



**The “Coach”**

Greetings Flooring Success Systems Member,

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

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

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

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

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

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

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

**Audio Tutorial**

To learn how to maximize profits with the e-Neighborhood Advisor, as well as get tips on setting it up to run on auto-pilot, listen to the “E-Neighborhood Advisor” coaching calls on the Platinum members-only site.

**Instructions**

1. **Email manager.** If you don’t currently have a system for managing bulk email, you need to get one. A couple of free/inexpensive options are Constant Contact and Mail Chimp. I’ve used Constant Contact, it works well, and I’m familiar with its functions.
   1. To make email marketing easier, your email manager should be able to send out bulk emails on dates you specify ahead of time. For example, you should be able to create four e-Neighborhood Advisor emails for December. Then specify which date each email will get sent. Constant Contact does this.
2. **Copy and paste the tips into the blank email editor.** 
   1. You’ll notice that the e-Neighborhood Advisor email messages are formatted so they are only about 1/3-page width, and they are broken up into 1-3 sentence paragraphs. This is done on purpose so the emails are easier to read. If someone opens your email and sees big blocks of text, they are less likely to read it.
   2. Always use Ariel font or another sans serif font. Sans serif fonts are easier to read on computer, and marketing tests have shown that marketing messages get better response when using this kind of font.
3. **Import the *e-Neighborhood Advisor* graphic.** 
   1. Use this as the email header
   2. An easy way to do this is to create an e-Neighborhood Advisor template in your email manager. Paste the graphic into the template and save it. Now you can just copy this template each time you create a new e-Neighborhood Advisor message.
4. **Subject line.** The subject line is the “ad for the email.” These function as attention-grabbing headlines, just like you’d have in a good direct response sales letter. These should make the contact curious, so they open the email. We’ve included subject lines with each installment.
5. **The P.S.** The Postscript contains a different U.S.P. each week. Feel free to change these as the situation warrants.
   1. Use testimonials in your P.S. Include photos and a link to an audio of the testimonial.
6. **Special offers.**
   1. You can put in a special offer for the P.S. instead of the message we’ve provided. Keep in mind that the e-Neighborhood Advisor is using the “infotainment” strategy. It should be a mix of 80% fun, informative, valuable information, with 10%-20% about your services. If you make it into 100% sales pitch, your contacts will get bored and simply delete the messages. That’s why the special offer is in the “P.S.” Keep the special offers about the same length as the P.S. we’ve provided.
   2. Option: Refer them to your printed Neighborhood Advisor when making an offer. For example, “P.S. Don’t forget that until November 15th you get every fourth room of flooring FREE! See the insert in the November Neighborhood Advisor for details.”
7. **Sending it out.** The easiest way to do this to take 30 minutes and load up an entire month’s worth of e-Neighborhood Advisor messages into your email manager and schedule them to go out automatically. Do this once per month.
8. **Managing your subscriber list.** There are lots of ways to do this, so I’ll outline how I did it when I used Constant Contact (before I switched to specialized software for managing my marketing campaigns).
   1. Create an “E-Neighborhood Advisor” subscriber list in your email manager.
   2. Import all the contacts that you want to get the e-Neighborhood Advisor.
      1. Past clients
      2. Referrals
      3. Prospects
      4. Delayed leads
      5. Joint Venture partners
   3. Work directly in this list whenever you add or delete subscribers.
   4. Again, there are other ways to manage your list, but this is the simplest without getting into using specialized software.
9. **SPAM compliance.** There are two parts to SPAM compliance:
10. **Permission.** Whenever you send out bulk email messages, you have to have permission from everyone on your list to email them. If someone gives you their email address, this constitutes permission. (i.e. when you get their email address during the Design Audit, or if someone opts in to get the Consumer’s Guide via your website, or if someone signs up for a contest and gives you their email address, etc. These all constitute permission.)
11. **Opt out method**. You must provide a method for them to opt out. The nice thing about Constant Contact is it manages opt outs for you. It includes an opt-out link at the bottom of every message you send. It also manages the opt outs in the database. For example, let’s say a person with the email address Grumpy@Grump.com opts out. Constant Contact tags this email address as having opted out and blocks emails from ever being sent to it. Even if you don’t delete this contact, or if you accidentally upload it again, Constant Contact recognizes this address and blocks emails from being sent to this address. Bottom line: the SPAM management happens automatically so you don’t have to mess with it.

**Send Out An E-Mail Version Of The Monthly Insert**

Another effective way to market to your list is to convert the *Neighborhood Advisor* insert into an email and blast it out to your list.

Platinum Member, Mike Phoenix of Orange Connecticut, took a November *Neighborhood Advisor* insert and converted it into an email campaign. He sent me the following message:

*Jim, this is an email version of this month’s Neighborhood Advisor insert. So far we have $31,365.51 in sales on ten orders. We still expect to write more sales as we have until 11/19.  
  
We give everyone that shops our store a copy of the Neighborhood Advisor along with the insert and tell them about the promotion which helps close orders by putting a sense of urgency on it.  
  
In a time when I have had several sales reps come in and tell me how bad business is throughout Connecticut, we are up 44% over last year.  
  
Thanks,  
  
Michael J Phoenix  
Flooring Design Specialist  
Floor Décor*

Think about this… so far Mike has made over $31k with a marketing strategy that cost him ZERO! Way to go, Mike!   
  
Below is the email Mike sent out. This is a virtual word-for-word email version of a Neighborhood Advisor insert. He used Constant Contact for this.

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| |  | | --- | |  | | |  |  | | --- | --- | | |  | | --- | |  | | | |  | | --- | | ***Floor Decor's***  *Thanksgiving for All* |  |  | | --- | | ***Floor Decor***  363 Boston Post Road Orange, Connecticut 06477 203-298-4081 |  |  | | --- | | **Dear Michael,**  Thanksgiving is one of my favorite holidays, but for some less fortunate families, Thanksgiving is not so great. While the rest of us are enjoying turkey, sweet potatoes, gravy, and stuffing there are many families going hungry.  This holiday season, Floor Decor has teamed up with the Connecticut Food Bank for their annual **"Thanksgiving for All Food Drive."** The good people at CFB are collecting hams and turkeys to distribute, but they need side dishes and other fixings.  Now you can get a Thanksgiving Discount on Gorgeous New Floors for the Holidays **AND** Help a Family in Need at the Same Time!  Your Friends at Floor Decor | | | Anchor   |  | | --- | | ***So for every 5 canned food items you bring to Floor Decor from***  ***11/1/11 through 11/19/11***  ***you'll get a special appreciation discount on your flooring purchase:***  Donate 5 Cans - Purchase $ 997 in New Flooring - Get a $103 Discount.  Donate 10 Cans - Purchase $1997 in New Flooring - Get a $211 Discount.  Donate 15 Cans - Purchase $3997 in New Flooring - Get a $327 Discount.  Donate 20 Cans - Purchase $5997 in New Flooring - Get a $451 Discount.  Donate 25 Cans - Purchase $6997 in New Flooring - Get a $583 Discount.  **All the food will be donated to the Connecticut Food Bank's East Haven Warehouse. We need your food donations in time for Thanksgiving, so you must bring your donation to our showroom by Saturday November 19th**  **to get the discount!**    **Don't need new floors right now? You can still help! Just bring your canned food items to Floor Decor by November 19th and we'll make sure it gets delivered to the Connecticut Food Bank.** | | | |  | | --- | | *Happy Thanksgiving*! | | | | |  | | --- | |  | | |  |  | | --- | --- | |  | Any Friend of Yours Is A Friend of Mine!!    Who is the next person you know who is in need of new flooring for the Holidays? You'll be doing them a really big favor by recommending a flooring professional that they can trust.  Plus, I'll send you your choice of a gift certificate for two passes to the Connecticut Post 14 Cinema De Lux or a $50.00 Gift Certificate for dinner for two. | | **Offer Expires: November 19th, 2011** | | | | |

TIP: If you send out a promotional email like this and get good results, send it out again a few days before the deadline, but include the following message above the original email:

Subject line: Did I forget you?  
  
Hi <first name>,  
  
I sent out an important, time-sensitive message last week explaining how you can help a family in need this Thanksgiving AND get a big discount on your holiday flooring. Here’s the message again in case you missed it.  
  
Mike  
  
**Message I sent last week:**  
  
(original email)

**This Month’s e-Neighborhood Advisor Installments**

**Begin On The Next Page**

# Week #1

## Subject line: 3 Steps to Planning The Best Home

Happy New Year!

It’s an excellent time for fresh beginnings that lead to successful accomplishments.

The excitement of this season brings temptation to jump into a project quickly, but it’s worth it to take a moment and think about what it will take to achieve your goals.

The biggest successes always begin with a plan. If one of the things you’d like to accomplish this year involves home improvement, here are 3 steps to take as you begin the planning process.

**Budget**

Determine how much money that you can allocate toward that home project without your budget getting stretched too thin. What financial resources are available to you (savings, a line of credit, loan, etc.), and which ones are you willing or not willing to use?

Pro tip: Always overestimate expenses. Then, if you have money left over at the end of the project, it’s a bonus!

**Priorities**

Create a complete list of areas in your home that you want to change or update. What areas are not functioning well? Where are aesthetic updates preferred? What spots are causing difficulties in day-to-day living? From your list determine which items complete this statement, *“If I could change only one thing only on this list, it would be …”* It’s likely that is a top priority.

**Timing**

Once you know how you’ll pay for it and what area of the home will get updated, determine your preferred timing for that project. Is there a season that would be better for your project - spring, summer, fall?

Once you have these preliminary steps ironed out, there is a lot more that goes into planning. We suggest researching and choosing the finest professionals from a contractor to the flooring experts (*That’s us!*) early in the planning process. The right professional can help you plan the rest of your project efficiently.

When you’re ready, let us help connect you with trusted professionals in our area.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. When you buy floors from us, you are protected by our Installer professionalism guarantee!**

**Our 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!**

*Jimbo’s Floors*

*479 Park Ave., Yuba City, CA 95993*

*530-790-3338*

# Week #2

## Subject line: No More ‘Junk Jenga’!

In your kitchen, bathroom or behind the closed doors of a closet or two, do you have a catch-all place? That’s the secret place where random items land or get stashed just before company comes to remove any visible signs of clutter?

The ‘junk’ drawer or a closet that got precariously stacked like a Jenga tower are excellent hiding places! However, they provide a sense of dread later when you realize the item that you’re searching for is in ‘there.’ Pull the wrong item, and it could all come crashing down! Plus, look at all the time that will get lost searching or restacking!

Professional organizers recommend that everything have its place in a home, and that there should be no need for a catch-all place. So, if you have the junk-drawer habit, how do you get rid of it? Here are some ideas to clear hidden clutter.

**Sort It**

Pick one drawer or closet at a time and take everything out. Separate items into piles according to the room where they should be (i.e., bathroom items, kitchen items, tools, office, etc.). Next, get each item to the right place and put them where they belong.

**Organize It**

Make sure even small items have their own place within larger spaces. Insert drawer organizing trays or containers and give pens, paper clips and erasers their own spot. Then, the next time you open the drawer for a pen, there will be no need to dig. Remember, nothing belongs on top of something else. ;)

**Trash or Donate It**

Through this process, make sure you’re only keeping things you really need or love. Leftover items? Either trash them, or donate them if they can be useful to someone else.

**Start a New Habit!**

Now is the perfect time to start a new organizing habit and save yourself the time required to sort another catch-all place. The next time an item needs to get removed from your sightline, consider where it should be in your home and go the extra mile. Put it in that place instead of a drawer or closet.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. End the headache of shopping for new floors with our FREE Design Audit!™**

**The Design Audit™ 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.**

**Call or visit us today for your FREE Design Audit!™**

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# Week #3

## Subject line: 9 Wedding Gatherings You Want to Remember

With about 2.5 million weddings taking place each year in the United States, someone is always getting married. With all those new beginnings, maybe you know someone who’s getting married this year.

Weddings are exciting, but they can also be one of those most stressful times ever. The bride is looking to make it the perfect day, and families will be thinking about all the transitions that happen after the wedding day.

There are a lot of decisions to make from the theme to locations and seating plans. As the wedding day draws near, there are nine different pre and post wedding events to consider. Sometimes these smaller events get overlooked, pulled together at the last minute, or missed altogether.

Below is a handy list of those pre and post-wedding parties. You can [learn more about those here](https://www.marthastewartweddings.com/617134/pre-and-post-wedding-parties-events).

**[Hyperlink ‘learn more about those here’ with** [**https://www.marthastewartweddings.com/617134/pre-and-post-wedding-parties-events**](https://www.marthastewartweddings.com/617134/pre-and-post-wedding-parties-events) **]**

* Engagement Party
* Bridal Shower or Couples' Shower
* Bachelor Party and Bachelorette Party
* Bridesmaid Luncheon and Groomsmen Luncheon
* Welcome Party
* Rehearsal Dinner
* Wedding Ceremony and Reception
* After-Party
* Day-After Brunch

Hiring a Personal Chef can be a perfect option for these events because they often have a smaller guest list. Personal Chefs help make your gatherings stress-free with healthy and delicious food. That’s something you don’t want to miss, no matter who provides the food.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. Who is the next person you know who needs new flooring right now? Can I count on you to pass my name along to them? You’ll be doing them a tremendous favor by referring them to a professional they can trust. Plus you’ll be rewarded for your referrals! Thank you!**

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# Week #4

## Subject line: How to get restaurant quality coffee at home

If you want restaurant quality coffee at home, first consider the type of coffee. [There are four kinds of coffee beans](https://club.atlascoffeeclub.com/4-main-types-of-coffee-beans/). The most common are Arabica and Robusta. The other two are Liberica and Excelsa.

**[Hyperlink ‘There are four kinds of coffee beans’ with** [**https://club.atlascoffeeclub.com/4-main-types-of-coffee-beans/**](https://club.atlascoffeeclub.com/4-main-types-of-coffee-beans/) **]**

Arabica accounts for 60% of the world's coffee production, and this plant loves consistent rainy weather, shade and high altitudes. The coffee has multi-layered flavors and aromas, a bright body and a pleasant acidity level. For best home brewing, buy Arabica coffee that indicates it has a full body and lower acidity. It is best brewed with a pour-over or drip water and served hot.

Robusta is exceptionally tolerant, and unlike Arabica, it is practically immune to disease and has almost twice the caffeine. This plant can grow in many altitudes but does best in a hot climate with consistent rain. The coffee has a smooth texture, low acidity and often has hints of chocolate. This one is ideal for cream and sugar lovers.

Liberica is harder to find. These beans are larger than the others with an irregular shape. They have a unique aroma with fruity notes and a smoky taste, which is why many say it doesn't taste like coffee.

Excelsa, like Liberica, grows on 20 to 30-foot trees at similar altitudes and has a similar shape, but they are different in flavor. Excelsa has a tart fruity body. It's often used in coffee blends to give an extra boost of flavor and complexity.

Quick tips to home brewing to get restaurant quality coffee:

* + - * Buy coffee beans whole and grind them just before brewing.
      * Measure coffee by weight on a digital scale. The best ratio is 1-part coffee to 20 parts water (75g to 150 ml water). However, you may prefer your coffee stronger or milder. Experiment to find your preferred ratio, then you will get the same brew every time!
      * Pre-infuse your grounds. Insert the filter, add the coffee grounds, then slowly pour a quarter-cup of heated water over all the grounds. Wait 45 seconds then finish brewing your coffee.
      * Brew coffee between 195 and 205 degrees for optimum flavor. Be aware that hotter temperatures will burn the coffee, and that many automatic coffee makers do not reach this temperature. Test yours with a thermometer during the brewing process.

For more tips about coffee brewing [visit this site](https://www.cnet.com/how-to/these-tips-will-change-the-way-you-brew-coffee-at-home/).

**[Hyperlink ‘visit this site’ with https://www.cnet.com/how-to/these-tips-will-change-the-way-you-brew-coffee-at-home/ ]**

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. All of our products come with a 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. 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.**

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