

***How To Make A  
Ton Of Money With  
Joint Ventures***

**By Jim Armstrong**



**“Crush The Competition”**

## **Important Notices**

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# Introduction

A joint venture is simply combining forces between your business and another business for mutual profits and benefits. The number of ways to joint venture is limited only by your imagination and your motivation. There are simply hundreds of ways it can be done. The purpose of this module is to give you several “done-for-you” joint venture strategies, and to open your mind to the huge possibilities. At the end of the manual I give you joint venture ideas you can implement by tweaking the enclosed marketing materials.

## **Several things to keep in mind when setting up joint ventures:**

1. The primary goal is to get them to send you referrals. If that’s all they do, that’s great. And it’s super profitable because your only marketing costs are what you spend to maintain the relationship. (Monthly Home Advisor newsletter, “bribe” gifts.)
2. The secondary goal is to do joint venture marketing, where you mail to their list of past clients. Not all of them will be willing to do this. That’s okay. Take it when you can get it. There are many marketing exhibits in this manual for joint venture marketing when you find a JV partner who wants to do it.
3. Some JV partners will send you a client a month, some a client per year. It doesn’t matter. The marketing costs are so miniscule that even a 1-referral-per-year JV partner is worth having.

Joint Ventures is a single strategy that—by itself—has the power to turn around a failing business.

**Word files of all marketing pieces can be found in the member’s only website.**

## **Building Oil Wells**

I have made hundreds of thousands of dollars through joint ventures in my various small businesses. The most powerful thing about joint venture relationships is that you do the work of setting them up **ONE TIME**, then you reap the profits for years to come. All you have to do is maintain the relationship. This is the essence of building oil wells in your business. The Rapid Launch manual goes into depth about building oil wells, but that's the basic idea. Most small businesses spend their time, energy and money trying to acquire oil cans (single transactions). Joint ventures are all about building oil wells.

There is simply no better way to get business than through repeat and referred clients, and joint ventures send you a steady stream of referrals at very low (or zero) cost. But it's important that you take the long view. Building joint venture relationships takes time. In comparison, it's far easier to run a newspaper ad than it is to build a relationship. But the rewards of a joint venture relationship are much, much bigger.

But don't get me wrong. By having an **ON PURPOSE**, step-by-step strategy for building joint ventures, it's possible to do it very quickly. I owned a carpet cleaning business, and by using the strategies in this manual I developed over a dozen joint venture relationships in 90 days. Eight of the eleven local flooring dealers and furniture stores referred my company, along with Realtors, interior decorators, dry cleaners and contractors. Lots of oil wells.

You can do the same. I'm handing you, on a silver platter, the exact strategies I have used over and over again to build extremely profitable joint venture relationships.

# The “Secret” Method I Use To Get Whatever I Want From Other Businesses

I never, never call a business owner cold and make joint venture proposal. (Even if I have already established a relationship with the owner, I almost never call with a new joint venture proposal. First I’ll send a letter detailing my idea, then call.) I always follow a step-by-step process for establishing relationships with businesses.

## **Establish the relationship**

1. I send them an unusual looking proposal letter as a Stealth Mailer. Usually with a “grabber” at the top (like a dollar bill or lotto scratcher. See the Rapid Launch for descriptions of Stealth Mailers and Grabbers.) I always include lots of testimonials, and press releases or newspaper articles about my company if I have them.
2. I follow up the letter 3-5 days later with a phone call. The one-and-only purpose of the phone call is to set up a meeting between myself and the business owner. I never, never make any kind of joint venture proposal during this call.
3. I meet with them in person. This is a “get-to-know-you,” feel-good kind of meeting. Ultimately you are going to request access to their client database and that takes a high level of trust. At this meeting I get a feel for how comfortable they are, and based on this I’ll make an appropriate joint venture proposal. Usually I’ll propose one of the strategies in this manual.

## **Maintain the relationship**

4. I subscribe them to the Home Advisor monthly newsletter. This way they are hearing from me each and every month. In most cases I also subscribe all their employees.
5. I give them periodic “bribes.” I’ll bring Cookie Tree cookies to their office (Cookie Tree is a locally owned business...they’re famous in my town), pizza, Chinese food, Starbucks coffee, etc. How often they get the bribes—and how large of a bribe—is directly proportional to how much business they send me. I’ve even sent out letters saying that for every 3<sup>rd</sup> or 4<sup>th</sup> referral they send that turns into a customer, I’ll send in lunch for the entire staff. For the businesses that are sending me a steady stream of clients, I’ll take something to them every month. Others might only get something at Christmas. It all depends. Remember: it’s a relationship.
6. I’ll meet periodically with the business owner for lunch or coffee to deepen the relationship. How often depends upon the profitability of the relationship, how willing they seem to work with me, their CHARACTER, how they treat MY clients, etc.
7. As time goes by, I’ll propose various joint venture strategies. Some I propose right away, some I wait until I get to know them better.

The thing to keep in mind is that you are building relationships, and this goes both ways. You want to be sure that you're dealing with someone you can trust, as well as giving them a chance to trust you.

## **Two Kinds Of Joint Venture Relationships**

I've found that I usually develop one of two kinds of relationships with my joint venture partners: exclusive or non-exclusive.

### **Exclusive**

This means that you only work with one business owner in a particular business category. For example, you might choose to only work with one interior decorator. The biggest benefit of this kind of relationship is you refer each other exclusively to your respective client databases. For example, you can write articles for each others newsletters, do joint promotions, carry each others literature in your stores, etc.

The drawback is you lock out the possibility of working with all the other interior decorators.

### **Non-Exclusive**

This means you work with several business owners in a particular business category. The advantage is you can have multiple income streams from a single industry. The disadvantage is you have to be careful about how you promote and refer these businesses, otherwise you jeopardize the relationships.

For example, I had eight different flooring dealers referring my carpet cleaning company. They and their employees all got my newsletter. If I had allowed one of them to write an article in my newsletter, it would have caused problems. Therefore, if I was going to let one of them write an article, I had to give all the dealers a chance to do the same thing. Usually I just never opened that can of worms.

The other thing I was careful about was referring clients who needed floor covering. When a client asked who I recommended, I always asked where they got their flooring. If it was one of the eight, I would refer them back to that company. Otherwise, I would send them to the company that seemed the best fit for them. But I was always fair.

Also, in a non-exclusive joint venture I could never promote a particular flooring store to MY client database. Remember: all 8 stores were referring their clients to me. If I promoted a particular store, I would effectively be sending the clients of the other 7 stores to the store I was promoting. Not good for building long-term, trusting relationships.

### **Things to consider**

Should you go exclusive or non-exclusive? There is no right answer. I did it both ways. I can say this: before developing an exclusive relationship, make absolutely sure of two

things: that they will treat your clients like gold, and they are open to creative, joint-venture marketing strategies.

Many times the relationship will evolve from non-exclusive to exclusive. For example, I had three or four interior decorators referring my business. Eventually only one of them became my “champion,” referring many clients, giving me access to their database, etc. That relationship morphed into an exclusive partnership.

When establishing exclusive relationships, generally the benefit for both of you is promoting your businesses to each other’s clients. Therefore, I usually work out some kind of arrangement where we’re sharing costs or trading expenses. For example: let’s say you want to do a joint promotion where you are sending a letter to his clients. Instead of paying the costs yourself, split them with the JV partner; the same with promotions to YOUR clients promoting his business. Or, set up some kind of trade: you pay for mailers to your clients, he pays for mailers to his clients, etc.

In a non-exclusive relationship, oftentimes you WON’T be promoting the JV partner’s business to your clients. Therefore the benefit to the JV partner is that you’re sending mailings to their clients without them paying a dime or lifting a finger; in other words, the benefit to them is they get free communication/marketing to their clients (not access to YOUR clients). This is spelled out in the Joint Venture Intro letter.

## **Joint Venture “Massive Action”**

Instead of picking one business at a time, pick 5-10 businesses you think you would like to do a joint venture with.

Call each of the businesses and get the name of the owner. Then send the “Intro Letter” as a stealth mailer.

Follow up 3-5 days later with a phone call. Set up a meeting.

This is how I started over a dozen joint venture relationships in just a few months.

## Turbo-Charge Your Joint Ventures With Testimonials

Get testimonials from every one of your joint venture partners, even if you have never sold flooring to them. One way to get them to give you a testimonial and photo is let them know that thousands of people will see their photo and business name. Get an audio and video testimonial as well.

### SAMPLE TESTIMONIAL:

Photo of joint venture partner standing with you in front of their business.

**Jane Brussard,**  
**Owner of Park Avenue Decorators**  
“As the owner of an interior decorating business, I won’t refer just any flooring dealer to my clients. It’s critical that they have outstanding customer service and highest quality products and warranties. That’s why I refer Jim Armstrong of Jimbo’s Floors exclusively to my clients.”

**-Jane Brussard**

Later on in this manual, I discuss the strategy of giving your high-producing joint venture partners a free room of flooring. In exchange, get a written testimonial, also audio and video testimonials. Put these in your website, welcome pack, and throughout all your marketing. It’s worth the investment of a free room of flooring to get this kind of powerful endorsement.



# Ideas For Joint Venture Partners

- Interior decorators
- Contractors
- Realtors
- Insurance agents
- Carpet cleaners
- Furniture stores
- Cabinet shops
- Window coverings
- Paint stores
- Appliance stores
- House cleaning companies
- Janitorial companies
- Landscape maintenance
- Plumbers
- Pest control
- Veterinarians
- Pet shops
- Gift shops
- Welcome Wagon types of businesses
- Gift basket shops
- Restaurants
- Other\_\_\_\_\_
  
- Other\_\_\_\_\_
  
- Other\_\_\_\_\_
  
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- Other\_\_\_\_\_
  
- Other\_\_\_\_\_

## **Joint Venture Intro letter**

Next is an intro letter to introduce you to the potential joint venture partner. Send it as a stealth mailer in a 9 x 12 manila envelope. Include lots of testimonials. Audio and video testimonials if you have them.

DOLLAR BILL STAPLED HERE

## How You Can Generate Thousands Of Dollars In Extra Profits AND Give A Valuable Free Gift To your Clients



Dear <<Name>>,

As you can see, I have attached a nice, crisp \$1.00 bill to the top of this letter. Why have I done this? Actually for 3 reasons:

1. I have something very important to tell you and I needed a powerful way to catch your attention.
2. I have an idea that will make a lot of money for both of us, so I thought the dollar bill was appropriate.
3. I want you to make money from my idea immediately, so here's your first dollar!

Hi! My name is Jim Armstrong, owner of Jimbo's Floors here in Yuba City. I specialize in dazzling my clients with the most outstanding floor covering service ever, and the most POWERFUL guarantee in the flooring business (more about that in a minute). I am looking for ways to expand my business and I've come up with a way we both can profit.

### **I need your help...**

I'm sorry to admit this, but many flooring dealers and installers out there are less than ethical. I have lost count of the clients who have come to my store with horror stories of shoddy workmanship, missed appointments, bait-and-switch sales tactics, warranties that are not honored, etc., etc., etc.

You, your family, your staff, or some of your clients may have had similar experiences with flooring dealers. I never, ever use any of these unethical practices on my clients. My goal has always been to turn floor covering "nightmares" into a dream

come true for my clients who have had bad experiences in the past. That's why I need your help.

### Here's my idea...

**You'll be able to give all your clients a free gift.** This gift is from you. It is a gift certificate for \$250 to **Jimbo's Floors**. This gift certificate is good for any purchase over \$2,500. If the purchase is between \$1,000- \$2,499, they will get dinner for two at **The City Café** and a FREE spotting kit. Under \$1,000 and they'll get passes to the **Movies-8 Cinema**.

I will have these gift certificates printed up at no cost to you, and they will be personalized with YOUR business name. (See enclosed sample.)

Your clients are going to love you for giving them a valuable free gift! This alone will create more business for you by making your clients so happy that they refer other business to you.

**I make you look like a "Knight In Shining Armor" for referring Jimbo's Floors!** From the minute a client steps through the door and is offered a refreshing drink from our beverage menu, until after the floor is installed and they receive a personalized gift package from us, YOUR CLIENTS are treated like royalty! And we don't leave it to chance! We have invested thousands of dollars implementing our "World Class Installation System" to insure that your clients are not only treated like Kings and Queens, but are kept updated throughout the process. They will LOVE YOU for referring us!

**I would like to meet with you at your earliest convenience so I can share with you some of the systems and strategies that I use, and find out if there is a synergy between the two of us, and an ability for us to work together and refer business to each other.**

### **Naturally you want to know more about Jim Armstrong and Jimbo's Floors, so here goes...**

**Jimbo's Floors** has been in business since 1989. We provide high-quality flooring and installation of all kinds: carpeting, hardwood, laminate, vinyl and tile. **Jimbo's Floors** is a member of the Certified Floorcovering Installers Association (CFI). Among other things, all members of CFI must abide by a strict code of ethics, which include: maintaining the highest professional standards of workmanship and service for our clients; and participating in continuing education to improve our expertise.

See the enclosed list of testimonials.

### **Your Clients Are Protected By My Written 100% Iron-Clad, Triple Guarantee!**

This is the written guarantee your clients will receive:

**Guarantee #1: No Regrets Guarantee.**

Here's how the "No Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you "no way!" So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

### **Guarantee #2 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 at **Jimbo's Floors**. 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.

### **Guarantee #3 Installer Professionalism Guarantee**

**Jimbo's Floors** 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!

**"Okay, Jim, Sounds Great...what next?"**

I will contact you in a few days to discuss the best way to let your clients know about my services and vice-versa. **I have some creative referral strategies and joint-venture marketing strategies that make it very easy to generate new clients and extra profits for both our businesses.**

Sincerely,

**Jim Armstrong**  
**Owner, Jimbo's Floors**

P.S. If you have questions about my services please feel free to call me anytime.  
**530-790-7900**

**"Read what your friends and relatives  
are saying about **Jim Armstrong**  
and **Jimbo's Floors!**"**

(See enclosed flyer.)

## **Follow up call**

Below is a script to model when you call them 3-5 days after sending the letter.

Hi John,  
This is Jim Armstrong of Jimbo's Floors. A few days ago I sent you a letter with a dollar bill stapled to the top. Did you get it?

The reason I'm calling is I'm interested in exploring the possibility of developing a business relationship. I'd like to sit down with you to have a cup of coffee, find out what your goals are and share with you my goals and see if there is a synergy between us and an ability to work together, and whether we would be a good fit. When would be a good time to meet?

## **Confirmation fax or letter**

On the next page is a letter/fax for you to model. By sending out a confirmation, you set yourself apart from every other flooring dealer, and position yourself as a Trusted Professional.

Your Letterhead

Dear Connie,

I enjoyed talking with you the other day. I am looking forward to meeting with you and discussing your goals, telling you a little about my goals, and brainstorming ways to grow our businesses.

See you then!

Sincerely,

Jim Armstrong

**Meeting time and place: March 29<sup>th</sup> at 9:00 A.M. at Starbuck's on Colusa Ave.**



## **Joint Venture Proposal**

Next is a joint venture proposal letter. Send this along with the marketing examples to anyone you are currently in a joint venture relationship with. You can also bring the examples to your initial meeting.

**TIP:** Customize the letters and gift certificates with the name of the business you are joint venturing with.



**Jim Armstrong**  
Owner, Jimbo's Floors

How to give your clients a free  
Appreciation Gift and get them talking  
about your business for

**FREE!**

**(You don't have to spend a penny  
or lift a finger!)**

Hi **Mike!**

I have a strategy that will reconnect you with your past clients and get them talking about and visiting your business. Here's how it works:

I will send a mailer to YOUR past clients. This mailer will contain:

1. A cover letter from YOU recommending my service, plus a Jimbo's Floors gift certificate for \$250.
2. A second letter from me, describing my service.  
(See enclosed samples.)

### **3 Huge Benefits You Will Enjoy**

#### **Benefit #1: Free Advertising.**

This is a great chance to get your clients thinking about you again. The letters are not your typical "junk mail", so not only will they tend to read it, but they will remember you and tell people about you. (Studies show that the majority of direct mail advertising gets thrown in the trash unopened. I have a "top secret" strategy to insure that 97% of the letters will get opened. I'll tell you about it when we talk.)

And, since I am paying for all the postage and printing, and supplying the gift certificates at no charge, it won't cost you anything!

I have included a sample letter. We can use it as is, or make any changes you would like, add your own comments, etc.

You don't have to lift a finger! You simply give us address labels of your clients, or a printout of your database. We will print, stuff, and stamp the envelopes and get them in the mail. I will handle all the mailing labor.

#### **Benefit #2: Build goodwill with your clients.**

Imagine if the owner of your favorite restaurant, or your CPA or your doctor sent you a gift just to show they were thinking about you and that they appreciate your business. How would that make you feel? Would you continue to use their services?

Would you tell people about them? You bet you would! Well, your clients will feel the same way! This will build tremendous goodwill with your clients, especially if you haven't done business with them in awhile.

Also, when they use my company, I will bend over backwards, do handstands, and walk over hot coals to make sure that they feel great about the service. I will make YOU look like a knight in shining armor for referring me!

**Benefit #3: Stay connected!**

For every month that goes by without your clients hearing from you, you lose 10% of them. This is a powerful way to reconnect and avoid losing your clients to the competition.

Every way you look at it, you benefit! Free advertising, free gifts, and building goodwill with your clients! I will call you in a few days to discuss this idea with you. Please feel free to call me before then at 530-790-3338.

I'm looking forward to speaking with you!

Sincerely,

**Jim Armstrong**

P.S. I'll call you in a few days to discuss my idea. Feel free to call me before then at 530-790-3338.

## **Marketing Campaign**

These letters go to the clients of the interior decorator. Have your JV partner print up address labels of their clients. If you have a good relationship, they may give you an Excel file of their database so you can upload it into your database. (I had an interior decorator do this.)

This is a 45-day, 3-step campaign. (See “Connect Campaign” in the Rapid Launch for instructions.)

**Send these as stealth mailers. You can use address labels instead of hand-addressing them, just don’t mention any business name on the envelope. (See the Connect Campaign in the Rapid Launch for instructions on stealth mailers.)**

Step 1 mailer: The first is a letter from the joint venture partner to their clients. In the same envelope, include a letter from YOU right behind the JV’s letter. Also include the gift certificate and testimonials. This is a lot of stuff, so you may need to use a 6x9 envelope. If it’s over an ounce, you must include a return address. (Just list a street address...no company name.)

Two weeks later send JUST the step 2 letter.

Two weeks later send JUST the step 3 letter.

# Why Is Your Interior Decorator Writing To You About A Floor Covering Store?

Dear Friend and Client,

Hi! This is Jane Brussard, owner of Park Avenue Decorators. These days it seems like you run into a lot of companies who are more interested in just making a quick buck than giving their clients a truly excellent product, or going the extra mile to take care of their client's needs.

So on those rare occasions when I discover a company that provides absolutely stellar service, I just want to tell the whole world about it.

When I first met Jim Armstrong, owner of Jimbo's Floors, his knowledge and professionalism impressed me. He spent time talking with me, and was genuinely concerned that all of my questions were answered.

(Next is an optional paragraph if you've done work for this person. If you have an outstanding referral partner, I recommend doing a free room for them. It's definitely worth the investment.)

Then he installed new hardwood in my dining room. Wow! What a difference! I was amazed at how different and beautiful the room looks. The results were stunning! I was absolutely thrilled! My friends rave about my new floor!

I also discovered the ways he goes the extra mile for his clients. Every client gets a free "Design Audit." You see, there are thousands of flooring choices, and this can be overwhelming for most consumers. The Design Audit narrows the choices down to the best 2 or 3 for your unique situation. It really makes the process painless and fun!

Before and during the installation, clients are kept updated with phone calls and mailers: you always know what's happening with your floors.

And all of his work comes with the most amazing written guarantee I have ever seen. Jim calls it his "100%, Iron-Clad Triple Guarantee." You'll find a copy of his guarantee enclosed. I thought Jim must be crazy to offer it! (You'll see why when you read it yourself!) But crazy or not, he bends over backwards to take care of his clients!

**Free Gift For Clients Of Park Avenue Decorators**

I want to give you a chance to see just how amazing Jimbo's Floors is. So I twisted Jim's arm until he agreed to give my clients an incredible deal: a Jimbo's Floors gift certificate for \$250.

Now, Jim doesn't give gift certificates away to just anybody, but he told me that if someone is a client of mine, they must be worth it! (Besides, his arm was beginning to hurt!)

Give Jim a call at **530-790-3338**. Or visit his store at 1234 Jones St. in Yuba City. But don't wait too long. I could only talk Jim into extending this offer until **<<Date 45 Days In The Future>>**. (Don't forget your gift certificate!)

I know that you will be thrilled with Jimbo's Floors!

Sincerely,

Jane Brussard  
Park Avenue Decorators

P.S. Enclosed is a gift certificate for \$250 for Jimbo's Floors. It is good until **<<Date 45 Days In The Future.>>>**



Jim Armstrong  
Owner, Jimbo's Floors

**You've Received A FREE**  
**\$250**  
**Gift Certificate To**  
**Jimbo's Floors!**  
*(Also...make \$0 down, \$0 interest, and \$0 payments  
on your beautiful new floors until 2009!)*

Dear Friend,

As Jane said in her enclosed letter, since you are a valued client of Park Avenue Decorators, she has arranged for me to give you a \$250 gift certificate for Jimbo's Floors. I don't give gift certificates to just anybody, but since you are a preferred client of Park Avenue Decorators, I knew you would be worth it.

Hi! My name is Jim Armstrong, owner of **Jimbo's Floors**. I specialize in dazzling my clients with the floors of their dreams, and with the best customer service in the business. However, my service is not designed for just anybody. It is custom tailored for people who want the highest quality and most beautiful floors for their home.

I want to get to know you by offering you a second free gift:

**A 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.

**I'm On A Mission To Turn Floor Installation Nightmares  
Into A "Dream Come True" For My Clients**

I have invested thousands of dollars in our "World Class Installation System." Not only do you get a free Design Audit, but you're kept updated throughout the process. From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

I'm very excited about helping clients with one of the biggest home-improvement decisions they will ever make: choosing new floor covering. I've taken steps to make this a fun and exciting experience for you and the people you refer to me...rather than the nightmare you hear about so often!

To turn that nightmare into a dream come true, I run my store differently than most flooring retailers. We have implemented a "World Class Service" philosophy that helps us make the right decisions when helping our clients. It goes like this...

- **From the client's point of view, have we treated him/her with complete respect?**
- **From the client's point of view, have we surpassed his/her expectations?**
- **From Jimbo's Floors point of view, is it in our best long-term financial interest?**

When I and my team answer "yes" to all three questions, we know we will earn our clients respect, their trust, and their referrals. And YOU'LL know we'll be floor covering advisors that you can count on to provide advice that's in your best interest. I want to be your Floor Covering Advisor For Life, and I will bend over

backwards to earn your trust and the referrals of your friends, relatives and co-workers.

## **You Are Protected By My 100% Iron-Clad, Triple Guarantee!**

### **Guarantee #1 “No Regrets Guarantee!”**

Here’s how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

### **Guarantee #2 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 at **YOUR STORE**. 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.

### **Guarantee #3 Installer Professionalism Guarantee**

**YOUR STORE** 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!

## **\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!**

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! (On approved credit.) We make it easy to experience gorgeous new floors **right now**.

**What to do right now...** Bring the enclosed gift certificate to Jimbo’s Floors by **<<Date 45 Days Away.>>** You’ll get a free Design Audit, the best service in the business, and the flooring of your dreams....Guaranteed!

Sincerely,

Jim Armstrong  
Owner, Jimbo’s Floors

P. S. Enclosed is a FREE Jimbo’s Floors gift certificate for \$250.

P.P.S. You are protected by my 100% Iron-Clad, Triple Guarantee! If you don’t like the flooring, I’ll replace it free within the first 30 days! Amazing!

P.P.P.S. Don’t Delay! The gift certificate expires on **<Date 45 Days Away>!**

**See What Your Friends And Neighbors Are Saying About  
Jimbo’s Floors! See The Enclosed Flyer!**



# \$250

*Gift Certificate*

*Exclusively for the preferred  
clients of*

**Park Avenue Decorators**

**Good Until <Deadline>**

## **Jimbo's Floors**

**(530) 790-3338**

This gift certificate good for \$250 towards any purchase at Jimbo's Floors of \$2,500 or more. For purchases between \$1,000 and \$2,499 you'll receive dinner for two at the City Café and a free spotting kit. For purchases between \$500-\$999 you'll receive two passes for the Movie's-8 Cinema.

**Next are the step 2 and 3 letters. You don't need to include anything else in the mailer.**



Jim Armstrong  
Owner, Jimbo's Floors

## 2<sup>nd</sup> Notice

# It's Still Not Too Late To Take Advantage Of Your FREE \$250 Gift Certificate From Jimbo's Floors!!

*(And make \$0 down, \$0 interest, and \$0 payments  
on your beautiful new floors until 2009!)*

Dear Friend,

Two weeks ago Jane Brussard, owner of Park Avenue Decorators, and I sent you a letter with a very special, limited-time offer. Since you are a valued client of Park Avenue Decorators, she arranged for me to give you a FREE \$250 Jimbo's Floors gift certificate. I don't give gift certificates away to just anybody, but since you are a preferred client of Park Avenue Decorators, I knew you would be worth it.

I want to get to know you by offering you a second free gift:

### **A 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.

### **I Make The Process Easy And Fun!**

I have invested thousands of dollars in our "World Class Installation System." Not only do you get a free Design Audit, but you're kept updated throughout the process. From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

I'm very excited about helping clients with one of the biggest home-improvement decisions they will ever make: choosing new floor covering. I've taken steps to make this a fun and exciting experience for you and the people you refer to me...rather than the nightmare you hear about so often!

### **You Are Protected By My 100% Iron-Clad, Triple Guarantee!**

#### **Guarantee #1 "No Regrets Guarantee!"**

Here's how the "No Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you "no way!" So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

#### **Guarantee #2 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 at **YOUR STORE**. 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.

### **Guarantee #3 Installer Professionalism Guarantee**

**YOUR STORE** 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!

## **\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!! *Why Wait For New Floors??***

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! (On approved credit.) We make it easy to experience gorgeous new floors **right now**.

**What to do right now...**you were sent a gift certificate two weeks ago. Just bring it to Jimbo’s Floors by **<<Deadline>>** You’ll get a free Design Audit, the best service in the business, and the flooring of your dreams...Guaranteed! **(If you lost the gift certificate, bring this letter instead.)**

Sincerely,

Jim Armstrong  
Owner, Jimbo’s Floors

P.S. Your \$250 gift certificate can be used for purchases of \$2,500 or more. For purchases between \$1,000-\$2,499 you’ll receive dinner for two at the City Café and a free spotting kit. For purchases between \$500-\$999 you’ll receive two passes for the Movies-8 Cinema. If you lost the gift certificate, just bring this letter.

P.P. S. You are protected by my 100% Iron-Clad, Triple Guarantee! If you don’t like the flooring, I’ll replace it free within the first 30 days! Amazing!

P.P.P.S. Don’t Delay! The gift certificate expires on **<Deadline>**!

### **Read What Your Friends And Neighbors Are Saying About Jimbo’s Floors!**

“As the owner of an interior decorating business, I WILL NOT refer just any floor covering professional to my clients. I have been so impressed with Jim Armstrong of Jimbo’s Floors, that I refer his company exclusively. He has my 100% endorsement.”

**-Jane Brussard, Park Avenue Decorators, Yuba City**

“My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience.”

**-Marsha Avalos, School Teacher, Yuba City**

“Dear Jim, I would like you to know that we were very impressed with the way that you do business. It is literally a throw back to a time when service and professionalism truly meant something, and unfortunately is all but forgotten in today’s business world. Specifically, I would like to thank you for your efforts throughout our entire floor-buying process. Your honesty, quick response, and communication were a welcome change from all of our previous flooring experiences. Please know that my wife and I have spoken of this to everyone we know if the subject arose, and we will continue to do so. You will indeed be our “flooring consultant for life.” Thank you again for reminding me that some people still do business the right way.”

**-Alex & Jennifer Johnson, General Contractor and Home Maker, Marysville**



Jim Armstrong  
Owner, Jimbo's Floors

*Final Notice*

## **LAST CHANCE**

**To Take Advantage Of Your FREE \$250 Gift Certificate From Jimbo's Floors!!**

*(And make \$0 down, \$0 interest, and \$0 payments on your beautiful new floors until 2009!)*

Dear Friend,

This is Jim Armstrong. Disappointed.

Several weeks ago Jane Brussard, owner of Park Avenue Decorators, and I sent you a letter with a very special, limited-time offer. Since you are a valued client of Park Avenue Decorators, she arranged for me to give you a FREE \$250 Jimbo's Floors gift certificate. I'm very sad that I haven't heard from you. But in hopes that I can still gain you as a client, I'm sending you this final letter.

Along with the \$250 gift certificate, I want to get to know you by offering you a second free gift:

### **A 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.

### **I Make The Process Easy And Fun!**

I have invested thousands of dollars in our "World Class Installation System." Not only do you get a free Design Audit, but you're kept updated throughout the process. From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

I'm very excited about helping clients with one of the biggest home-improvement decisions they will ever make: choosing new floor covering. I've taken steps to make this a fun and exciting experience for you and the people you refer to me...rather than the nightmare you hear about so often!

### **You Are Protected By My 100% Iron-Clad, Triple Guarantee!**

#### **Guarantee #1 "No Regrets Guarantee!"**

Here's how the "No Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you "no way!" So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

### **Guarantee #2 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 at **YOUR STORE**. 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.

### **Guarantee #3 Installer Professionalism Guarantee**

**YOUR STORE** 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!

## **\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!! *Why Wait For New Floors??***

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! (On approved credit.) We make it easy to experience gorgeous new floors **right now**.

**What to do right now...**you were sent a gift certificate several weeks ago. Just bring it to Jimbo’s Floors by **<<Deadline>>** You’ll get a free Design Audit, the best service in the business, and the flooring of your dreams....Guaranteed! **(If you lost the gift certificate, bring this letter instead.)**

Still Hoping I Might Hear From You,

Jim Armstrong  
Owner, Jimbo’s Floors

P. S. You are protected by my 100% Iron-Clad, Triple Guarantee! If you don’t like the flooring, I’ll replace it free within the first 30 days! Amazing!

P.P.S. Don’t Delay! The gift certificate expires on **<Deadline>**!

### **Read What Your Friends And Neighbors Are Saying About Jimbo’s Floors!**

“As the owner of an interior decorating business, I WILL NOT refer just any floor covering professional to my clients. I have been so impressed with Jim Armstrong of Jimbo’s Floors, that I refer his company exclusively. He has my 100% endorsement.”

**-Jane Brussard, Park Avenue Decorators, Yuba City**

“My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience.”

**-Marsha Avalos, School Teacher, Yuba City**

“Dear Jim, I would like you to know that we were very impressed with the way that you do business. It is literally a throw back to a time when service and professionalism truly meant something, and unfortunately is all but forgotten in today’s business world. Specifically, I would like to thank you for your efforts throughout our entire floor-buying process. Your honesty, quick response, and communication were a welcome change from all of our previous flooring experiences. Please know that my wife and I have spoken of this to everyone we know if the subject arose, and we will continue to do so. You will indeed be our “flooring consultant for life.” Thank you again for reminding me that some people still do business the right way.”

**-Alex & Jennifer Johnson, General Contractor and Home Maker, Marysville**

## **More joint venture letters.**

Once you have established a profitable joint venture relationship, you'll want to continue to follow up with their clients. The benefit to your JV partner is that they get to communicate with their clients for free on a regular basis.

I've included some additional letters for you to model that I have used very successfully. Remember that every joint venture relationship is different, depending upon the kind of business you are working with. Experiment with different offers. Be creative!

## **Instructions**

The following letter contains an offer for both your business and the JV partner's business.

- Model this campaign after the first one in this manual. Send as stealth mailers. You can use address labels, just don't put any business names on the.
- Include a letter from you that goes behind the letter from the JV partner.
- Include a gift certificate from you.
- The letter itself has a cut-out gift certificate at the bottom from the JV partner. You may want to experiment with a separate, printed gift certificate. Make it look different than the one for your store. (Different color, font, etc.) Separately printed gift certificates have a higher implied value.

## An Important Message To The Preferred Clients Of Park Avenue Decorators...

# We Have 3 FREE (Early) Holiday Gifts For You!

Dear Friend and Client,

Hi! This is Jane Brussard of Park Avenue Decorators. Last Spring we sent you a letter about Jim Armstrong owner of Jimbo's Floors telling you how much we like his business. In case you forgot, let me tell you what we enjoy so much about Jimbo's Floors:

Most of us have had the experience of hiring a service company to come into our home, and then being disappointed at the quality of service. Showing up late, (or not showing up at all!) not calling to say they are going to be late, poor workmanship, bad attitude, etc., etc., etc. That's one reason we work so hard at Park Avenue Decorators to provide great service for our clients. And that's why I've been so impressed with Jimbo's Floors since we started referring them to our clients over a year ago.

When I first met Jim Armstrong, owner of Jimbo's Floors, his knowledge and professionalism impressed me. He spent time talking with me, and was genuinely concerned that all of my questions were answered.

(Next is an optional paragraph if you've done work for this person. If you have an outstanding referral partner, I recommend doing a free room for them. It's definitely worth the investment.)

Then he installed new hardwood in my dining room. Wow! What a difference! I was amazed at how different and beautiful the room looks. The results were stunning! I was absolutely thrilled! My friends rave about my new floor!

I also discovered the ways he goes the extra mile for his clients. Every client gets a free "Design Audit." You see, there are thousands of flooring choices, and this can be overwhelming for most consumers. The Design Audit narrows the choices down to the best 2 or 3 for your unique situation. It really makes the process painless and fun! Before and during the installation, clients are kept updated with phone calls and mailers: you always know what's happening with your floors.

And all of his work comes with the most amazing written guarantee I have ever seen. Jim calls it his "100%, Iron-Clad Triple Guarantee." You'll find a copy of his guarantee enclosed. I thought Jim must be crazy to offer it! (You'll see why when you read it yourself!) But crazy or not, he bends over backwards to take care of his clients!

## 3 FREE Holiday Gifts For Clients Of Park Avenue Decorators

Jim told me his busy Holiday season is happening right now!...so I wanted to give clients of Park Avenue Decorators a chance to experience his amazing service, quality floors, and powerful warranties before he gets totally booked up. Jimbo's Floors is in very high demand, and they're normally booked up for 1-2 weeks. Once the Holidays roll around, they're booked up even further!

Since you may not have had a chance to try his service last Spring, I want to give you another opportunity to see just how incredible Jimbo's Floors is...**while they still have openings!** So I talked Jim into giving our clients a...

### \$250 Gift Certificate To Jimbo's Floors!

Jim has agreed to give my clients an incredible deal: a Jimbo's Floors gift certificate for \$250. Now, Jim



doesn't give gift certificates away to just anybody, but he told me that if someone is a client of mine, they must be worth it!

## **Holiday Gift #2: One Dozen *Cookie Tree* Cookies!**

We want to give you a gift certificate for a dozen *Cookie Tree* cookies when you have Jimbo's install your new floors. (Jim will give you the certificate when you schedule your installation!) This is just our way of saying "thanks" for being a valued client of Park Avenue Decorators.

**As an interior decorator I won't refer just any flooring store.** Are they honest and ethical? Will they do a good job? Will they treat my clients with respect? Will the installers treat my client's *home* with respect? I have to consider all this before I refer someone to you. Well, we have so much confidence in Jim's service that we refer his company *exclusively* to all our clients who need flooring. Give Jim a call at 530-790-3338, or visit his store at 1234 Jones St. in Yuba City.

But don't wait too long. I could only talk Jim into extending this offer until Friday, December 1<sup>st</sup>. I know that you will be absolutely, head-over-heels thrilled with Jimbo's Floors.

## **Holiday Gift #3: A Secret "*Create Your Own Sale*" Certificate**

As I was driving my kids to school last week, I was thinking, "How can I get the word out about our BRAND NEW Fall and Holiday Merchandise?" I could put some items on sale. But how many times have you gone to a "sale" and everything you wanted wasn't included in the "sale?" Well, I wanted to do something very, very special for my clients, and a regular sale just wouldn't do.

So I decided to make an unprecedented move. I am going to let a select group of my preferred clients create their own sale. Here's how it works: I have attached a very special "**Create Your Own Sale**" certificate to the bottom of this letter. This certificate entitles you to 30% off any *one* item of your choice in the ENTIRE STORE! Come in by Saturday, December 1<sup>st</sup>, pick the item you want most (with our new Holiday merchandise I guarantee this will be a tough choice!), and take 30% off the price!

Now let me ask you, what would happen if you walked into most stores and tried to "create your own sale?" They'd probably smile politely and talk to you in very soothing tones...*while somebody called security!!* Well, at Décor & Design we are giving you the chance to do what no other store would ever allow. Don't delay! This very special (and very secret) "create your own sale" is only going to last until December 1<sup>st</sup>!

**IMPORTANT NOTICE:** We are NOT making this unprecedented offer available to the general public. Only preferred clients who have this certificate are eligible. We will also extend this offer to one guest. They **MUST BE WITH YOU** at the time of purchase to participate in this offer.

Sincerely,  
Jane Brussard  
Park Avenue Decorators

**P.S. Enclosed is a \$250 gift certificate for Jimbo's Floors, but you must purchase your floors by Friday, December 1<sup>st</sup>. Call 530-790-3338 PLUS...Get a dozen *Cookie Tree* cookies when your new floors are installed...this is my gift to you!**

*Park Avenue Decorators*

This "**Create Your Own Sale**" certificate entitles bearer (and 1 guest) to

**30% off any one item**

*This offer good on any one item in stock in the store*

**Come in today & see our new Fall & Holiday merchandise!**

**Offer expires on Saturday, Dec. 1<sup>st</sup> so come in right now & save 30%**

**700 Clark Ave., Yuba City, CA 530-671-4666**

## **Every 4<sup>th</sup> Room Free**

### **Instructions**

Next is another campaign.

- It has a gift certificate from you at the bottom of the letter from the JV partner, and no separate letter from you. Thus it's set up as a lower cost, easier to implement campaign.
- However, separate, printed gift certificates have a higher implied value. Also the second letter from you (behind the letter from the JV partner) makes the campaign more effective.
- OPTION: Model it after the first two campaigns with separate gift certificates and a separate letter from you. If you've had great results with the first campaigns, I wouldn't deviate from the original format.

**An important message to clients of  
Park Avenue Decorators...**

## **I Have A Free Gift For You!**

Dear Friend and Client,

Hi! This is Jane Brussard of Park Avenue Decorators. Last fall we sent you a letter about Jim Armstrong owner of Jimbo's Floors telling you how much we like his business.

I've got to tell you, I was skeptical the first time I met Jim. In my line of business many flooring dealers make fantastic claims, but few actually follow through with them. Jim is one of the few.

Jim and his staff are absolute pros at what they do—giving clients the flooring of their dreams! And making the entire process painless and fun! When you're a Jimbo's client, you're their #1 priority!

And all of his work comes with the most amazing written guarantee I have ever seen. Jim calls it his "100%, Iron-Clad Triple Guarantee." You'll find a copy of his guarantee enclosed. I thought Jim must be crazy to offer it! (You'll see why when you read it yourself!) But crazy or not, he bends over backwards to take care of his clients!

### **A Free Gift For Clients Of Park Avenue Decorators**

**Jim told me his busy season almost here...**and since you may not have had a chance to try his service last fall, I want to give you another opportunity to see just how amazing Jimbo's Floors is...**AND** beat the crowd! So I talked Jim into giving our clients...

#### **Every 4<sup>th</sup> Room of Floor Covering FREE!**

See the certificate at the bottom of this letter for all the details.

Now, Jim doesn't give free rooms of flooring to just anybody, but he feels that if someone is a client of ours, they must be worth it!

#### **Bonus Gift: One Dozen *Cookie Tree* Cookies!**

We want to give you a gift certificate for a dozen *Cookie Tree* cookies when you have your floors installed. Jim will give you the certificate your floors are installed. This is just our way of saying "thanks" for being a valued client of Park Avenue Decorators.

**As an interior decorator I won't refer just any flooring store.** Are they honest and ethical? Will they do a good job? Will they treat my clients with respect? Will the installers treat my client's *home* with respect? I have to consider all this before I refer someone to you. Well, we have so much confidence in Jim's service that we refer his company *exclusively* to all

our clients who need flooring. Give Jim a call at 530-790-3338, or visit his store at 1234 Jones St. in Yuba City.

But don't wait too long. I could only talk Jim into extending this offer until Friday, March 1<sup>st</sup>. I know that you will be absolutely, head-over-heels thrilled with Jimbo's Floors.

Sincerely,

Jane Brussard  
Park Avenue Decorators

P.S. Present the gift certificate (below) to Jimbo's Floors to get every 4<sup>th</sup> room of flooring free. You must purchase your flooring by Friday, March 1<sup>st</sup> to get this free gift.

P.P.S. Get a dozen *Cookie Tree* cookies when you have your flooring installed...this is my gift to you!

## **Every 4<sup>th</sup> Room Free Gift Certificate!**

**(Also, \$0 Down, \$0 Interest, and \$0 Payments  
On Your Beautiful New Floors Until 2009!)**

Dear Friend,

As Jane said, since you are a valued client of Park Avenue Decorators, she has arranged for me to give you a gift every 4<sup>th</sup> room free. I don't give free rooms of flooring to just anybody, but since you are a client of Park Avenue Decorators, I knew you would be worth it.

### **How To Take Advantage Of This Amazing Offer**

Just visit our store and present this gift certificate by Friday, March 1<sup>st</sup>. Plus, you will get a Dozen Cookie Tree Cookies when your flooring is installed!

I hope to hear from you soon!

Jim Armstrong  
Owner, Jimbo's Floors  
530-790-3338

**Offer Expires March 1st  
Visit Jimbo's Floors Now!  
1234 Jones St., Yuba City**

## **Restaurant joint ventures**

I've set up numerous joint ventures with restaurants. The pitch I make is this: I promote their restaurant to all my clients, and in exchange they agree to give me free gift certificates. I use the gift certificates as prizes for the trivia contests.

I've had up to 4 restaurants that give me gift certificates, and each month I rotated the featured restaurant.

This same approach can be used for movie rentals, car washes/auto detailing, free vacations, jewelry stores, etc.

Include a copy of the Home Advisor when you send this proposal, along with a lot of testimonials.

DOLLAR BILL STAPLED HERE

## **“I Want To Tell My 1,697 Clients About The City Café!”**



Dear Efraim,

As you can see, I have attached a nice, crisp \$1.00 bill to the top of this letter. Why have I done this? Actually for 3 reasons:

4. I have something very important to tell you and I needed a powerful way to catch your attention.
5. I have an idea that will make a lot of money for both of us, so I thought the dollar bill was appropriate.
6. I want you to make money from my idea immediately, so here's your first dollar!

Hi! My name is Jim Armstrong, owner of Jimbo's Floors here in Yuba City. I specialize in dazzling my clients with the most outstanding floor covering service ever, and the most POWERFUL guarantee in the flooring business (more about that in a minute). I am looking for ways to expand my business and I've come up with a way we both can profit.

### **Here's My Idea...**

At Jimbo's Floors, I have 1,697 super-satisfied clients. (This number grows every month, by the way.) We also have a monthly newsletter that we send to our clients. Please take a minute to look through the enclosed newsletter where we featured a local restaurant. Our clients love our newsletter!

Anyway, each month in the newsletter we feature one of the areas finer restaurants. And we do this with our monthly Mega-Trivia contest where we showcase a restaurant as that month's prize. Along with the contest, the first time I feature a restaurant I write a short article about the restaurant, take a photo of the manager or

owner, and send this out to my 1,697 clients. I am partnering with four of the areas finer restaurants—one per month—to be featured in our newsletter. I would like The City Café to be one of those four!

### **“Sounds good, Jim. What’s the catch?”**

The catch is this: in exchange for promoting your restaurant to our clients (1,697 of them, and growing), I ask that you provide a gift certificate for \$50 as the prize to our Mega-Trivia contest whenever we feature your restaurant in our newsletter. Your restaurant will be featured every 3 to 6 months in our newsletter as that month’s Mega-Trivia prize. For the cost of a gift certificate, your restaurant will get marketed to over 1,697 targeted clients.

### **Naturally You Want To Know More About Me, So Here Goes...**

Jimbo’s Floors has been in business since 1989. We provide high-quality flooring and installation of all kinds: carpeting, hardwood, laminate, vinyl and tile. Jimbo’s Floors is a member of the Certified Floorcovering Installers Association (CFI). Among other things, all members of CFI must abide by a strict code of ethics, which include: maintaining the highest professional standards of workmanship and service for our clients; and participating in continuing education to improve our expertise.

Our clients are upper-end home owners who appreciate high quality service rather than cheap price. These are ideal clients for your restaurant.

See the enclosed list of testimonials.

### **Your Clients Are Protected By My Written 100% Iron-Clad, Triple Guarantee!**

This is the written guarantee your clients will receive:

#### **Guarantee #1: No Regrets Guarantee.**

Here’s how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

#### **Guarantee #2 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 at Jimbo’s Floors. 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.

**Guarantee #3 Installer Professionalism Guarantee**

Jimbo’s Floors 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!

**“Okay, Jim, Sounds Great...what next?”**

I will contact you in a few days to discuss the promoting your restaurant to my 1,697 clients. I’m looking forward to speaking with you!

Sincerely,

Jim Armstrong  
Owner, Jimbo’s Floors

P.S. If you have questions about my services please feel free to call me anytime.  
530-790-7900

P.P.S. I want to promote your restaurant to my clients (1,697 of them, and growing). I will phone you in a few days to discuss doing this.

**“Read what your friends and relatives  
are saying about Jim Armstrong  
and Jimbo’s Floors!”**

(See enclosed flyer.)



## More Joint Venture Strategies

### Diamond Ring Sweepstakes

- I joint-ventured with a Jewelry store and had a Diamond Ring Sweepstakes.
- It was a drawing for a \$1,000 diamond ring. (A ring that retails for \$1,000 only costs the jewelry store a few hundred dollars.)
- Every person who did business with me during the sweepstakes period (January through February) was entered into the drawing for the diamond ring.
- I promoted the sweepstakes in the January and February newsletter, and with several separate mailers.
- The jewelry store got a ton of advertising to my 1,600 clients, and it only cost them a few hundred bucks (THEIR cost for the ring)

### Vacation Give-Aways/Sweepstakes

- You can model a vacation sweepstakes just like the Diamond Ring Sweepstakes
- You can also give away a free vacation for every person who buys a certain amount of flooring.

### Car washes/Auto detailers

- Use a free car detailing or car wash as the mega trivia prize in the Home Advisor.
- In that month's newsletter, include a coupon for "\$5 OFF" any car wash. This will drive clients to your JV partner's business.

### Movie Rentals

- Give away movie rentals as part of your "Mystery Winner" promotion in the Home Advisor.

### Yogurt, Ice Cream, Bakeries

- More fodder for contests, free gift certificates, and discount coupons featured in your Home Advisor newsletters.

### Carpet Cleaner

- This would work best as an exclusive relationship.
- "Happy Anniversary" card. Send it to every client at the one year anniversary of their new carpeting. Include a special offer from your "Preferred Carpet Cleaner."
- Send special offers to each other's client databases. (Model the letters in this manual.)
- Have \$250 gift certificates printed up that have a blank deadline and an "Authorized signature" line. The carpet cleaner can give these out when he comes across floors that need to be replaced. He'll hand-write a deadline that's 30-days in the future, and personally sign it. High implied value.

### All joint venture partners

- Print up Consumer's Guides. Provide them with a nice looking literature holder that sits somewhere where their customers can see it. Same with business cards.
- If they don't have a store or office, give them extra copies to carry around. Give these out along with your business card.
- Do special promotions for the employees of the JV partner. Give them the opportunity to do the same for your staff and installers

#### For really good JV partners

- If they're a really good JV partner, do a free room of flooring for them. In exchange get a written, audio and video testimonial. Use these in your promotions and mention their business name. The benefit for them: a free room of flooring and free advertising.
- For semi-good JV partners you could do a room at your cost, or at a big discount. The point is, having JV partners who can say "I've used Jimbo's Floors and they're the greatest" is worth the investment of doing a free floor. It's a very wise, smart, brilliant investment that none of your competitors will make. I encourage you to LOOK for opportunities to give away a free room of flooring.
- Use the testimonials for:
  - Newspaper ads/inserts
  - Val Pak ads
  - Target farming
  - Full page Home Advisor newsletter inserts
  - Your "Welcome Pack" for prospective clients who visit your store. (See the Rapid Launch for Welcome Pack instructions.)
  - Send audio or video testimonials to prospective clients, and to prospective JV partners.

#### Invitation-only, after-hours sales "Events"

- Have one of your restaurant JV partners host a "Wine Tasting And Hors d'oeuvres" party.
- They can give out coupons/gift certificates to their restaurant.
- The invitations to your after-hours event will mention the restaurant's name. "Wine Tasting and Hors d'oeuvres hosted by The City Café."
- Benefit to them: for the cost of the wine and food, they get free advertising to thousands of people who are sent invitations, plus they can promote their restaurant to everyone who attends the event.