



**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: Tips For Choosing The Best Gift

Giving gifts that are genuinely appreciated can be a matter of mindset and tweaking the decision-making process.

Many people focus things other than the person to whom a gift is intended. Gift ideas get based on price, convenience, obligation, or "just because" instead of considering the likes, dislikes, hobbies, wants, and preferences of the recipient.

What message do you want to relay?

Each gift communicates a message to the receiver, which has nothing to do with the price tag. How often have you opened a gift and wondered, *"What on earth was \_\_\_\_\_ thinking when he/she chose this gift for me?"*

Here are some tips for getting the best gift and gift-giving outcome possible.

* Pay attention to conversations with a person and to things they share on social media. By listening and watching you can discover things your loved one is passionate about, enjoys or would like to have.
* Ask their friends for suggestions and expressed wants.
* Note their interests, needs, likes, and dislikes. What are they reading? What are their hobbies? What are their favorite activities?
* Give the gift of an experience like a live show, spa day, or an entertainment outing.

Finally, if struggling to find the best gift, choose a gift certificate to their favorite store (although gift certificates can sometimes feel impersonal).

*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!**

*Jimbo’s Floors*

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

*530-790-3338*

# Week #2

## Subject line: Why Wait to Kickstart The New Year?

It’s hard to believe that 2019 is only a couple of weeks away! Where has this year gone?

Many take the start of a new year as an opportunity to refresh, reset and make changes in their lives. That’s where New Year’s resolutions enter. The five most popular desires are to lose weight, get organized, save money, enjoy life more, and get healthy. It’s no wonder that gyms are the busiest in the first quarter each year.

Often New Year resolutions are big audacious goals! Conquering them takes multiple steps and actions. However, the tendency is to jump gung-ho into a New Year’s Resolution and try to accomplish everything at once! That can get overwhelming fast, which might explain why some people have the same resolution on their list each year.

This year, try starting small. Focus on bite-size daily actions that you can do over and over until you know they get done without thinking about them.

Be patient. Good things take time.

Resolutions require action and turning those actions into habits takes some time. Forming a new habit is also a process needing patience. Maybe you’ve heard that saying: “It takes 21 days to develop a pattern”. It’s not entirely true. That’s the *minimum*. It will actually take [more than two months](https://jamesclear.com/new-habit) for a new behavior to become automatic.

**[hyperlink ‘more than two months’ with** [**https://jamesclear.com/new-habit**](https://jamesclear.com/new-habit) **]**

Small consistent steps will turn into automatic habits, like brushing your teeth and getting dressed did as a kid. Ultimately, how long it takes is less important. What matters is that time and effort get devoted to establishing the new habits needed to achieve your goals, and that you never give up.

We all wish you great success in 2019, but why wait for 2019 when you could start now?

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. All 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.**

*Jimbo’s Floors*

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*530-790-3338*

# Week #3

## Subject line: Will it be a not-so-traditional holiday meal this year?

Thanksgiving is behind us, and by now you may be starting to think about your holiday meal. Many celebrate with traditional favorites that get lovingly prepared and shared every year. Yet, if you’re hunting for a new dish, which may just become an annual favorite after this year, then here are some resources for you!

When it comes to meal ideas – from the main course to side dishes – the options are endless! Why should you have to stick to customary holiday dishes? I went on the hunt for some not-so-traditional options.

What better place to look than the Food Network! There I found an article about [The Best Christmas Recipes](https://www.foodnetwork.com/holidays-and-parties/packages/holidays/holiday-central-christmas). How about Roast Beef and Yorkshire Pudding with Creamed Spinach?

**[hyperlink The Best Christmas Recipes with this URL** [**https://www.foodnetwork.com/holidays-and-parties/packages/holidays/holiday-central-christmas**](https://www.foodnetwork.com/holidays-and-parties/packages/holidays/holiday-central-christmas) **]**

Real Simple has [35 Easy, Elegant Recipes for Christmas Dinner](http://www.realsimple.com/holidays-entertaining/entertaining/food-drink/easy-christmas-recipes), How about Fondue or Striped Bass with Vanilla Sweet Potatoes followed by Butterscotch Bananas for dessert?

**[hyperlink 35 Easy, Elegant Recipes for Christmas Dinner with this URL** **http://www.realsimple.com/holidays-entertaining/entertaining/food-drink/easy-christmas-recipes ]**

The final site I found, Taste of Home, has a collection of [Christmas Recipes](http://www.tasteofhome.com/recipes/holiday---celebration-recipes/christmas-recipes) with some tantalizing images. From their site, you could choose Beef Stroganoff, Lasagna, or Golden Chicken Cordon Bleu with Creamy Coconut Rice Pudding Parfait for dessert. There are lots of options to choose from there!

**[hyperlink Christmas Recipes with the following URL** [**http://www.tasteofhome.com/recipes/holiday---celebration-recipes/christmas-recipes**](http://www.tasteofhome.com/recipes/holiday---celebration-recipes/christmas-recipes) **]**

Whether you’re looking for something new or sticking to traditional favorites that everyone loves, I hope your family meal is the best one ever this year.

*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*

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# Week #4

## Subject line: Easy Way to See All Family Calendars at the Same Time

When there is a household of people to consider, booking an appointment without a scheduling conflict can be tricky.

There are extravagant wall calendars with space to note all that is coming up for the kids and your partner. However, when you’re away from home and you need immediate access to that household calendar, a wall calendar won’t help know everybody’s agenda.

It’s time to go digital. One online platform that helps keep everything in one place is Google. With Google, you can [set up a family](https://families.google.com/), which gives all family members access to the Family Calendar.

**[Hyperlink ‘set up a family’ with** [**https://families.google.com/**](https://families.google.com/) **]**

That Family Calendar gets found as a sub-calendar named Family in each family member’s personal Google calendar. That means everyone will be responsible for adding add their events, appointments and family-needs-to-know items to the Family calendar.

Within Google family set up, there are other sharing abilities like Google Keep (great for a shared shopping list), Google Photos and premium music features. Plus, you’ll find Family Link where you can “*Create a Google Account for your kid and stay in the loop as they explore on their device*.”

Learn more about [using a Google family calendar](https://support.google.com/families/answer/7157782?visit_id=636740099878487280-3961826623&p=families_calendar&rd=1).

**[Hyperlink ‘using a family calendar on Google’ with** **<https://support.google.com/families/answer/7157782?visit_id=636740099878487280-3961826623&p=families_calendar&rd=1> ]**

If you are not familiar with how to use Google calendar, [here is an excellent video](https://youtu.be/ZyrwsHgGuO8) that guides you. Plus, if setting up a family on Google is not for you, this video shows you how to share calendars through your primary Google calendar.

**[Hyperlink ‘here is an excellent video’ with** [**https://youtu.be/ZyrwsHgGuO8**](https://youtu.be/ZyrwsHgGuO8) **]**

*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!**

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