



**The “Coach”**

Greetings Flooring Success Systems Member,

I developed the *e-Neighborhood Advisor* system to give Platinum members a powerful tool to stay in constant contact with their past clients with **fun, informative, welcome, value-added communication**. Using this system, you will be able to “touch” contacts on your list every single week with virtually no cost.

**WARNING:** The *e-Neighborhood Advisor* does not replace mailing the printed *Neighborhood Advisor* each month to your list. It’s a *supplement* to the printed newsletter. I’m a big believer in using email as part of an overall marketing mix, along with direct mail and other marketing. However, if you rely strictly on email, your results will suffer. So I’ll say it again: the *e-Neighborhood Advisor* is a supplement to, not a replacement for, the printed *Neighborhood Advisor*. Ignore this advice at your own peril.

Having said that, just between the *e-Neighborhood Advisor* and the printed *Neighborhood Advisor*, you’ll touch the contacts on your list 64 times per year! There are a LOT of benefits in doing this, including:

* You’ll make more money
* You’ll get more referrals
* Total “top of mind awareness”
* Differentiates you from all the other floor dealers
* Positions you as a Trusted Advisor
* Helps lock your clients in an “iron cage” away from competitors

The e-Neighborhood Advisor is designed to help you profit from many segments of your list:

* Past clients
* Referrals
* Prospects
* Delayed leads
* Joint Venture partners

Everyone who comes through your business should be subscribed to the *e-Neighborhood Advisor* as well as the printed *Neighborhood Advisor*. Many of the prospects that leave without buying *will* buy from you in three to twenty-four months…*if* you stay in front of them.

**Audio Tutorial**

To learn how to maximize profits with the e-Neighborhood Advisor, as well as get tips on setting it up to run on auto-pilot, listen to the “E-Neighborhood Advisor” coaching calls on the Platinum members-only site.

**Instructions**

1. **Email manager.** If you don’t currently have a system for managing bulk email, you need to get one. A couple of free/inexpensive options are Constant Contact and Mail Chimp. I’ve used Constant Contact, it works well, and I’m familiar with its functions.
	1. To make email marketing easier, your email manager should be able to send out bulk emails on dates you specify ahead of time. For example, you should be able to create four e-Neighborhood Advisor emails for December. Then specify which date each email will get sent. Constant Contact does this.
2. **Copy and paste the tips into the blank email editor.**
	1. You’ll notice that the e-Neighborhood Advisor email messages are formatted so they are only about 1/3-page width, and they are broken up into 1-3 sentence paragraphs. This is done on purpose so the emails are easier to read. If someone opens your email and sees big blocks of text, they are less likely to read it.
	2. Always use Ariel font or another sans serif font. Sans serif fonts are easier to read on computer, and marketing tests have shown that marketing messages get better response when using this kind of font.
3. **Import the *e-Neighborhood Advisor* graphic.**
	1. Use this as the email header
	2. An easy way to do this is to create an e-Neighborhood Advisor template in your email manager. Paste the graphic into the template and save it. Now you can just copy this template each time you create a new e-Neighborhood Advisor message.
4. **Subject line.** The subject line is the “ad for the email.” These function as attention-grabbing headlines, just like you’d have in a good direct response sales letter. These should make the contact curious, so they open the email. We’ve included subject lines with each installment.
5. **The P.S.** The Postscript contains a different U.S.P. each week. Feel free to change these as the situation warrants.
	1. Use testimonials in your P.S. Include photos and a link to an audio of the testimonial.
6. **Special offers.**
	1. You can put in a special offer for the P.S. instead of the message we’ve provided. Keep in mind that the e-Neighborhood Advisor is using the “infotainment” strategy. It should be a mix of 80% fun, informative, valuable information, with 10%-20% about your services. If you make it into 100% sales pitch, your contacts will get bored and simply delete the messages. That’s why the special offer is in the “P.S.” Keep the special offers about the same length as the P.S. we’ve provided.
	2. Option: Refer them to your printed Neighborhood Advisor when making an offer. For example, “P.S. Don’t forget that until November 15th you get every fourth room of flooring FREE! See the insert in the November Neighborhood Advisor for details.”
7. **Sending it out.** The easiest way to do this to take 30 minutes and load up an entire month’s worth of e-Neighborhood Advisor messages into your email manager and schedule them to go out automatically. Do this once per month.
8. **Managing your subscriber list.** There are lots of ways to do this, so I’ll outline how I did it when I used Constant Contact (before I switched to specialized software for managing my marketing campaigns).
	1. Create an “E-Neighborhood Advisor” subscriber list in your email manager.
	2. Import all the contacts that you want to get the e-Neighborhood Advisor.
		1. Past clients
		2. Referrals
		3. Prospects
		4. Delayed leads
		5. Joint Venture partners
	3. Work directly in this list whenever you add or delete subscribers.
	4. Again, there are other ways to manage your list, but this is the simplest without getting into using specialized software.
9. **SPAM compliance.** There are two parts to SPAM compliance:
10. **Permission.** Whenever you send out bulk email messages, you have to have permission from everyone on your list to email them. If someone gives you their email address, this constitutes permission. (i.e. when you get their email address during the Design Audit, or if someone opts in to get the Consumer’s Guide via your website, or if someone signs up for a contest and gives you their email address, etc. These all constitute permission.)
11. **Opt out method**. You must provide a method for them to opt out. The nice thing about Constant Contact is it manages opt outs for you. It includes an opt-out link at the bottom of every message you send. It also manages the opt outs in the database. For example, let’s say a person with the email address Grumpy@Grump.com opts out. Constant Contact tags this email address as having opted out and blocks emails from ever being sent to it. Even if you don’t delete this contact, or if you accidentally upload it again, Constant Contact recognizes this address and blocks emails from being sent to this address. Bottom line: the SPAM management happens automatically so you don’t have to mess with it.

**Send Out An E-Mail Version Of The Monthly Insert**

Another effective way to market to your list is to convert the *Neighborhood Advisor* insert into an email and blast it out to your list.

Platinum Member, Mike Phoenix of Orange Connecticut, took a November *Neighborhood Advisor* insert and converted it into an email campaign. He sent me the following message:

*Jim, this is an email version of this month’s Neighborhood Advisor insert. So far we have $31,365.51 in sales on ten orders. We still expect to write more sales as we have until 11/19.

We give everyone that shops our store a copy of the Neighborhood Advisor along with the insert and tell them about the promotion which helps close orders by putting a sense of urgency on it.

In a time when I have had several sales reps come in and tell me how bad business is throughout Connecticut, we are up 44% over last year.

Thanks,

Michael J Phoenix
Flooring Design Specialist
Floor Décor*

Think about this… so far Mike has made over $31k with a marketing strategy that cost him ZERO! Way to go, Mike!

Below is the email Mike sent out. This is a virtual word-for-word email version of a Neighborhood Advisor insert. He used Constant Contact for this.

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| ***Floor Decor's*** *Thanksgiving for All* |

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| ***Floor Decor***363 Boston Post RoadOrange, Connecticut 06477203-298-4081 |

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| **Dear Michael,**Thanksgiving is one of my favorite holidays, but for some less fortunate families, Thanksgiving is not so great. While the rest of us are enjoying turkey, sweet potatoes, gravy, and stuffing there are many families going hungry.This holiday season, Floor Decor has teamed up with the Connecticut Food Bank for their annual **"Thanksgiving for All Food Drive."** The good people at CFB are collecting hams and turkeys to distribute, but they need side dishes and other fixings.Now you can get a Thanksgiving Discount on Gorgeous New Floors for the Holidays **AND** Help a Family in Need at the Same Time!Your Friends at Floor Decor |

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| Anchor

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| ***So for every 5 canned food items you bring to Floor Decor from******11/1/11 through 11/19/11******you'll get a special appreciation discount on your flooring purchase:*** Donate 5 Cans - Purchase $ 997 in New Flooring - Get a $103 Discount. Donate 10 Cans - Purchase $1997 in New Flooring - Get a $211 Discount. Donate 15 Cans - Purchase $3997 in New Flooring - Get a $327 Discount. Donate 20 Cans - Purchase $5997 in New Flooring - Get a $451 Discount. Donate 25 Cans - Purchase $6997 in New Flooring - Get a $583 Discount.**All the food will be donated to the Connecticut Food Bank's East Haven Warehouse. We need your food donations in time for Thanksgiving, so you must bring your donation to our showroom by Saturday November 19th****to get the discount!****Don't need new floors right now? You can still help! Just bring your canned food items to Floor Decor by November 19th and we'll make sure it gets delivered to the Connecticut Food Bank.** |

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| *Happy Thanksgiving*!  |

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|  | Any Friend of Yours Is A Friend of Mine!! Who is the next person you know who is in need of new flooring for the Holidays? You'll be doing them a really big favor by recommending a flooring professional that they can trust. Plus, I'll send you your choice of a gift certificate for two passes to the Connecticut Post 14 Cinema De Lux or a $50.00 Gift Certificate for dinner for two. |
| **Offer Expires: November 19th, 2011** |

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TIP: If you send out a promotional email like this and get good results, send it out again a few days before the deadline, but include the following message above the original email:

Subject line: Did I forget you?

Hi <first name>,

I sent out an important, time-sensitive message last week explaining how you can help a family in need this Thanksgiving AND get a big discount on your holiday flooring. Here’s the message again in case you missed it.

Mike

**Message I sent last week:**

(original email)

**This Month’s e-Neighborhood Advisor Installments**

**Begin On The Next Page**

# Week #1

## Subject line: Do you have a vacation coming up?

So many of us are ramping up to go on summer vacation soon. It’s been a long haul from last year and vacation means R&R, excitement, and a break from daily routine.

The safety and security of our home while away further enhances the holiday experience by providing peace of mind. Here are some things to consider to ensure that happens.

**Keep it Offline.**

Criminally-minded people are always on the lookout for opportunity. That’s why it’s vital not to advertise that you’ll be away or share photos and experiences *while you are away* on social media. Do not let the world know your home will be empty for X number of days. Instead, save those photos and stories for when you return home. That way there is minimal opportunity to take advantage of your home and belongings while you are away.

**Ask a friend.**

Arranging to have someone stop by your home to water the plants and care for pets is vital. They can bring in the mail and newspapers or you can temporarily stop delivery of items regularly received while you’re away.

**Check the lights.**

Think about the regular pattern of nighttime lights – when you’re awake and when you go to bed. Consider investing in timers to plug your lamps into and set them to match your typical day.

**Remember the yard.**

If you have a landscaping service, this area is already taken care of, but if you are your own landscaper, look into hiring a trusted friend or neighborhood teen to cut the grass and keep the yard clean while you’re away. This, along with keeping the mail and papers off the stoop, ensure your house looks occupied.

Ultimately, the less people knowing you’re away the better and the more your home reflects your daily living pattern while away the better.

I hope you enjoy your vacation, whenever that might be.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. All of our products come with a lifetime installation warranty! Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp.**

**Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.**

*Jimbo’s Floors*

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

*530-790-3338*

# Week #2

## Subject line: I Don’t Have a Green Thumb

There’s nothing zestier than the taste of vegetables and herbs fresh from the garden, yet many people think it’s an arcane science. Nothing could be further from the truth. The reality is that although some plants are a bit trickier to grow, most are as simple as could be.

If you have even a tiny yard that’s suitable, you can grow quite a lot. Condo or apartment? If you face anything but north, try window boxes.

The easiest plants to grow, and those that require the least amount of space are: radishes, peppers, onions, chives, lettuce, spinach, basil, thyme, oregano, parsley, rosemary and sage.

If you have a little more room try tomatoes, swiss chard, all types of beans, squash, pumpkins, cucumbers, carrots, beets, potatoes and dill.

The instructions are simple: use reasonably well cultivated soil (not solid clay or sand), plant the seeds about 2-3 times their own size deep, and water periodically. Don’t over soak, it doesn’t need to be mud.

Then wait: most plants take a week to 10 days to show themselves, so don’t lose faith. At the end of it all you’ll gain some tasty produce and a new role for yourself: expert gardener!

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. End the headache of shopping for new floors with our FREE Design Audit!™**

**The Design Audit™ is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle.**

**They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation.**

**They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.**

**Call or visit us today for your FREE Design Audit!™**

*Jimbo’s Floors*

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

*530-790-3338*

# Week #3

## Subject line: 3 Ways To Lower Your Bills

There are lots of ways to save money, no matter how much of it you have – or don’t have!

Having struggled for many years paying my own bills, I learned many ways to save money. From simple things like food, gas, and clothing, to bigger expenses, like insurance and your mortgage.

All you need to know is where to look to find the savings.

1. Eliminate ALL of your unnecessary expenses:
	* Eating out on the weekends
	* Buying lunch at work every day
	* Magazine and newspaper subscriptions (especially those you can get online and at the local library)
	* Cable TV & subscription streaming services (you’d be amazed at how many other ways you’ll find to spend your time once you get rid of the endless sitcoms & movies)
	* Paid music services like Spotify & Pandora, even these small expenses add up!
	* Groceries (you can save lots of money with coupons and specials.)

It’s OK to reward yourself once in a while, but if you are really looking to get out of debt faster, you owe it to yourself to save every single penny you can!

To find other ways to reduce your expenses, take a close look at your checkbook and credit card statements.

1. Call your credit card companies to see if they will lower your interest rates, even if it is only for a short time.
2. Shop Around For The Lowest Prices

For those expenses you can’t eliminate, it’s time to start shopping around for the best prices.

Once I realized you can shop around for just about ANYTHING you spend money on every month, I learned how to save myself SEVERAL HUNDRED DOLLARS each and every month! In fact, by shopping around I ended up saving myself more than $750 a year on car insurance alone!

The same is true of many of your monthly expenses – cell service, internet service, all types of insurance, mortgages, and in some places even your utility bills.

It DOESN’T take any special skills. All it takes is a few clicks and you can save yourself a bunch of money in no time at all! So, start shopping around and looking for ways to lower your monthly bills right away!

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. With our ZERO REGRETS guarantee you’ll love your new floors or we’ll replace them FREE!**

*Jimbo’s Floors*

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

530-790-3338

# Week #4

## Subject line: The Benefits of Artistic Influence in a Room

Did you know that where you live has a major impact on your mood? This is why our home décor is so important.

Most interior designers agree that wall art is one of the most cost-effective ways to create ambiance in any room. As new technology evolves from the internet to digital photography, your choices are vast and potentially just a click or two away. Your art becomes the focal point in the overall success of a room design.

Here’s what to consider when choosing your focal point.

One Piece

Rather than focusing on style, choose a piece of art that you truly like, one you know will provide gratification for years to come. Art is a reflection of you and it sets the mood of your room.

Color

If your room already contains furnishings, consider a couple of the bolder colors already in the room that you want to find in the artwork. The color is also an important element in your design if you are choosing the painting first.

Walls

Know your room measurements and the size of the wall where your artwork will hang. If the artwork is too big, it can overwhelm a room, and if it’s too small, it will look lost. Try to envision the art piece on your wall and in the context of your room. You may also consider a few related smaller pieces nearby rather than one larger piece on a wall.

Pro Tip: Use painter’s tape to outline where you want your artwork to go on the wall, this will help you see if the size is right for your room.

Furnishings

The style of your furnishings should also be considered. In a more modern décor setting, unframed art may create a better effect than traditional framing; whereas ornate frames suit more classic or victorian-style rooms.

Artistic Style

Wall art is available in a variety of styles, including paint, photographic, and dimensional using wood, canvas, metal, glass, and more. Take advantage of these styles to enhance your desired décor in the room.

Ultimately, decide what works best for you and your space. Happy Decorating!

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. When you buy floors from us, you are protected by our Installer professionalism guarantee!**

**Our installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths.**

**You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!**

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