



**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: What’s that smell??

There is nothing worse than an unpleasant household odor. To regain the comfort and serenity of our home you want to eradicate any bad smell. There are odor masks like room sprays, deodorizers, and scented candles, but they are not permanent, they can get costly, and ultimately don’t fix the underlying problem. Here are a few suggestions to help you deal with the top nose offenders.

**Household trash can cause an odor problem.**

First, if that trash bag has raw meat packaging, dirty diapers or leftover food in it, take the bag to the outside trash bin before bed. Those bacteria and microbes work quickly and efficiently in your warm home, which makes odors go from bad to worse fast.

When the trash can itself contains the smell or if there is a spill from the bag, wash it with warm soapy water and let it completely dry. To counterbalance future odors before they happen in a plastic can, add a little baking soda or scented cat litter to the bottom of the can before inserting a new bag. To avoid corrosion in a metal can, put the baking soda in a small container with vent holes so it does not come into contact with the metal.

**Sink drains and garbage disposal can stink.**

Whether there’s junk stuck in the pipes and garbage disposal or gas is escaping from the drain trap, there’s nothing worse than a rotten food smell coming from the sink. Here are [eight hacks to rid your kitchen of funky sink odors](https://www.wideopeneats.com/8-hacks-to-rid-your-kitchen-of-funky-sink-odors/).

**[Hyperlink ‘eight hacks to rid your kitchen of funky sink odors’ with** [**https://www.wideopeneats.com/8-hacks-to-rid-your-kitchen-of-funky-sink-odors/**](https://www.wideopeneats.com/8-hacks-to-rid-your-kitchen-of-funky-sink-odors/) **]**

**Musty and damp smells**

There are a few reasons that cabinets, cupboards, and furniture may take on a not-so-nice musty aroma. It is often a result of moisture which can be caused by leaking pipes in the walls, but also by poor ventilation and air circulation. These smells can be an early indicator of mold and mildew. It’s important to identify if there is mold because it can be toxic to the health of your family. [Learn more](http://www.housecleaningcentral.com/en/cleaning-tips/odor-removal/removing-musty-smell.html) about musty odors and removing them.

**[Hyperlink ‘Learn more’ with** **<http://www.housecleaningcentral.com/en/cleaning-tips/odor-removal/removing-musty-smell.html> ]**

If there is another odor you are looking to eradicate, a quick search on Google will likely give you information you need.

*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.**

*Jimbo’s Floors*

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

*530-790-3338*

# Week #2

## Subject line: What green is good at?

Happy Saint Patrick’s Day!!!

As you head out to celebrate St. Patrick’s Day this year, we thought we’d give you a little something *green* to think about.

Saint Patrick’s Day was once a day to celebrate Ireland’s patron saint, but now it’s a festive day for people around the around the world regardless of where they’re from or their religion. We celebrate the day in many ways, from giving cards to gathering with friends for a few drinks and music. Of course, you always want to wear something green or you may get pinched!

Though the commonly known color for this Irish holiday is green, did you know that the traditional Saint Patrick’s Day color was once blue? Over time, with Ireland’s “Emerald Isle” nickname, green flag, and the clover, green has become the symbolic color for St. Patrick’s Day.

You find green everywhere on this holiday. There are many green drink options too – beer, cocktails, lemonades, apple juice, milkshakes, or mint drinks, which are not only green but delicious!

There’s something about green. It’s a positive color! It affects us physically and mentally, and it relates to balance, harmony and growth. Green is a Spring color relating to renewed energy and stress-free living. Plus, it may be good at stirring up a sense of calm and hope. Could that be why there’s a broad spectrum of green bursting in nature during the Spring?

Enjoy your Saint Patrick’s Day celebrations, and as we head into the second quarter of 2019, the Spring, may your optimism be peaked!

*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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*530-790-3338*

# Week #3

## Subject line: Must haves in the heart of a home

It is said that the kitchen is the heart of the home. It's where we nourish our bodies, minds, and souls with friends and family. Of course, this is all relevant to your family size and lifestyle. The size and design of your kitchen will also have a significant impact.

No matter the size of the room, there are keys to a quality kitchen. If you’ve ever worked in a poorly designed kitchen, then you understand. The space is much more enjoyable when the layout is good.

A well-designed kitchen has an unobstructed, easily accessible work triangle. The points being the sink, stove, and refrigerator. Most of the action happens within that area, especially at the sink. For a comfortable work area without too many steps, that triangle should be within ten to twenty-five feet. Most household kitchens are closer to the five to ten foot range.

There’s a lot of “stuff” in the kitchen. That’s why another aspect of a well-designed kitchen is sufficient storage. There are a lot of not-so-common spaces that can be converted into additional storage. Thinking outside the box is a great way to take advantage of underutilized spaces.

Within your kitchen, think narrow, vertical, high, and low along with ease of use and access. For example, wide drawers installed at the floor level of kitchen cabinets is a great place to store flat items like cookie sheets and baking pans. Building cabinets all the way to the ceiling creates additional storage space up high for items used seasonally. Custom built, narrow, rolling shelves that fit perfectly between appliances and walls become ideal storage spaces for spices, cans or small dishes. Plus changing the permanent cabinet panel in front of the sink for a shallow tilt-out drawer becomes an excellent hideaway for dish cleaning tools.

A quick search online for kitchen design or storage reveals many websites with ideas including pictures and some DIY projects. See [this site](https://www.bhg.com/kitchen/remodeling/planning/tips/) for a list of things to consider in good kitchen design.

**[Hyperlink ‘this site’ with** [**https://www.bhg.com/kitchen/remodeling/planning/tips/**](https://www.bhg.com/kitchen/remodeling/planning/tips/) **]**

*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 #4

## Subject line: Create Mountains the KonMari Way

Have you heard about the KonMari Method of tidying? It was created by Marie Kondo, a petite, joy-filled Japanese woman who has loved messes since she was a little girl. You may have heard of her new hit Netflix series, *Tidying Up*.

Imagine beginning by taking all your clothes out of every drawer and closet and putting them in a mountainous pile on top of your bed. That’s how the KonMarie Method begins.

Five categories are dealt with in a specific order. First, clothing. Next, books, paper, then Komono. That's the stuff from the kitchen, bathroom, garage, and everything miscellaneous. The final category is sentimental items.

By putting everything in piles, we are confronted with everything we have, Marie says, it’s then that we know what we must do.

It’s time to go through the piles and only keep what *Sparks Joy*. That’s a warm, positive feeling similar to how a pet lover feels holding a new puppy.

After sorting, joy-sparking items are put away in a specific manner that makes them easy to find and lets you see what you have. Plus, clothing gets folded in a way that makes each item smaller, takes up less space and keeps everything visible when put away. [Look at this video](https://youtu.be/yXQt6aXME7s).

**[Hyperlink ‘Look at this video.’ with** [**https://youtu.be/yXQt6aXME7s**](https://youtu.be/yXQt6aXME7s) **]**

Marie makes it clear, "While you are tidying it may seem like things are more cluttered than before. By following the process step by step, there will always be an end to the tidying."

Learn more about [Marie Kondo](https://konmari.com/) and her tidying method. Surrounding ourselves only with things that spark joy in a decluttered environment must be a good thing!

**[Hyperlink ‘Marie Kondo and her tidying method’ with** [**https://konmari.com/**](https://konmari.com/) **]**

*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*

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