



**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: Why There’s a Day to Honor Mom

This Sunday is Mother's Day, a day to honor our mothers and those who have a mothering role in our lives.

The relationship with our mothers is filled with up and down moments in time, but this Sunday is a time to remember that no matter what, she’s had a substantial impact in shaping who we are today.

In most cases throughout our lives, mom has been the primary caregiver. She has taken care of our bumps and bruises and been our greatest advocate. After all, her life revolves mostly around the family! That's why she deserves this day of recognition.

The concept of Mother's Day dates to the 1600s, but modern-day Mother's Day traditions began in 1905 through a campaign in the US by Ann Marie Jarvis after her mother passed away. Jarvis started a crusade to have a recognized holiday to honor mothers as the person who does more for each of us than any other in the world.

Congress rejected Anna's proposal for a national holiday, even mocking her, but by 1911 every US State observed Mother's Day. Then in 1914, Woodrow Wilson officially deemed the second Sunday in May as a national holiday to honor our mothers. It was the second Sunday of May when Ann Marie Jarvis lost her mother.

In 1915, the second Sunday of May also became officially recognized as Mother's Day in Canada.

Enjoy time with your mom this weekend. Honor her with your siblings and loved ones. If she has passed, why not gather with all the same people to celebrate in remembrance of who she was and the impact she had on your lives?

*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: Make money from your KonMari Mountains

A few weeks ago we talked about making mountains the KonMari way. Maybe you’re the type of person who jumps right into projects like that, but many of us aren’t.

**[Hyperlink ‘KonMari’ with** [**https://www.goodhousekeeping.com/home/organizing/a25846191/what-is-the-konmari-method**](https://www.goodhousekeeping.com/home/organizing/a25846191/what-is-the-konmari-method) **]**

We thought we could give you a bit of encouragement during Spring Cleaning season with a way you can make a little cash from your “KonMari Mountains”.

Purged items gain extra cash for you by having a yard sale. This is the best time of year to do that, and Summer is next-best.

The ultimate days and times will vary, but Saturdays are often best. Serious shoppers will arrive early. An excellent time to begin is 7:00 am to as late as 3:00 pm. Gauge the end time by the items you have left and the number of people stopping by.

Sometimes Friday afternoon/early evening can get a good jump on your yard sale success. Here are some quick tips to boost that victory:

* + - * Set a date and tell your neighbors as soon as possible. That helps prevent clashing neighborhood events. Plus, it could become a neighborhood sale if others choose to join in.
      * Price items with easy-to-see tags/stickers, and avoid overpricing. A quick Google search can help find realistic prices. Yard sales prices are generally a quarter to a third of what items sell for brand new.
      * When pricing, consider bundle rates for like-items such as DVDs ($1 per DVD or $3 for 4).
      * Advertise the yard sale during the two weeks prior to the big day in relevant neighborhood Facebook groups, Craigslist, Kijiji, local papers, church bulletins, etc.
      * Put up sturdy, easy to read signs a few days before the sale. They need to withstand weather and have large, legible letters. People passing by only have a moment to glance at your sign. If it cannot get read from a passing car, you miss potential buyers.
      * Have small bills and coins on the day of your yard sale to make change, and never leave your cash unattended.
      * Be prepared to negotiate and haggle.
      * Make sure items are clean and look as new as possible.
      * Sort and organize items so that they are visually pleasing up close and from the street.
      * MOST IMPORTANT: Avoid bringing unsold items back into the house by having a plan to get them to a donation location.

See [more detailed tips here](https://www.daveramsey.com/blog/garage-sale-tips).

**[hyperlink ‘more detailed tips here’ with** [**https://www.daveramsey.com/blog/garage-sale-tips**](https://www.daveramsey.com/blog/garage-sale-tips) **]**

*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 #3

## Subject line: Isn’t it time to save money on your energy bill?

Have you ever Spring cleaned your expenses? It seems like everything has gotten a little costlier this year. One place to save money is on the energy bill, and there are ways to keep those costs down.

**Control the Temperature**

One way to reduce energy costs is to install a programmable thermostat. Set it to maintain an ideal home temperature between 70- and 78-degrees Fahrenheit (according to energystar.gov). Then, when you’re away from home, you can program it to warm that temperature in the summer or cool it in the winter by 8 degrees.

Plus, lowering the heat on the water heater to 120-degrees can provide additional savings.

Control the sun’s heat coming into your home to reduce energy expenses further. Permit less heat to get in during the summer and more in the winter by using insulated window coverings inside or retractable awnings outside.

**Change the Light Bulbs**

Where possible, install Light Emitting Diode (LED) bulbs. Not only are these energy efficient options, they last longer than most standard bulbs. Learn more about “[The 7 Best Light Bulbs of 2019](https://www.thespruce.com/best-light-bulbs-4079442).”

**[Hyperlink ‘The 7 Best Light Bulbs of 2019’ with** **<https://www.thespruce.com/best-light-bulbs-4079442> ]**

**Take Charge of What Is Plugged In**

From kitchen appliances to digital devices and gaming units, unplug what is not getting used. That includes the length of time you recharge digital devices. Don’t leave them plugged in overnight.

Allow devices to charge only until the battery is full. Electronics often draw unnecessary energy when left plugged in or in rest mode.

**Seal it Up**

Seal drafts around the window and door and ensure there is a healthy level of insulation in the attic.

When inspecting the home for drafts, make sure the HVAC piping is correctly connected and sealed. Then double-check that nothing is blocking the vents in each room.

**Adjust the Settings**

Take advantage of the energy-saving settings on many newer TVs and electronics. Then, as the budget allows, consider upgrading to more energy efficient appliances, hot water heater, furnace, and air conditioning units.

It’s little savings that add up to a lot.

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

530-790-3338

# Week #4

## Subject line: 3 Ways To Make Your Home Look Great

Maybe you want to spruce up the place, or you’re planning to sell this year, here are three key areas deserving extra attention.

## Curb Appeal

The first impression of your home happens from the street. People will determine what the people and inside of the house are like based on the way it looks out front. That curb appeal also majorly impacts a potential buyer’s decision. Stand in front of your home and survey the property. What needs to get fixed? What needs to get cleaned up? Survey the remainder of your exterior property.

Create a list of what needs to get done like: Remove debris; Remove weeds and dead branches; Edge the garden; Fertilize the lawn; Add some colorful plants and flower pots; Paint the garage door; Paint the front door; Clean the windows, etc.

## Declutter and Organize

Walk into your home as if for the first time. Forget what you know is there and view the interior like you’re visiting a model home. A model home has no clutter. If you’re planning on selling your home, keep in mind that buyers expect to see a tidy, *depersonalized* house. Of course, if you’re not planning to sell your home the personalized items can stay.

The spring cleaning of your home includes getting rid of clutter like out-of-place items, papers, magazines, etc. Organize by having a distinct place for every item in your home, donating or selling things you no longer want or need, and throwing away the trash.

## Complete the Incomplete

Get that home to-do list checked off. Often there are little DIY projects that we put off like updating light fixtures, caulking the bathtub, repairing a small spot on the wall, repainting a room, rehanging the drapes. Now is the time to get them done, especially if you are planning to sell the house. Those unfinished projects can impact the value of your home.

When considering your home’s value, a local real estate agent can give you the best advice for your home. In general, curb appeal, floors, fixtures, bathroom, kitchen, and master bedroom strongly impact the value of your home.

Of course, we’re here to help you with flooring, tiles and more! Stop in any time.

*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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