

***Secrets Of
Super Profitable
Target Farming***

By Jim Armstrong



“Crush The Competition”

Important Notices

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Secrets Of Super-Profitable Target Farming

5 Steps For Setting Up A Target Farm

The real estate industry has been using the farm concept for years, allowing Realtors to build their businesses successfully. There is no reason you as a flooring dealer can't "steal" this strategy for our industry.

Marketing farms work basically just like agricultural farms. You plant the seeds, water and cultivate them, and then reap the harvest. And like an agricultural farm, a marketing farm is not a one-shot deal. It's something that takes time and patience, but it can mean HUGE results and ongoing profits once you have established it.

Here are the steps you'll learn for planting a farm:

1. Determine what kind of farm
2. Determine the size of your farm.
3. Plant the seeds
4. Water and cultivate the seeds
5. Reap the harvest

Step 1: Determine the kind of farm

The kind of farm is really the niche you'll be marketing to. The first farm you should set up is your past client farm. (Instructions on how to do this are spelled out in great detail in the Rapid Launch program.) Your past clients represent the most profitable farm you can possibly maintain, so until you have your past client farm set up, I don't recommend setting up any other farms.

So for the sake of this discussion, let's assume you already have your past client farm up and running. What other kinds of farms could you establish? Well, the thing to keep in mind when selecting a farm is, "Who is my ideal client?" What is their income? Age? Number of children? Credit rating? Where do they live? What magazines do they read? What kind of cars do they drive? Etc. Here's a partial list of potential farms that would contain your ideal clients:

Geographic farms—select certain neighborhoods that meet your criteria for the ideal client

Demographic farms—income range; age; gender; number of children; credit worthiness; etc.

Demographics that match your ideal client.

Profession-specific farms: Doctors, attorneys, nurses, dentists, etc.

The idea is to create a specific list of traits of the ideal client you currently have, or would like to have. The clearer you are, the more accurately you can pinpoint your message and who you deliver the message to.

Step 2: Determine the size of your farm

Most advertising is done "hit-and-run" style. A flooring dealer buys a list of 20,000 people (the list is usually chosen in some ridiculous, arbitrary fashion), and he mails one time to it because

that's all he can afford. Therefore his marketing is a mile wide and an inch deep. Hit and run.

Farming takes a different approach. The size of your farm is really a function of your marketing budget. How many people can you afford to market to each and every month? If you have a "farm" budget of \$1200, and it costs \$1 per month per lead to communicate with that farm, then your farm should be no larger than 1200 contacts.

Step 3: Plant the seeds

The "Connect Campaign" in Module #2 of the Rapid Launch is a seed-planting strategy. It plants the seeds with your previous clients. The letters in this campaign can be quickly and easily "tweaked" to connect with a new farm.

Step 4: Water and cultivate the seeds

Module #3 of the Rapid Launch, "Building and Maintaining a Herd" is also a "water and cultivate" strategy, and it details how to nurture the seeds you have planted. A great way to nurture your new farm is with the monthly Home Advisor client newsletter. You're already doing it for your previous clients, so it takes ZERO extra effort to have the printer produce extra copies for your farm. Also, send your farm any specials you are offering to your past clients.

Step 5: Reap the harvest

As you get new clients from your farm, plug them into your Reticular Activator campaign (Module #6) and farm them for referrals with your Referral Rewards program (Module #4). Gather testimonials from them (Module #4), and send these out to your farm.

Okay, let's look at an example putting this all together:

Step #1—Determine the kind of farm.

You decide to target an upper-end subdivision that has a high percentage of people who are your ideal client.

Step #2—Determine the size of your farm.

Your "Farming" budget is \$500 per month, so you select a 12-block area within that subdivision that has 500 homes.

Step #3—Plant the seeds

You send a "tweaked" version of the 3-Step Connect Campaign.

Step #4—Water and cultivate the seeds.

You send them the Home Advisor each month, along with any other marketing you send to your past clients.

Step #5—Reap the harvest.

Plug all new clients from your farm into your Reticular Activator campaign, Referral Rewards program, and gather testimonials and photos. After the installation, they are now part of your past client "herd" or "farm," and they get plugged your herd maintenance system. Continue to communicate with them via the Home Advisor and other touches.

To further cultivate your farm, each time you get a client from the farm, send a letter or postcard with the testimonial and photo from the client to everyone in the farm. Use a headline like, "How Your Neighbor, Mrs. Johnson on 1234 Jones Street, Just Got the Flooring Of Her Dreams." Include a special offer for "Neighbors of Mrs. Johnson Only."

This same technique can be used for demographic, geographic, and profession-specific farms. Just remember to keep the farm small enough so that you can afford to market to them each month. It's better to have a farm of 200 that hears from you monthly than 5,000 that only hears from you once a year.

Keep in mind that even though farming is extremely effective, it's still a "cold" marketing technique: in other words, you're going after people who have no prior relationship with you. And like any cold marketing, it can be expensive to get a new client. Therefore, it's critical that you have your Reticular Activator Campaign, Referral Reward, testimonial, and "Herd" strategies in place before doing a cold farm. Your biggest profits will come from the referrals generated from "farm" clients.

Types of farms

- Geographic—i.e. target specific, upper-end neighborhoods
- Demographic—i.e. households with income of \$75,000 or higher
- Geo-demographic—i.e. households with income of \$75,000 or higher WITHIN specific zip codes, counties, neighborhoods, etc. In our industry, when using demographics, you'll always include because you don't want to waste money marketing to people living 500 miles away.
- Profession (Doctors, lawyers, CPA's, nurses, dentists, financial planners, etc.)
- Industry (Carpet cleaners, Realtors, Contractors, etc. Farm these groups in order to set up joint ventures. The Joint Venture module is really another strategy for farming.)

Additional Thoughts

- ❖ Commit to evaluating the success of a farm over 6-12 months. Flooring is a big ticket item and if you have a small farm (500-1000 people), there may not BE anyone who needs flooring on any given month.

Here's the kind of thinking you need to do: Let's say you have a farm with 500 people. It will cost you between \$5,000 to \$6,000 to farm it for one year. Therefore, you need to make at least \$6,000 in order to break even. You need to do \$10,000 in gross sales with a 40% margin to break even. As long as you're doing more than \$10,000 in sales each year on a 40% margin, the farm should be considered successful.

- ❖ Gaining a new client through cold marketing is the most expensive investment you will make. Before you begin a farm, make sure you have two things in place:
 1. Monthly herd building systems (Home Advisor newsletter, etc.)
 2. Referral rewards program

By doing this, you exponentially multiply the effectiveness of your farm. Here's why: Let's say that your farm is only marginally profitable. By doing the Referral Rewards program, you can generate on average 5-7 referrals for each job. Some of those will need flooring immediately, so you'll get more clients from your farm with NO additional marketing costs. Those who don't need flooring right then go into your database to be farmed over the next 6-24 months.

- ❖ Your herd of past clients will always be your most productive farm. Therefore, don't spend time, energy and money setting up a cold farm until you have your past client farm set up.

The Big Exception

Letting the farm go fallow

I almost hesitate to bring this up. It would be far simpler to keep my instructions for target farming to: "pick a farm, market the daylights out of it forever." But my goal for you is to make a ton of money in your business, so at the risk of making things more complicated, here are some things to consider if your marketing stops being profitable:

- Sometimes a farm will simply peter out after the first few mailings. A good solution for this is to hit the farm aggressively with a 3-step letter, then back off to mailing post cards every month for 6-12 months (very inexpensive), then hit it again with another intense campaign.
- While you've backed off on the first farm, pick a second farm and hit it aggressively with a 3-step letter, then switch THAT farm to monthly postcards.
- Pick a third farm and do the same thing, etc.
- How many farms you rotate is a function of your monthly budget for farming, and how much business you can handle each month. For example, you might have a farming budget of \$6000 per month, in which case you could target approximately 6,000 homes. However, you might only be able to handle the business from 2,000 homes. Therefore, you could split the farm into 3 smaller farms of 2,000 each and rotate through a different farm every 4-6 weeks.
- I've rotated half a dozen farms at a time using a similar technique.

A true story...

I began a carpet cleaning company in 1997 that I built up and sold several years later. I used target farming extensively while I was in the beginning stages. (I also had my herd-building program in place, Referral Rewards, Joint-venture campaigns, and many other things going.) I live in a very small town that has only six small-to-medium sized neighborhoods that fit my criteria. I treated each of the six neighborhoods as a separate farm, hitting one farm aggressively with a 3-step letter, then allowing it to go fallow while I rotated through the other farms.

At one point 30% of my new clients were coming from these farms, and for 18-24 months these farms were very profitable. Then, almost overnight, the farms stopped producing. I had completely exhausted the supply of available clients in those areas. Instead of making money, I was going into the red with each letter I sent out.

Initially this meant a 30% drop in new clients. Thankfully, as I mentioned earlier, I had a bunch of other marketing strategies in place, and that saved my bacon until I was able to replace the drop in new clients.

Moral: Don't rely on just one strategy for getting business. You never know when it will stop working.

Another true story...

A very successful chiropractor (who had built and sold several million-dollar practices) was approached at a seminar by an attendee. The attendee asked, "I need a strategy to get 50 new patients each month." The million-dollar chiropractor replied, "I don't know a strategy to get 50 new patients each month. However, I do know 50 strategies to get one new patient each month, and I do all 50."

Moral: That's the kind of thinking you need to employ.

Moral #2: Don't rely on just one strategy for getting new business.

Geographic Farming

Planting the seeds with a Connect Campaign

This is basically a tweaked version of the 3-letter sequence used for the Connect Campaign. I'm going to walk you through the 5 steps of targeting a geographic farm:

Step #1—Determine the kind of farm.

Choose a neighborhood that has a high percentage of your ideal clients. An upper-middle to upper-end neighborhood.

Step #2—Determine the size of your farm.

Figure on a cost of about a \$1.50 per home to do the 3-step sequence (\$1.50 total cost for all three letters), and \$1 to \$1.20 per month to water and cultivate. So if your marketing budget is \$1500 per month for farming, this will enable you to have a farm of 1,000 to 1,500 homes.

Step #3—Plant the seeds

Connect Campaign Letters

- This is a 45-day campaign
- Deliver letter #1
- Two weeks later deliver letter #2
- Two weeks later deliver letter #3

A powerful delivery method!

This delivery method will virtually insure that your letter gets opened.

Seal all the letters in unmarked white envelopes. Leave the letters on people's doorstep. People can't resist opening the letter because they think it's a note from their neighbor. Curiosity always gets the best of them in this situation!

You can easily hire kids from your church, or boy scouts, or other youth organization to hand these out. Pay \$25-\$30 per hundred to deliver, and \$5-\$8 per hundred to stuff & seal envelopes. So, for 30-38 cents apiece, you get your letters stuffed and delivered...this is a heck of a lot cheaper than a first-class stamp.

In order for this method to work you have to make sure you're delivering to upscale neighborhoods where the houses are fairly close together.

Step #4—Water and cultivate the seeds.

After the hand-delivered connect campaign, you can do a variety of things to water and cultivate:

- Alternate mailing and hand delivering the Home Advisor each month (Go to

www.InfoUsa.com to get a criss-cross directory with names and addresses of all the homeowners in your targeted area. Use this to mail letters within your selected farm area.)

- Mail or hand deliver other marketing you send to your past clients.
- Door hangers
- Postcards
- Testimonial drip campaign. Whenever someone in that farm buys from you, get their photo and testimonial and insert them into letters and postcards to the farm area. Begin with a headline that references their neighbor. i.e. *“How Wendy Wickerpersimmons—Your Neighbor on 229 Elm St.—Just Got The Flooring Of Her Dreams!”*

Step #5—Reap the harvest.

Plug all new clients from your farm into your Reticular Activator campaign, Referral Rewards program, and gather testimonials and photos. After the installation, they are now part of your past client “herd” or “farm,” and they get plugged your herd maintenance system. Continue to communicate with them via the Home Advisor and other touches.

Connect Campaign For Target Farming

On the next pages are the letters for this campaign. Follow the instructions for a 45-day campaign, discussed earlier.

On letters #2 and #3 I use photos of my children. I started doing this because I discovered that my first letter was getting good response, but the 2nd and 3rd letters weren't. So on those letters I substituted my children's photos for my photo and response instantly shot up.

If you don't have young kids, you can use nephews, nieces, cousins, your friend's kids, etc. Just tweak the copy of the letter to fit. If you don't want to use kids, use some other interesting or humorous photos. (See the Shock-and-awe campaign in the Rapid Launch for ideas.)



Jim Armstrong
Owner of Jimbo's Floors
Yuba City's Flooring Guru!

“I’ll Give You Every 4th Room Of Flooring FREE To Gain You As A Client!”

Dear Friend,

Hi! My name is Jim Armstrong, owner of **Jimbo's Floors**. I specialize in knocking the socks off my clients with World Class Floor Covering Service **AND** the most outrageous flooring guarantee in the business! (More about that in a minute.) **Recently we installed new floors for Greta Jean Gopherhoser, your neighbor over on 557 Acorn Drive.** Here is what she had to say about our service: **(If you don't have a previous client in the area, just reword this part)**

“My tile and laminate look fantastic! Throughout the process, Sheryl always returned my phone calls and kept me updated on the progress of the new floors. She kept track of all the little details—I didn't have to worry that something was going to be missed. My experience with Jimbo's Floors was fantastic! Thank you Sheryl for doing such a great job! I will recommend you to everyone I know!”

-Greta Jean Gopherhoser, Social Worker for Sutter County, Yuba City

I'm sending you this letter because I wanted to introduce myself and (hopefully) get an opportunity to meet you and gain you as a new client!

Here's How To Get Every 4th Room FREE!

So... to earn your business and gain you as a Jimbo's Floors client, I will give you every 4th room free! **Just bring this letter to Jimbo's Floors at 479 Jones St. by August 31st. Once you select the product you want, buy flooring for any 4 rooms and get the materials for the smallest room 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 The Most Outrageous Guarantee In The Business!

If You Don't Like Your New Flooring, I'll Replace It 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—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!

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 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.

\$0 Down, 0% Interest & 0 Payments 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 make ZERO PAYMENTS 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 **Jimbo’s Floors at 479 Jones St.** by August 31st and get every 4th 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 **530-790-3338** and speak with me directly.)

Sincerely,



Jim Armstrong
Owner, Jimbo’s Floors

P.S. Take advantage of my “Get To Know You” offer—bring this letter to **Jimbo’s Floors on 479 Jones St.** by August 31st and get every 4th room of flooring FREE! But I can only extend my offer until then. If you come by afterward, you’ll be too late. (You can also call me at **530-790-3338** and speak with 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’ll be rewarded for your referrals. See the pink insert for details about my *Referral Rewards* program!

P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about Jimbo’s Floors!

2nd Notice



Kristen
Daughter of Yuba City's
Flooring Guru

**“My Dad Still Wants To Give You
Every 4th Room Of Flooring FREE!
But You Must Claim It By August 31st Or
He'll Give It To Someone Else!”**

Hi! About 2 weeks ago my Dad dropped off a letter offering to give you Every 4th Room Of Flooring FREE to gain you as a new client. I was so surprised that he didn't hear from you. In fact, I was totally shocked! So I talked him into sending you this 2nd notice just in case you missed the first one, or were too busy to call. I don't want you to miss this chance to see the awesome job my Dad does giving people the flooring of their dreams!

My Dad is the best flooring expert in the whole world! I know you will be really, really happy when you see how awesome he'll make your home look with new flooring. Here he is to tell you more about your free gift.

Hi, Folks! Jim Armstrong, owner of Jimbo's Floors here. As my daughter said, your free gift (every 4th room of flooring FREE) expires on August 31st. But it's not too late yet. If you call or visit my store today, I still have this amazing offer reserved for you!

How To Get Every 4th Room Of Flooring FREE!

To earn your business and gain you as a Jimbo's Floors client, I will give you every 4th room free! **Just bring this letter to Jimbo's Floors at 479 Jones St. by August 31st. Once you select the product you want, buy flooring for any 4 rooms and get the materials for the smallest room 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!

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

***You Are Protected By The Most Outrageous Guarantee In The Business!* If You Don't Like Your New Flooring, I'll Replace It 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.)**

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► **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**—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!

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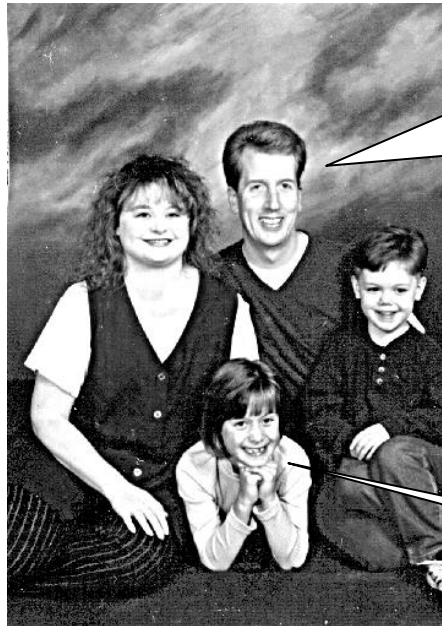
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“This is my family: Heather, Kristen, & Chase. They are the reason I do such a fantastic job.”

“All of Jimbo’s Floors products come with this outrageous guarantee:

If you don’t like your new flooring, my Dad will replace it FREE!”

“Holy Smokes!!”

**Jimbo’s Floors/479 Jones St., Yuba City
530-790-3338**

Final Notice



Chase
Son of Yuba City's
Flooring Guru

**“Walked On. Stomped On.
Run Over.
Do Your Floors Need Replacing??
My Dad STILL Wants To Give You Every 4th Room
Of Flooring FREE...But Time Is Running Out.”**

Hi! This is Chase Armstrong. Disappointed.

We've dropped off 2 letters for you telling you about my Dad's amazing offer to give you every 4th room of flooring FREE. I am so sad that we haven't heard from you! So, I talked my dad into sending you one more letter. He wasn't sure if he wanted to, but I talked him into it. See, my Dad is the best flooring expert in the world, and I know that if you just give his service a try, you'll never use anyone else!

Here's my Dad to tell you more.

Hi, Folks! Jim Armstrong, owner of Jimbo's Floors here. Like Chase said, time is running out to take advantage of my "get to know you" gift of every 4th room of flooring FREE. But it's not too late yet. If you call or visit my store today, I still have this amazing offer reserved for you!

How To Get Every 4th Room Of Flooring FREE!

To earn your business and gain you as a Jimbo's Floors client, I will give you every 4th room free! **Just bring this letter to Jimbo's Floors at 479 Jones St. by August 31st. Once you select the product you want, buy flooring for any 4 rooms and get the materials for the smallest room FREE! (You only pay the installation!) Use on as many rooms as you like.**

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

You Are Protected By The Most Outrageous Guarantee In The Business! If You Don't Like Your New Flooring, I'll Replace It 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**—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!

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 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.

What to do right now—Bring this letter to **Jimbo’s Floors at 479 Jones St.** by August 31st and get every 4th 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 **530-790-3338** and speak with me directly.)

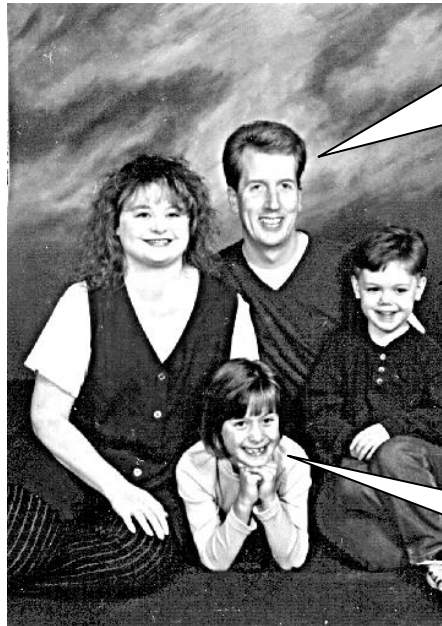
Sincerely,



Jim Armstrong
Owner, Jimbo’s Floors

P.S. Take advantage of my “Get To Know You” offer—bring this letter to Jimbo’s Floors on 479 Jones St. by August 31st and get every 4th room of flooring FREE! But I can only extend my offer until then. If you come by afterward, you’ll be too late. (You can also call me at **530-790-3338 and speak with 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’ll be rewarded for your referrals!



“This is my family: Heather, Kristen, & Chase. They are the reason I do such a fantastic job.”

“All of Jimbo’s Floors products come with this outrageous guarantee:

If you don’t like your new flooring, my Dad will replace it **FREE!**”

“I keep telling Dad he must be crazy to offer this guarantee! But will he listen? Noooooo.”

**Jimbo’s Floors/479 Jones St., Yuba City
530-790-3338**

5 Around Strategy

This can be a very effective strategy, and you should do it on every job whether you're target farming or not.

Here's how it works:

When the salesperson completes the follow up visit after the installation, they put a door hanger on the front door of the five houses surrounding the job: the two houses on either side and the three across the street. 5 around.

Odds are good that these neighbors have at least a nodding acquaintance with your client, so it's a powerful testimonial.

You DON'T have to get door hangers with the little hooks at the top printed up. You can buy clear, plastic bags that hang on the doorknobs. Go to www.Uline.com. I like these because you can stuff whatever you want inside, test different offers, promote seasonal specials, include your consumer awareness hotline, introduce new products, etc.

On the next page is a door hanger to model. Include lots of testimonials in the bag.



Jim Armstrong
Yuba City's Flooring Guru

“Your Neighbor Just Made a Superb Decision!”

Dear Friend,

Your neighbor, _____ (write in name...use blue ink)

at _____ (write in address) has just made a wise investment in the beauty and value of their home by having us install new flooring.

Hi, I'm Jim Armstrong, owner of Jimbo's Floors and I want to tell you how you can get the flooring of your dreams—just like your neighbor—and get the most incredible, amazing guarantee around!

You Are Protected By The Most Outrageous Guarantee In The Flooring Business:

**If You Don't Like Your New Floors,
I'll Replace Them FREE!!**

It's called my “No Regrets” guarantee, and it works like this: if at any time during the first 30 days after the 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.)

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!

Get A FREE \$250 Gift Certificate

I really would like the opportunity to meet you and (hopefully) gain you as a new client...just like your neighbor. Just bring this letter to Jimbo's Floors by the date below, and I'll give you a gift certificate for \$250 towards any flooring purchase of \$2500* or more. I hope to see you soon!

Sincerely,

Jim Armstrong

**Jimbo's Floors/530-790-3338
479 Jones St., Yuba City**

Offer expires: _____ (Write in date 30 days away)

**See What Others
Are Saying! →**

“Read What Your Friends, Neighbors And Relatives Are Saying About Jimbo’s Floors!”

“Jim—you already know we think you’re great—we refer you all the time and will keep doing so! Our new carpet looks awesome!”

-Mike & Julie Nickel, Firefighter & Office Manager, Live Oak

“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

“Dear Jim, I would like you to know that we were very impressed with the way that you do business. It is literally a throw back to a time when service and professionalism truly meant something, and unfortunately is all but forgotten in today’s business world. Specifically, I would like to thank you for your efforts throughout our entire floor-buying process. Your honesty, quick response, and communication were a welcome change from all of our previous flooring experiences. Please know that my wife and I have spoken of this to everyone we know if the subject arose, and we will continue to do so. You will indeed be our “flooring consultant for life.” Thank you again for reminding me that some people still do business the right way.”

-Alex & Jennifer Johnson, General Contractor and Home Maker, Marysville

“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

“From the very first time I met Jim and Sheryl, and the rest of the staff, I was made to feel very comfortable. I thoroughly enjoyed the friendliness and personability of the staff at Jimbo’s throughout the entire installation process. I get tons of compliments on my new hardwood floors! I’m super happy!”

-Andy Koch, Architect, Yuba City

“Jim and his sales staff have the ability to listen and then offer many solutions. We especially liked the Design Audit. It really helped us narrow down our options and find the right flooring for our needs. We have three kids and a dog, and Jim’s recommendation to put laminate in the hallways and carpet everywhere else was really helpful. It looks great! I can’t wait to host this year’s family Christmas get-together. Also, we were treated like royalty! From the moment we walked into Jimbo’s and were asked if we wanted coffee or soda, to meeting with Jim’s salesperson, Roberto in the design room, to the installation, and the surprise gift afterwards, the service was top-notch. Roberto’s personal touch is how he wants to educate his clients and keep them forever. He put us at ease and gave us confidence that we were serving our family wisely by choosing Jimbos! Thank You!”

-Chuck and Sonya Laney, Plumber and Seceretary, Yuba City

WARNING:

Don’t Call Or Visit Any
Flooring Dealer Until You
Hear This **FREE** Recorded
Consumer Awareness Message.

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. 801

Eavesdrop Hotline

Listen to what others are
really saying about
Jimbo’s Floors!

24-hour FREE recorded message

1-800-123-4567 ext. 792

Yard Signs

This is another strategy you should use on EVERY job, whether you're target farming or not.

You can get inexpensive, corrugated yard signs from yardsignwholesale.com. Stake these out in the front yard of every job and leave them. These signs only cost from \$1.20 to \$1.80 each, so you don't have to worry about picking them up. In fact, you want to leave them up as long as possible at each job.

Some colors that stand out the best are black print on yellow background and red print on white background. There is no reason to pay a lot of money for multi-colored lettering.

Below are some examples of sign copy.

**We Just Got The Flooring
Of Our Dreams From
Jimbo's Floors**

Home of the "No Regrets" Guarantee:
*If you aren't happy with your new floors,
they'll replace them FREE!*

530-790-3338

If you decide to do two signs on one yard, add one of the following:

Eavesdrop Hotline

Listen To What Others Are
Saying About
Jimbo's Floors!

24-Hr. FREE Recorded Message
1-800-123-4567 x 793

WARNING:

Don't Call Or Visit Any Flooring
Dealer Until You Hear This
Consumer Awareness Message.
Learn 4 predatory sales tactics and 7
costly misconceptions about flooring.

24-Hr. FREE Recorded Message
1-800-123-4567 x 803

Within your farm, become the first person that comes to mind when they think of “Flooring”

It's cost prohibitive and time consuming to become number one in name recognition throughout an entire city or region. I steer my coaching clients away from the “brand name building” advertising done by big corporations. There are many reasons for this, including but not limited to:

- It can take years to see results
- It's prohibitively expensive
- It doesn't bring in immediate sales

However, by following the strategies of Target Farming, you CAN become THE number-one, top-of-mind, brand-name-recognized flooring store within niche farms. You CAN become THE flooring store that the 500 people within your farm instantly think of when the topic of flooring arises.

AND...you can do it using direct-response marketing that brings in immediate sales.

(By the way...the first farm in which you should create this top of mind awareness is your past client database.)

Hammering the daylights out of your farm

1. Hand delivered connect campaign letters
2. Monthly Home Advisor newsletters
3. Other offers
4. Periodic Testimonial drip campaign (post cards or letters)
5. 5-around strategy
6. Yard signs
7. Park your van (with your company name) overnight in different spots around your farm.
8. Drive your van through the farm area between 5:00 and 6:00 PM when people are just getting home from work.