



**The “Coach”**

Greetings Flooring Success Systems Member,

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

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

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

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

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

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

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

**Audio Tutorial**

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

**Instructions**

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

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

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

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

*Jim, this is an email version of this month’s Neighborhood Advisor insert. So far we have $31,365.51 in sales on ten orders. We still expect to write more sales as we have until 11/19.  
  
We give everyone that shops our store a copy of the Neighborhood Advisor along with the insert and tell them about the promotion which helps close orders by putting a sense of urgency on it.  
  
In a time when I have had several sales reps come in and tell me how bad business is throughout Connecticut, we are up 44% over last year.  
  
Thanks,  
  
Michael J Phoenix  
Flooring Design Specialist  
Floor Décor*

Think about this… so far Mike has made over $31k with a marketing strategy that cost him ZERO! Way to go, Mike!   
  
Below is the email Mike sent out. This is a virtual word-for-word email version of a Neighborhood Advisor insert. He used Constant Contact for this.

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| |  | | --- | |  | | |  |  | | --- | --- | | |  | | --- | |  | | | |  | | --- | | ***Floor Decor's***  *Thanksgiving for All* |  |  | | --- | | ***Floor Decor***  363 Boston Post Road Orange, Connecticut 06477 203-298-4081 |  |  | | --- | | **Dear Michael,**  Thanksgiving is one of my favorite holidays, but for some less fortunate families, Thanksgiving is not so great. While the rest of us are enjoying turkey, sweet potatoes, gravy, and stuffing there are many families going hungry.  This holiday season, Floor Decor has teamed up with the Connecticut Food Bank for their annual **"Thanksgiving for All Food Drive."** The good people at CFB are collecting hams and turkeys to distribute, but they need side dishes and other fixings.  Now you can get a Thanksgiving Discount on Gorgeous New Floors for the Holidays **AND** Help a Family in Need at the Same Time!  Your Friends at Floor Decor | | | Anchor   |  | | --- | | ***So for every 5 canned food items you bring to Floor Decor from***  ***11/1/11 through 11/19/11***  ***you'll get a special appreciation discount on your flooring purchase:***  Donate 5 Cans - Purchase $ 997 in New Flooring - Get a $103 Discount.  Donate 10 Cans - Purchase $1997 in New Flooring - Get a $211 Discount.  Donate 15 Cans - Purchase $3997 in New Flooring - Get a $327 Discount.  Donate 20 Cans - Purchase $5997 in New Flooring - Get a $451 Discount.  Donate 25 Cans - Purchase $6997 in New Flooring - Get a $583 Discount.  **All the food will be donated to the Connecticut Food Bank's East Haven Warehouse. We need your food donations in time for Thanksgiving, so you must bring your donation to our showroom by Saturday November 19th**  **to get the discount!**    **Don't need new floors right now? You can still help! Just bring your canned food items to Floor Decor by November 19th and we'll make sure it gets delivered to the Connecticut Food Bank.** | | | |  | | --- | | *Happy Thanksgiving*! | | | | |  | | --- | |  | | |  |  | | --- | --- | |  | Any Friend of Yours Is A Friend of Mine!!    Who is the next person you know who is in need of new flooring for the Holidays? You'll be doing them a really big favor by recommending a flooring professional that they can trust.  Plus, I'll send you your choice of a gift certificate for two passes to the Connecticut Post 14 Cinema De Lux or a $50.00 Gift Certificate for dinner for two. | | **Offer Expires: November 19th, 2011** | | | | |

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

Subject line: Did I forget you?  
  
Hi <first name>,  
  
I sent out an important, time-sensitive message last week explaining how you can help a family in need this Thanksgiving AND get a big discount on your holiday flooring. Here’s the message again in case you missed it.  
  
Mike  
  
**Message I sent last week:**  
  
(original email)

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

**Begin On The Next Page**

# Week #1

**Subject line: It's Barbecue Season - What You Need to Know.**

Hi [First Name],

How are your barbecue skills?

One common issue is that the fire is too hot when the food is put on the grill. That's easier to adjust in a gas grill by reducing the temperature.

When using charcoal getting the right fire for the type of food being cooked is key. There are five different ways to set up the grill for optimum performance:

* single-level fire
* two-level fire
* modified two-level (half-grill) fire
* banked fire
* double-banked fire.

Plus, the shape, depth, and circumference of the grill may require modification to those five methods.

Learn all the details about these fires **[Hyperlink 'details about these fires' with** [**https://atkgrill.com/how-to-engineer-your-fire/**](https://atkgrill.com/how-to-engineer-your-fire/)**]**.

Other tips to make the experience and clean up superior are:

**Brush** debris off the grill when it's hot with a long-handled grill brush. Do this again after preheating the next time you barbecue to remove any debris from prior meals. NOTE: There have been recent warnings against using the traditional wire grill brushes. Here’s a link to an alternative: **[**

**Hyperlink ‘Here’s a link to an alternative; with** <https://www.grillgrate.com/the-grate-valley-grill-brush/?gclid=CjwKCAjwiZnnBRBQEiwAcWKfYjPcp6euiBZKHQXVOJWt1QtNjyUYjIezh7Amq3QhAMwkoXw9yvsa_RoCRhMQAvD_BwE>

**Reduce sticking** by oiling the grill with vegetable oil. Soak a paper towel and use long tongs to rub it over the rack.

**A chimney starter** is great for starting a charcoal fire. Add crumpled paper in the bottom, then fill it with charcoal. Light the paper and the coals are ready in about 20 minutes without the use of lighter fluid.

If you’re seeking gas grill setup and tips, visit this site **[Hyperlink 'visit this site' with** [**http://amazingribs.com/tips\_and\_technique/gas\_grill\_setup.html**](http://amazingribs.com/tips_and_technique/gas_grill_setup.html)**]**.

Have an excellent barbecue season!

*Your Flooring Consultant For Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. Who is the next person you know who needs new flooring right now? Can I count on you to pass my name along to them? You’ll be doing them a tremendous favor by referring them to a professional they can trust. Plus you’ll be rewarded for your referrals! Thank you!**

***Jimbo’s Floors***

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

***530-790-3338***

# Week #2

# Subject line: Exercise: How Much is Too Much?

Hi [First Name],

Unless you’re one of the few who have a regular fitness program, we all know we should get more exercise. But how much exercise is optimal? Is there such a thing as getting too much?

For certain, channel-surfing all day is not going to help your health. The dangers of sitting for long periods are now well known, so much so that conscientious companies include short exercise periods in their daily schedule.

But new studies seem to indicate that getting too much exercise can also be a problem. Marathon runners, for example, tend to have more heart problems than average. Weight lifters do too. Any extreme exertion puts a strain on various parts and systems of the body, especially if you overdo it when starting out.

Walking, dancing and swimming seem to be the best overall exercises for the body, causing little specific damage. But swimming is not an option for some of us. For some, walking seems boring. But if you make a habit of it, the activity can be very enjoyable. Try power-walking with a friend.

Many isometric-type exercises can be done at or beside your desk and it’s wise to make a habit of not sitting more than half an hour at a time. Household chores count as physical activity; so do gardening and snow shoveling in season.

So it all boils down, as it often does, to the good advice handed down centuries ago in ancient Greece. Over the arch leading to Delphi were written these words:

Know Thyself

Nothing in Excess

Oh, about the dancing? Do it whenever possible!

*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***

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***530-790-3338***

# Week #3

# Subject line: Paint or Wallpaper?

Hi [First Name],

If you’re considering home renovation, what do you choose for your walls? Paint and wallpaper each have their advantages, so let’s look at the pros and cons.

Your choice will hinge on four factors:

1. Budget
2. Who does the work
3. Condition of the walls
4. “Scrubbability”

These factors are interrelated. If you’re on a very limited budget, you’re likely doing the work yourself and water-based paint is probably your best bet. Numbers 3 and 4 may not even enter into consideration.

Paint is generally less expensive than wall coverings. There’s a certain amount of masking, mess and cleanup involved, but you don’t need to be an expert to do a reasonable job.

You may choose water-based or oil-based paints. The former are easier to work with, since they’re water-soluble, but are not as washable after the walls are painted. With oil-based paints, you need turpentine for brush-cleaning, but the surfaces stand more washing.

If your budget is a little more generous, professional painters do a superlative job, can execute more advanced painting techniques and clean up after themselves!

Wallpaper tends to be more expensive than paint but doesn’t require as much masking and finishing. Once you’ve mastered some basic techniques, like overlapping and matching patterns, it’s not that difficult. Plus “wallpaper” doesn’t begin to describe the wide range of wall coverings now available.

Here again, if you don’t have the time or can’t stand ladders, professionals are available to do the job for you.

The final two factors are often overlooked. If you have children or pets you’ll know about “scrubbability” – choose a heavy-duty oil-based paint or a tough vinyl wall covering.

If you are redecorating in an older home, where the walls are uneven, paint will show up every defect and wall coverings are a better choice.

In the end, whether you choose paint or wallpaper, the range of options now on the market contains something for everyone.

*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: What does an act of kindness do for you?**

Hi [First Name],

Did you ever see the movie, *Pay It Forward*, that got released to theaters on October 20, 2000? It was based on a novel written by Catherine Ryan Hyde. In that story, a small town classroom assignment takes on a life of its own and spirals positively through people’s lives until it reaches a city reporter states away.

The movie is an example of what can happen when we think outside the box and outside ourselves. It also shows the affect on a person when they take steps to make someone else’s life better. In fact, there are some positive side effects worth noting.

**The Beneficial Warm Rush**

If you have deliberately done something good for someone else, you may know that warm feeling that sweeps over you. With it flows oxytocin, a positive heart hormone that helps reduce blood pressure. It also helps reduce inflammation and aging organisms in the body.

**The Community Impact**

Doing good for other people, especially a stranger, brings people closer together. Not only are we drawn to the kind hearted, receiving an act of kindness causes many to want to reciprocate or pay it forward. It’s contagious! The unexpected result is feeling a stronger connection with those around us.

**Getting Outside Ourselves**

Acts of kindness - holding a door, buying a stranger a coffee, donating to charity, raking a neighbor's leaves - improve our moods, can reduce our stress, and the more we do for others, the happier we can feel. In fact, doing good for others can cause stressing circumstances to be less worrying.

Small or large, let’s do something to improve the life of another.

*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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