**Neighborhood Advisor Instructions**

Dear Member,

Below are the complete instructions for getting the Neighborhood Advisor ready for print each month. If you have any questions, please contact us.

Core 3 Concierge Services

We’ll Customize, Print and Mail The Newsletter FOR You!

If you would rather get the Neighborhood Advisor completely off your plate, enroll in our ***Core 3 Concierge* service** and we’ll handle the set up, customizing, printing and mailing so you don’t have to! Call our office for details. 1-877-887-5791.

Use Marketing Pieces for Future Campaigns!!

All of the inserts, postcards, letters and fliers that you receive over the months can be used over and over again with a little “tweaking.”

**Cut and paste.** You are going to repeat certain marketing messages over and over again. It’s much easier to cut and paste these messages into new marketing campaigns than racking your brains trying to remember the exact wording.

**Platinum Members**: Next time you need to do a specialized marketing campaign, instead of writing the letter or postcard from scratch, you can simply look through the arsenal in the Platinum Member’s only website and find the ad copy that applies best to your campaign, tweak it a little, and you’re ready to go. This will save you hours of work.

QR Codes

You’ll find QR codes in the newsletter, also in some of the inserts.

Scan this code with your smartphone to watch my video on how to quickly and easily generate QR codes and use them in your marketing. You can also go to [www.QRCode.VipRespond.com](http://www.QRCode.VipRespond.com) to watch the video.

**IMPORTANT!** You MUST replace my QR codes with your own! The codes in the marketing pieces all link to my video on QR code marketing. (If you don’t want to use QR codes, simply delete our code from the marketing piece.)

Sample teaser copy for your QR codes:

* Scan to see our “Smartphone” special of the month!
* Scan to get a gift certificate for $103.72
* Scan to see photos of gorgeous new floors we recently installed!
* Scan to hear what one of our super-satisfied clients had to say!
* Scan to link directly to our website.
* Scan to enter our testimonial contest!
* Scan for our online carpet spotting guide!
* Scan to schedule a complimentary Design Audit!

Emotional Triggers

The HA is designed to work as-is with no re-working other than what’s mentioned in the ‘customizing the HA’ section below.

There are 10+ emotional triggers in each issue of the HA. If you leave these out you will greatly reduce its effectiveness.

1. Photo of you
2. Personal note at the beginning of the letter
3. Mystery Winner
4. “Did You Know” section
5. Mega Trivia contest
6. Client of the month
7. Testimonials
8. Acknowledgment of new/returning clients & clients who referred
9. Mention of the Referral Reward program
10. Info-tainment. The HA content is 80% fun, entertaining, informative articles, and 20% flooring related. This is done ON PURPOSE.
11. Black printing on white or colored paper. No Slick paper. No 4-color processing. This is done ON PURPOSE.

**True Story:** One Flooring Success Systems Member hired a full-time employee who expanded the HA from 4 pages to 8, dropped in a lot of articles tailored to his market area (sports teams, local events, etc.), featured his joint venture partners, etc. In other words, really went the extra mile to re-work it. However, he left out many of the triggers listed above, and the letter got little to no response. I caught the mistake and immediately coached him on what to do. He put the triggers back in and response shot up.

Keep It Personal

1. Don’t use slick, 4-color processing
2. It should look like something you wrote on your home computer and printed off copies. This is done ON PURPOSE.

By Mike Capuzzi Www.CopyDoodles.com Ph: 800-690-0842

In many of the newsletters and inserts you’ll see what look like hand-written doodles. Copydoodles will make any marketing piece more personal and effective in just seconds, without changing a word of copy. Copy cosmetics are critically important for both offline and online marketers in order to achieve maximum response. These often over-looked graphic devices improve readability, draw the reader in and create a more personalized, 1:1 feel. Go to [www.CopyDoodles.com](http://Www.CopyDoodles.com) to order.

**Customizing the HA to Get It Ready for Print**

Trivia Answer: C) December

Page 1

* Customize all the highlighted areas. (Be sure to delete the yellow highlights.)
* Insert a photo of yourself
	+ Right click on the photo of Jim and select “Change Picture.”
	+ Navigate to your photo and Word will automatically size your photo to fit the space.
* **Intro letter**—change to suit
* **Signature**—inserting a digital or scanned signature is easiest.
* **Inside This Issue**—If you write any of your own articles, modify the contents of this text box
* **Mystery winner**—select someone at random from your past client database. This will get people to open your letter to see if they won that month.

Page 2

* Customize all highlighted areas.
* **“Did You Know?”—**this is an ongoing blurb where you will continuously educate clients about your store, services you offer and benefits you provide. You can use it as-is, modify it, or insert something completely different. It’s up to you.
* **Mega Trivia Contest**—This should be used to drive clients to your website where they can answer the trivia question, and get more information about your store. Have your webmaster create an opt in form for the contest submissions.
	+ You can also have people submit answers via email.
	+ Use the following verbiage to get people to enter the contest: Take your best guess, then e-mail your answer to sheryl@jimbosfloors.com. Or call Sheryl at *530-790-3338*. As calls and emails come in, write the person’s name, phone number and email address on a post it note and collect them in an envelope for the drawing. Winner will be announced in the following month’s newsletter. Enter email addresses into your database for future email campaigns. I’ve actually eliminated the phone number at times, thus forcing people to email their answers so I can collect their email addresses.

Page 3

* Customize all highlighted areas.
* **Client of the month**—pick someone about whom you can write something nice. Include their prize inside their newsletter envelope; notify them that it’s coming. OPTION: If you want to take this further, turn it into a “Get To Know Your Neighbor” kind of thing. Call the client ahead of time and do a short interview. Ask them about their hobbies, what they do for a living, where they went on their last vacation, their favorite foods, favorite book, the last good movie they saw, etc.
* **Thank you for the kind words**—insert client testimonials here.

Page 4

* Customize highlighted areas.
* Clients who referred—insert their names
* **Information about us**—Store name, address, phone, fax, website, email address (and logo if you want)

Holidays

We mention both U.S. and Canadian holidays in most issues. Feel free to remove any you don’t wish to have mentioned.

Inserts

If you are a Platinum member, there are dozens of inserts archived in the members only website. ([www.RichFloorDealer.com](http://www.RichFloorDealer.com).) There are plenty to choose from if the insert on any particular month isn’t what you need.

**Outsource Newsletter Production**

***Don’t do the customizing, printing, stuffing, folding, etc., yourself!***

As an entrepreneur the three most profitable things you can spend your time on are:

1. Self-education,
2. Implementing marketing systems, and
3. Implementing freedom-creating systems.

You have more profitable things to invest your time in than trying to get the Neighborhood Advisor (or other direct mail) assembled and out your door every month.

Outsourcing is the answer.

Simply email the completed piece along with an Excel spreadsheet of your mailing list to one of the fulfillment houses we recommend (below), and they will handle the rest. They will print, fold, stuff, seal, address and stamp the piece *FOR* you. No more fussing with mailers!!

EVEN BETTER – Contact Grapevine Virtual to *completely* take this process off your hands! Because Jolyn, the owner of Grapevine Virtual is also our Membership Coordinator, they have the newsletter templates as soon as you do, it’s as easy as providing your customization pieces ONE TIME and your list and Jolyn will handle the rest! And since you’ve probably already seen the great work she does, you don’t have to worry about handing over your newsletters to a stranger!

After you email them your order, you can concentrate on building your Ideal Business and Ideal Lifestyle.

Besides the newsletters, our fulfillment houses will handle any other printing and mail house projects you have!

Yeah, you *might* “save” a few bucks handling everything yourself...but how much are you losing in peace of mind and lost opportunity? You will never “save” your way to true wealth. The way to get wealthy is by smart leveraging of your resources.

Grapevine Virtual

Tell them you were referred by Jim Armstrong.
Contact: Jolyn Armstrong
Phone: 916.415.8619
Email: Jolyn@GrapevineVirtual.com

Fulfillment House

Tell them you were referred by Flooring Success Systems

**Selby Marketing**

No minimum quantity
Contact: Rich Selby
Phone: 585-377-0750
SelbyMarketing.com

* Standard print & mail projects (Neighborhood Advisor)
* CD and DVD duplication
* Book printing
* Manuals
* Free reports
* One-off mailers for opt-ins. Let’s say you have a website where prospects opt in for a free report. Selby Marketing can send these reports out one at a time as opt-ins dribble in. Selby provides a GREAT way to automate marketing sequences that have direct mail steps.