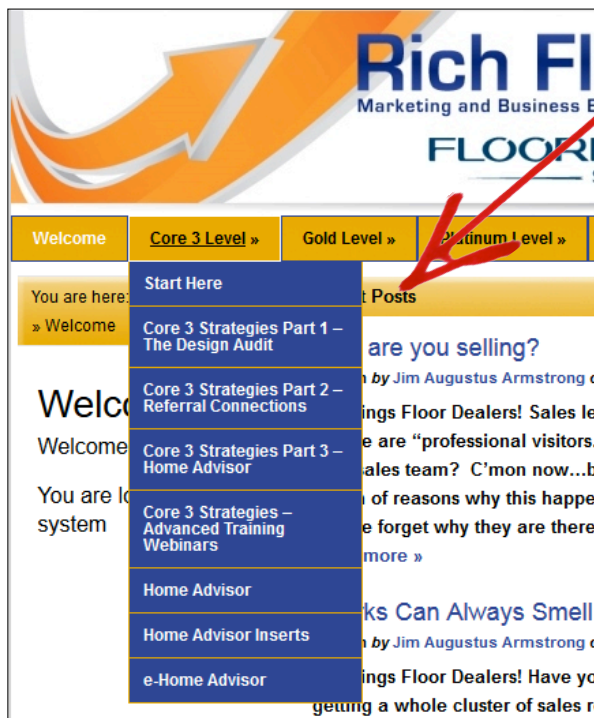
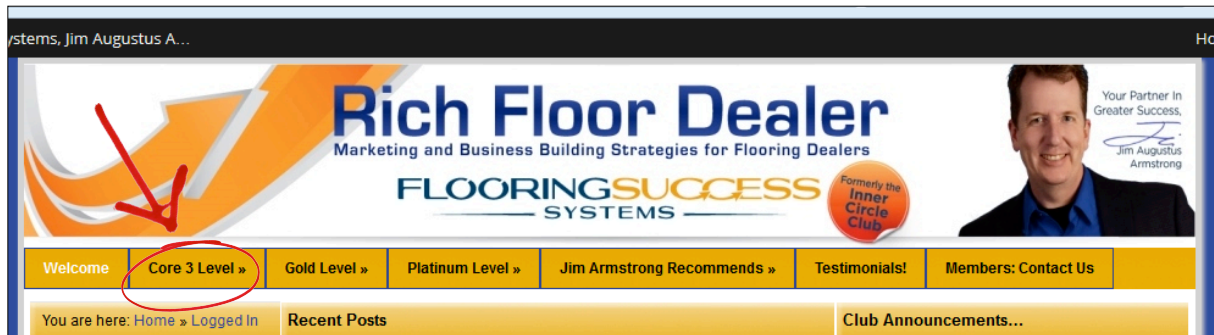
Communicating With Jim Armstrong Marketing Systems

If you haven't done it yet, put this into your database pronto!

Jim Armstrong Marketing Systems
236 S. 3rd St., Suite 309
Montrose, CO 81401
Ph: 530-790-6720
Fax: 530-790-7906
Email: Support@FlooringSuccessSystems.com

Members Site Tour

Go to www.RichFloorDealer.com and log into the members only area. You were emailed your unique username and password when you joined. If you lost it or can't find it, contact our support team. Once logged in you will see the following menu:



Hover over the "Core 3 Level" tab and a drop-down menu will appear.

This is a menu of the Core 3 tools and training you have access to online. If you're a Platinum member, you'll also have access to the Platinum level benefits. (Gold is being phased out.) If you're a Core 3 level member and would like information about Platinum advanced tools and training, contact our office for details and pricing.

- Start Here
- Core Three Strategies Part 1—The Design Audit.
- Core 3 Strategies Part 2—Referral Connections.
- Core 3 Strategies Part 3—Home Advisor.

IMPORTANT! Do not implement any strategy until you watch the training video and read the relevant chapter in the Core 3 manual. There are details that can make or break the success of each strategy, and you need to be aware of these or your results may suffer.

Below the initial training videos you'll find the following:

Core 3 Strategies-Advanced training webinars. These are archives of the monthly live Core 3 trainings. Each month we cover a different aspect of Core 3, interview members, etc. They are listed by topic and are a fantastic resource for honing you and your sales team's skills with Core 3.

Home Advisor. Each month you'll find the most current 3 issues, along with inserts. Your Concierge will set this up, and get it printed and mailed to your list FOR you.

Home Advisor inserts. Here you'll find over 20 inserts. If you don't want to use a current month's insert, swap it out for one of these. They can also be used as stand-alone mailers, newspaper inserts, as templates for display ads, post cards, emails, and other

marketing. Each insert is a mini-lesson in direct response marketing. You'll learn a lot just by reading these.

e-Home Advisor. Each month you'll find a file containing four issues (one for each week of the month). Your Concierge will get this set up and emailed out to your list FOR you.

Ongoing Member Support

Finally! Someone To Hold Your Hand, Walk You Step-By-Step To Success, Help You Avoid Hidden Minefields, And Make Sure You Get The Core 3 Implemented And Making Money For You FAST!

In the "Core 3" training videos, I break down the numbers and show you how each one of the strategies can add hundreds-of-thousands of dollars (even millions) to your revenue. But they've got to be implemented in order for them to work. FSS provides many resources to help you make sure that happens.

Concierge Services

Your Concierge will set up and implement the marketing portions of the Core 3 into your business FOR you, leaving you free to transform your business and live your Ideal Lifestyle.

Sales Team Training

The Design Audit and Referral Connections systems will do the following for you and your sales team:

- Position you as Trusted Advisors.
- Create total differentiation from competitors.
- Help you command premium prices.
- Increase your average ticket size.
- Create upsell opportunities.
- Increase your closed sales.
- Create an ongoing, steady stream of referrals from your currently-booked installations.

However, you and your team need to be trained in these systems. Like any skill, your results will improve as you practice and use these strategies. The videos in the member's site are designed to train you and your team on using the Design Audit and Referral Connections. Be sure to watch them right away.

Ongoing Coaching

We're not simply sending you a "box of stuff." This is an ongoing coaching relationship where we are with each step of the way to help you achieve your "Whole New Life" in flooring retail. Here are the ongoing coaching benefits included in your Core 3 level membership:

Coaching Call With Jim. You get a free 30-minute coaching call with me or a member of my team to make sure all your questions are answered, and help you implement the Core 3 strategies as quickly as possible. My assistant will contact you within a few days of joining to schedule your call. (This is separate from the Implementation Call with your Concierge.)

Monthly "Core Three" live coaching teleconferences and webinars for you and your sales team. Each month I conduct a live training class on one of the core three strategies. This is an easy way to make sure your sales team is learning to use these core strategies.

Quarterly Social Media Marketing Clinics webinars. You'll be given step-by-step

action plans for using social media to enhance **Core 3**, and make money.

Monthly Platinum Roundtable Teleconferences & Webinars. Whether you're a Core 3 or Platinum member, I want you to attend the Platinum Roundtable webinars. Imagine sitting around a table and hearing from "like minded" floor dealers from around the U.S. and Canada. These are all about advanced strategies, and keeping you on track to reach your goals. These are highly interactive and a lot of fun! Some of the best strategies in the club have come from the Roundtable sessions. You are not alone anymore!

Monthly Ideal Business, Ideal Lifestyle Newsletter. BIG monthly sales & marketing newsletter for floor dealers. (12+ pages.) This is mailed to you each month, and is full of articles on motivation, marketing, sales training, and more, and includes articles from guest experts like Brian Tracy and Dan Kennedy.

Weekly e-Ideal Business, Ideal Lifestyle Advanced Sales & Marketing Strategies. Weekly installments of these advanced sales & marketing strategies sent to you via email to keep you inspired and on the fast track to transforming your business.

The Ideal Business, Ideal Lifestyle Audio CD (Monthly): Turn your car into a "Marketing University On Wheels." Turns wasted driving time into learning time! These are included with your monthly *Ideal Business, Ideal Lifestyle* newsletter.

WANTED: Your Completed Marketing Pieces

As each of the Core 3 sales and marketing pieces are customized by your Concierge, send me a photo of yourself holding up the completed document in your showroom so we can celebrate your progress with the rest of the group! 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 us 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

- Email us a photo of you (in your showroom if possible) holding up your Design Audit form.
- Also include any immediate results you've gotten.

Referral Connections

- Email us a photo of you (in your showroom if possible) holding up the completed pieces.
- Also include any immediate results you've gotten.

Your Ongoing 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.

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

Fast Implementation Program

Over the next four months we're going to focus like a laser on launching you into your whole new life the floor covering business, and transforming your dealership, and helping you achieve your Ideal Lifestyle. **Each week is "Fast Implementation Friday"** where you'll receive an email to help keep you motivated and on track to transforming your business and your life.

Schedule

Month 1

- All sales & marketing pieces, and the Home advisor customized by your Concierge and plugged into your business.
- Begin holding weekly sales team meetings to train your team on the Design Audit and Referral Connections.
- Participate in the webinars, read the manual, and listen to the audio CD's over and over again.

Month 2

- Your first Home Advisor and e-Home Advisor sent out.
- Continue training your sales team.
- Continue participating in the webinars and listening to the CD's.

Months 3-4

- Through weekly sales team trainings as your team masters the Design Audit and Referral Connections.
- Continue participating in the webinars and listening to the CD's.

After that you'll continue with the ongoing coaching benefits (listed above). Your team will get more and more effective with the Design Audit and Referral Connections as you continue to hold your weekly sales trainings (never stop doing this!). You'll also continue to transform your business into an Ideal Business, and achieve your Ideal Lifestyle!

What To Do Immediately:

The Design Audit is the #1 strategy that's going to get results for you fast. The reason I want you to implement it right now is so you can see results quickly and you'll believe what this Jim Augustus Armstrong guy says actually delivers. And so you can join the ranks of dealers who have skyrocketed their revenue. Your Concierge will help you implement this FIRST. After all, we've got to have a good sales closer system in place first before we start generating new leads.

The Design Audit Is Going To Work Like Magic To...

- Help you convert more sales
- Help you get treated like a Trusted Advisor rather than a used car salesman.
- Create differentiation from your competitors.
- Make you the obvious choice.
- Switch "shoppers" into "buyers" while they are in your store.
- Help you command premium prices. (Your goal is to eventually charge residential margins of 45-50% or more.)
- Create upsell opportunities. (Increase your average ticket size.)
- Totally "WOW" your clients.
- Turbo-charge the effectiveness of the Referral Connections and Home Advisor strategies. (And any other marketing and advertising you do.)

Step 1: Hang the *Core 3 Concierge* poster where you will see it every day. (The Poster is included with your New Member Kit.) This poster will help you track your progress and help keep you motivated as the Core 3 is implemented, and begin the process of transforming your business. Email us a photo of you standing next to the poster so we can recognize you in an upcoming newsletter.

Step 2: Watch the Core 3 videos on the members site under these tabs: Start Here, The Design Audit, Referral Connections, and the Home Advisor.

Step 3: Read the Core 3 manual.

Step 4: Time Block at least 4 hours per week for studying the Core 3, beginning with the Design Audit. In the Core 3 manual you'll find instructions on "Time Blocking" and how this will ensure that you're getting the Core 3 strategies implemented. Time Blocking is a big key to transforming your business, making more money, and achieving your ideal lifestyle. Don't neglect Time Blocking.

Step 5: Create a "Flooring Success Systems" folder in your email account. Use this to save all the messages you get from us for future reference. Make sure you read the messages when they arrive because they will often contain time-sensitive information. If you get behind on implementing, you'll always be able to refer to these to help get you back on track.

Step 6: Begin implementing the Design Audit. Follow the steps on the poster and be sure to send the items on your checklist to your Concierge. Track your progress on your poster.

Step 7: Schedule weekly sales trainings with your sales team to thoroughly train them on the Design Audit. For your first meeting, have everyone watch the Design Audit video training in the Core 3 section of the member's site. If you don't have a sales team, time-block weekly sessions for yourself to practice it. Before you know it, the Design Audit will be second nature and you and your team will be closing more sales and commanding premium prices!

Step 8: Total Immersion. For the next four months, listen to the audio CD's included with your New Member Kit over and over again as you drive around. We only retain about 10% of what we hear the first time, so repetition is important for learning these new concepts.

You Are Not Alone!

This is just the beginning! You are embarking on a journey with other club members to create your ideal business and ideal lifestyle. There are many wonderful new frontiers for you to discover, and I am excited for you! As entrepreneurs, we tend to be lone wolves, battling it out in the marketplace alone, and enduring our tragedies and our triumphs alone. As a Flooring Success Systems member you are part of a community of like-minded entrepreneurs; of "right thinkers"; so never forget that you are not making this journey alone. I and the other club members are here to support you; to encourage you when you're down, and to "howl" along with you when you succeed! (So be sure to send us your success stories so we can all "howl" with you!) You are now part of my pack where the "lone wolves" find fellowship.

Your Partner In Greater Success,



Jim Augustus Armstrong
The "Coach"

**NEXT
PLEASE**

Success Stories From Dealers Just Like You!



"Jim, I'm making more and working less! I used to work 'dark to dark,' including weekends. I now take weekends off, and work a lot less during the week. At the same time, my revenue is up by 60%. And my margins are at 45%. Your program has changed my life. Thank you!"
-Craig B., Florida



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

HERE'S AN UPDATE FROM DAN...

"Costa Rica! Blended drinks on the beach with my Bride of 25 plus years, Carolyn. We had a blast! Jim, thanks for the motivation to let our store work for us rather than us working for the store."
-Dan



"I'm Now Getting 50% Margins On Everything I Sell!"

I've only been a member for three months, but because of Jim's systems I've raised my prices 30%...I'm now getting no less than 50% margins on everything I sell. And I'm even busier than before I raised my prices! Thanks, Jim!"
-Garry & Cindy C., Floor Dealers, IL



"Before joining Flooring Success Systems, my residential margins were between 15% and 30%. **Now my margins are at 45% to 50%, and I'm booked solid for 3 months.** I used to be a slave to my store, working 7 days a week, and I'd never taken a vacation. Now I regularly take 4-day weekends and several 1-2 week vacations each year. Before joining I owned one rental house, but I owed money on that property, as well as my home and my business building. Since joining I've been able to invest my profits into real estate and I now own 7 rental houses, all but one are paid off. My home is paid off, and my store building and warehouse are paid off. Flooring success systems changed my life." -Jerome N., TX



"My brand new Cadillac Escalade I bought 6 months after joining thanks to Jim's money-making systems! His strategies turned our business around. I Made an extra \$61,367.94 in my first month of using his strategies! And had my first profitable month in 7 months!"
-Nathan S., IA



"Our Revenue Is Up 79.3% Over Last Year! Thanks, Jim!"

-Mike P., Floor Dealer, CT
(In his showroom with daughter Janine, grandson Rocco, and dog Buddy!)

**Begin Implementing Today, And Let's
Get Started on Your Success Story**