



**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: Add style and personality to the stairs

Does your staircase need a facelift?

A lot of consideration goes into the style and practicality of the staircase when designing a home.

Will it have a grand curve, be L-shaped with a midpoint landing or go straight up to the next level?

Will the treads be covered in carpet, hardwood or another material?

Will the balusters be wood spindles, decorative iron or glass shields?

Beyond a practical, safe design and primary material finishes, the way you decorate the staircase adds to the character and personality of your home. Here are some options to consider.

The Walls – Decorate the walls with color or a collection of photos and artwork in varying sizes. You may choose a bold pattern or embossed wallpaper instead or any combination of these ideas.

The Risers - Some staircase risers get embellished with mirror panels or patterned wallpaper. Another option is a mural panel cut and placed on each riser. When looking up from the lower level, the mural reveals a complete scene.

Risers are an excellent place to add inspirational words or quotes that provide daily encouragement. Some have even been decorated to look like the spine of books. [Here is inspiration on Pinterest](https://www.pinterest.ca/Evepasco/stair-risers-decorating-ideas/).

**[Hyperlink ‘Here’s is inspiration on Pinterest.’ With** [**https://www.pinterest.ca/Evepasco/stair-risers-decorating-ideas/**](https://www.pinterest.ca/Evepasco/stair-risers-decorating-ideas/) **]**

The Landing – Consider how a mid-level landing or the area the top and bottom of the stairs will get used. These areas can incorporate a bench, bookcase, mirrors, coat rack, and other decorative elements. [Here are some great uses of the landing.](https://www.homedit.com/10-staircase-landings-featuring-creative-use-of-space/)

**[Hyperlink ‘Here are some great uses of the landing.’ with** [**https://www.homedit.com/10-staircase-landings-featuring-creative-use-of-space/**](https://www.homedit.com/10-staircase-landings-featuring-creative-use-of-space/) **]**

One thing is for sure; there are some creative staircases in homes!

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S.**

*Jimbo’s Floors*

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

*530-790-3338*

# Week #2

## Subject line: What’s For Easter Dinner?

Like Christmas and Thanksgiving, Easter is a holiday filled with traditional foods and some special family recipes!

On Good Friday in Britain, Ireland, Australia, New Zealand, South America, Canada, and parts of the US, Hot Cross Buns are tradition. These are lightly spiced, sweet, yeast buns with raisins and the mark of a cross piped over the top with icing. Here is some history behind those buns.

[Hyperlink ‘some history’ with <https://www.thekitchn.com/heres-why-we-eat-hot-cross-buns-at-easter-holiday-traditions-at-the-kitchn-217463> ]

On Easter Sunday families enjoy tasty dinners with dishes like Honey Ham, Braised Lamb, Scalloped Potatoes, Glazed Carrots, beets and more. Here are some sites with recipes that you can try for your dinner next Sunday.

58 Best Dishes of Spring

[Hyperlink ‘58 Best Dishes of Spring’ with <https://www.geniuskitchen.com/ideas/easter-spring-meals-dishes-6041> ]

Our 20 Most-Popular Easter Dinner Recipes

[Hyperlink ‘Our 20 Most-Popular Easter Dinner Recipes’ with <https://www.foodnetwork.com/holidays-and-parties/menus/best-ever-easter-dinner/best-ever-easter-dinner> ]

Classic Main Dishes for Your Easter Dinner

Hyperlink ‘Classic Main Dishes for Your Easter Dinner’ with <https://www.southernliving.com/food/holidays-occasions/10-traditional-easter-dinner-recipes> ]

We hope that you and your family have a happy and relaxing Easter weekend.

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*Jim Armstrong*

*President of Jimbo’s Floors*

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# Week #3

## Subject line: Tips to save your time and sanity

Have you searched the Internet for tips and tricks to save time or simplify your life? Here are a few shortcuts to use in the kitchen.

**Spice Jar Labels**

For spices purchased in a bag, and transferred to a spice jar at home, a quick way to label the jar is to cut the name of the spice off the bag and tape it to the outside of the jar.

**Peel Garlic**

Whether it’s only a clove or an entire bulb, toss it into an empty bottle. Place the lid securely on top and then shake it vigorously. You can even dance around the kitchen while you shake that jar for a few minutes. The garlic skins fall away. Dump the contents onto a clean surface, take out the fresh garlic cloves and discard the skins.

Boiling Pasta and Potatoes

Prevent a rapidly boiling pot from overflowing foam and water by laying a wooden spoon across the top. It keeps the bubbling water in the pot!

**Peel Hard Boiled Eggs**

If you wonder how to cook perfect hard boiled eggs that are easy to peel, here is a video.

**[Hyper link ‘video that shows you how’ with the following URL:** [**https://youtu.be/nId0VqfG\_oI**](https://youtu.be/nId0VqfG_oI) **]**

There are many shortcuts and solutions on the Internet about almost every topic. The best way to discover what options might be available to save your time and sanity is to search on Google, YouTube and Pinterest.

I hope the kitchen tips I shared will save you time. Here are 33 more in a quick video.

**[Hyperlink “33 more in a quick video.’ with** [**https://youtu.be/yw-meEXN\_\_0**](https://youtu.be/yw-meEXN__0) **]**

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# Week #4

## Subject line: Solving myths about freezing and thawing fresh foods

There are many myths about frozen food. Some people believe frozen fruits and vegetables aren’t as healthy.

Did you know that frozen produce is picked at peak ripeness then flash frozen within six to ten hours after picking? Because it happens rapidly, flash freezing locks in nutrients and prevents ice crystals from developing.

When it comes to thawing food, it’s best to let it thaw in the refrigerator where the temperature is safely below 40 degrees Fahrenheit. Harmful bacteria can rapidly grow when the food reaches the dangerous temperature zone between 40- and 140-degrees Fahrenheit.

Another caution - do not run hot water over food when thawing. While parts of the food are still frozen, the hot water will warm areas of the food into the dangerous temperature zone indicated above. That can be dangerous. That hot water can even cause patches of the food to start the cooking while other areas remain frozen.

When it comes to freezing foods, you can freeze them *after* the “sell by” or *on* the “use by” date. Doing so should not cause any health concerns. Just don’t wait until after the “use by” date.

When bringing meats home from the grocery store, it is recommended to rewrap them in freezer-safe packaging and squeeze out as much air as possible. When freezing fresh vegetables, blanch them first. Here are [blanching directions and times for home freezer storage](https://extension.umn.edu/preserving-and-preparing/vegetable-blanching-directions-and-times-home-freezer-storage).

**[Hyperlink ‘blanching directions and times for home freezer storage’ with** [**https://extension.umn.edu/preserving-and-preparing/vegetable-blanching-directions-and-times-home-freezer-storage**](https://extension.umn.edu/preserving-and-preparing/vegetable-blanching-directions-and-times-home-freezer-storage) **]**

The length of time foods can be frozen will vary. Because of this, and because some foods may remain in your freezer for an extended period of time, you should always label foods in your freezer with the date you originally froze them. Here is a handy list of [storage times for food in the refrigerator and freezer](https://www.foodsafety.gov/keep/charts/storagetimes.html).

**[Hyperlink ‘storage times for food in the refrigerator and freezer’ with** [**https://www.foodsafety.gov/keep/charts/storagetimes.html**](https://www.foodsafety.gov/keep/charts/storagetimes.html) **]**

Keep in mind, most foods are freezable, but some will lose quality and texture, like milk and dairy products. They are safe to eat but it may be best to use previously frozen dairy products in casseroles, baking, and other recipes.

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