



**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* |

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| ***Floor Decor***363 Boston Post RoadOrange, Connecticut 06477203-298-4081 |

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| **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 |

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| Anchor

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| ***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.** |

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| *Happy Thanksgiving*!  |

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|  | 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** |

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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: Is it past its shelf life?

Have you ever wondered if canned food and dry ingredients in your pantry can go bad? Yes, they can. Even if food has no expiration date or timeframe listed, as it gets older the taste, texture and health benefits will often deteriorate.

Canned goods consistently stored at room temperature have a shelf life ranging from one-and-a-half to five years. The higher the acid level, the shorter the shelf life. High-acid foods like citrus fruits and tomatoes should get used within that first year and a half whereas canned meats and vegetables can last up to five years after they are packaged. After opening a can, if in doubt about the safety of the contents within throw it away. Definitely throw away any canned foods that bulge, leak or spurt the contents when opened.

The shelf life for dry foods can range from six months to indefinite. Here are some websites to help you determine if the items in your pantry are good or if they must go.

<https://www.eatbydate.com/>

<https://www.stilltasty.com/>

<https://www.thespruceeats.com/the-shelf-life-of-pantry-foods-1389305>

As the saying goes, nothing lasts forever. Always look for and go by the expiry dates a manufacturer stamps on the packaging. If the packing has no date, consider the smell and taste. If they are off, it may be best to throw it away rather than risk getting sick.

*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!™**

*Jimbo’s Floors*

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

*530-790-3338*

# Week #2

## Subject line: Get Perspective on Your Room Design

Interior designers have a talent that many people desire. They can visualize a completed room before the work begins although there are many steps between them walking into a room and the final result. They start by asking the owner questions, viewing and measuring the space. Then they begin planning steps to take and supplies they’ll need.

A lot happens after designers go. They will create a room layout on paper and bring together samples of the materials and paint that will get used to in the space. That helps them visualize the completed design.

Maybe you have ideas for a room you are redecorating but wonder if the layout in your mind will work in the space. Will the cabinets or furnishings fit as you think? There is an inexpensive solution that will help visualize the layout of a room without any heavy lifting. Use painter’s tape.

Start by capturing your idea on paper. Sketch out the room and position of the cabinets and furnishings within. Note all the measurements. Get the exact dimensions of the room, each piece of furniture and all permanent items like cabinets, fireplace, staircase, etc.

Take that information and painter’s tape into the room. Measure each item in the layout you created and tape the life-size outline of the chairs, tables, sofas, cabinet, etc. on the floor and walls.

Once complete, determine if that layout works. Move around all the taped items, imagining their full size in the space, and decide if their position and the way you will transition in and through the room will suit your lifestyle.

Painters tape is also a great way to layout the full-frame size of art and photo collections on the walls before hanging a single frame. Another quick art hanging trick: mark the ideal position to nail the hook on the wall, put a spot of toothpaste over the hanger on the back of your frame and press it against the wall.

One thing is for sure, taping out a room before the work begins saves a lot of time, money and muscle, and get a clearer perspective of the final space!

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. With our ZERO REGRETS guarantee you’ll love your new floors or we’ll replace them FREE!**

*Jimbo’s Floors*

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

*530-790-3338*

# Week #3

## Subject line: Inexpensive Design Inspiration

Home decor trends change seasonally. Remodeling your home décor to those latest trends is often too costly, but there are inexpensive ways to [freshen up your space without breaking the budget](https://www.countryliving.com/home-design/decorating-ideas/g685/budget-decorating-makeover-0109/).

**[Hyperlink ‘freshen up your space without breaking the budget’ with https://www.countryliving.com/home-design/decorating-ideas/g685/budget-decorating-makeover-0109/ ]**

Decorating ideas are plentiful. You can capture them from pictures in magazines; lifestyle shows on TV and online through Pinterest and Google searches. There are a lot of websites with [budget-friendly décor updates](https://www.thisoldhouse.com/ideas/21-quick-and-easy-budget-upgrades) and decorating tips to help you achieve specific styles in your home, and some provide step-by-step instructions.

**[Hyperlink ‘budget-friendly décor updates’ with https://www.thisoldhouse.com/ideas/21-quick-and-easy-budget-upgrades ]**

For inspiration about how to best arrange furnishings and other objects consider the marketing by furniture, paint and flooring manufacturers. You may not currently be in the market for these items; however, those companies create some excellent room designs to best display their products.

These free sources equip you with ideas and information so that you can refresh and transform rooms in your home without breaking the bank. You may be shocked at what you can accomplish, or how simply you can update your space.

Being able to look around your home at the beautiful changes you create yourself can be very rewarding. Which room are you going to freshen up first?

*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 #4

## Subject line: Help curb inflammation

Inflammation is part of our body's natural defense system. It’s a natural response to help protect the body from infection and to help it heal.

Short-term (temporary) inflammation may come with a variety of discomforts, like itching around an insect bite or a sore throat when sick. Once the healing process is complete, the inflammation and discomfort go away.

Long-term (chronic) inflammation can negatively impact tissues and organs. This extended inflammatory response may be the result of conditions like allergies, autoimmune reactions, hypersensitivity, or lifestyle choices. It can cause long-term symptoms like severe fatigue, rashes, pain, or serious illness.

Lifestyle factors that can cause chronic inflammation include smoking, excessive food or alcohol consumption, and chronic stress.

There are also specific food choices that commonly produce an inflammatory response in the body.

Top offenders include:

* Sugar
* high-fructose corn syrup
* saturated and trans fats
* gluten, which can be found in breads, pastas and other foods
* refined carbohydrates
* processed meats
* processed snack foods
* fried foods
* soybean and vegetable oils
* monosodium glutamate (MSG)
* dairy products
* and some artificial sweeteners.

Over time, chronic inflammation can damage healthy cells and tissues. That may contribute to future health issues like heart disease, type 2 diabetes, obesity, asthma, cancer, rheumatoid arthritis, or neurodegenerative disease.

Swapping inflammatory foods for ones with strong anti-inflammatory properties will help.

Beneficial options include:

* beets
* berries
* nutrient dense vegetables like dark leafy greens & broccoli
* beans and lentils
* cold-water fish
* extra virgin olive oil
* coconut oil
* nuts and chia seeds
* green tea
* herbs & spices such as turmeric, moringa, garlic, ginger and cinnamon

Also, good water consumption is very helpful with a number of health issues including inflammation.

If you’re experiencing long-term pain, fatigue, rashes or unexplained stiffness in your body, visit your doctor for help determining the cause.

*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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