



**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: Anything you need to know

Did you know that the world’s largest search engine – Google – actually owns the second largest search engine? (That may not be the case for long since many people see way too much power in this one company, but as I’m writing this today, this is where we stand.) While you might not think of it this way, YouTube is actually the second largest search engine. It's also a great (and often overlooked) resource to learn, discover and improve upon skills you already have.

Keeping with our theme of 'Reliable news for healthy living, saving money, and having fun,' we provide some useful resources below. But first, know that we have no affiliation with the YouTube channels provided. These individuals simply offer great tips.

On [Clean My Space](https://www.youtube.com/user/cleanmyspace/), Melissa Maker focuses on helping you love your space even more! On her channel, she shows you how to create the ideal environment through decluttering, cleaning better and doing more in the least amount of time. You may find ideas and tips that you've not seen anywhere else in the areas of [Decluttering](https://www.youtube.com/playlist?list=PL_BSZe1bw8BABJndPR3A7KTnNNfDQY_K4), [Folding](https://www.youtube.com/playlist?list=PL_BSZe1bw8BANlweP8y9lvA5Yw9gr5l-l), and [Kitchen Cleaning](https://www.youtube.com/playlist?list=PLE5A6C09CD2893FEE).

**[Hyperlink**

**'Clean My Space' with** [**https://www.youtube.com/user/cleanmyspace/**](https://www.youtube.com/user/cleanmyspace/)

**'Decluttering' with** [**https://www.youtube.com/playlist?list=PL\_BSZe1bw8BABJndPR3A7KTnNNfDQY\_K4**](https://www.youtube.com/playlist?list=PL_BSZe1bw8BABJndPR3A7KTnNNfDQY_K4)

**'Folding' with** [**https://www.youtube.com/playlist?list=PL\_BSZe1bw8BANlweP8y9lvA5Yw9gr5l-l**](https://www.youtube.com/playlist?list=PL_BSZe1bw8BANlweP8y9lvA5Yw9gr5l-l)

**'Kitchen Cleaning Videos' with** [**https://www.youtube.com/playlist?list=PLE5A6C09CD2893FEE**](https://www.youtube.com/playlist?list=PLE5A6C09CD2893FEE) **]**

There are many [Great Home Ideas](https://www.youtube.com/user/BetterHomesAus) on a channel of the same name from Australia. It provides videos on DIY, food, garden, lifestyle, how-tos, pet, and home makeover ideas and hacks.

**[Hyperlink 'Great Home Ideas' with** **<https://www.youtube.com/user/BetterHomesAus> ]**

If you enjoy arts and crafts, search for any media that you choose – paint, yarn, clay, etc. – and you will find tons of videos with tips and techniques.

Similarly, for help with tech tips on new phones, computers, applications, software, social media platforms and more, you can find great information when you search on YouTube.

Whatever topic, skill, language, or business lessons that you want to learn, you can find a video to help. Plus, there are many fun options too.

And, if you've ever wondered who the [most popular YouTube stars](http://www.businessinsider.com/most-popular-youtuber-stars-salaries-2017/#no-15-fine-brothers-entertainment-fbe-15-million-subscribers-4) are, a quick search of Google will help.

**[Hyperlink 'most popular YouTube stars' with** <https://www.businessinsider.com/most-popular-youtubers-with-most-subscribers-2018-2> **]**

*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!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2

## Subject line: Creating a Survival Kit

How well are you prepared for an emergency? There are some things that it can be very helpful to have on hand in case of an emergency. Here is a list to get you started:

* First-aid kit – Include supplies like iodine, gauze pads, medical tape, band aids, alcohol wipes, antibiotic ointment, scissors, scalpel or knife, aspirin, sunscreen, bug repellent, emergency medicines like epi pens and inhalers, matches, safety pins, flint, lighter, and scraper ... all in a waterproof container.
* Emergency food – Non-perishable foods like salt-free crackers, protein bars, dried fruits, and nuts, plus lots of bottled water, can be a literal life-saver in an emergency. In survival situations like camping and hiking, and in the case of an emergency at home, keep foods that don't require refrigeration and have quick preparation times like whole grain cereals, rice, beans, peanut butter, canned meats and other foods.
* Cooking supplies – cup, can opener, and heat resistant pan.
* [LifeStraw](http://lifestraw.com/) or another powerful water filtration device that will allow you to clean dirty water to make it drinkable.

**[Hyperlink 'LifeStraw' with** [**http://lifestraw.com/**](http://lifestraw.com/) **]**

* Tools – A good survival knife is a strong, sturdy and multipurpose that can be used to help cut food, clear paths, build shelter, or start a fire. Depending on your needs, it may make sense to include basic tools like a wrench, hammer, crowbar, or pliers.
* Wilderness gear – Map, compass, tarp, and flares.
* Electronics – A hand-cranked radio and a flashlight are great for when you don’t have power. It’s also a good idea to include some spare batteries and device chargers (for times when electricity is available).
* Toiletries – Soap, razor, toothbrush, and toothpaste. Don’t underestimate the importance of hygiene in an emergency situation.
* Notebook and pencil to record any important details and emergency plans.
* Extra clothes that are suitable to the climate you are or will be in.

Keep your survival kit together in a dry, easily accessible location, so if an emergency happens, you know exactly where to find it.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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

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

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

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

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

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# Week #3

## Subject line: Great Meals / Busy Lives

Life is in full momentum now with school, work, clubs, sports, and other social activities. This means our days and many evenings get packed with activity. With all that is happening, how are your mealtimes going?

Drive-thru restaurants and pre-packaged meals are certainly convenient, but they come with negative impacts, including the drain on our pocket book. Here are three ways to curb the expense and save time.

**A little planning goes a long way.**

Taking a bit of extra time to plan, one day can save a lot of time over coming days. There are different ways people plan out their meals. Some start with theme days - Mexican Monday, Fishy Friday, Leftover Saturday, and Casserole Sunday – to narrow down meal choices. Others decide meals based on sales and coupons. The main thing here is planning out meals early for the entire week or month.

**Prepare ahead of time.**

In many households, Sunday afternoon is dedicated to lunch and dinner prep for the week. This includes cleaning and chopping vegetables, portioning out food items into containers in the fridge, and precooking early stages of the meal preparations so that everything can quickly and easily come together at mealtime.

Part of planning and preparation may include making extra for dinner so that leftovers become lunch or dinner later in the week. This is especially beneficial on nights when the time between work and extra-curricular activities is more limited.

**[hyperlink ‘for the week’ with http://onceaweekcooking.com/]**

**Cook in one pot.**

This method is great when done in a crockpot, because when you use a slow cooker the meal cooks while you’re at work or handling other time pressing activities in the day. Simply add all the contents in the morning and when you come back at the end of the day dinner is ready. There’s an array of sizes, features, and options for crockpots. So hopefully this article will help you narrow that down.

**[hyperlink ‘use the slow cooker’ with http://www.bbcgoodfood.com/howto/guide/10-top-tips-using-slow-cooker]**

**[hyperlink 'this article will help' with http://jenniferskitchen.com/2012/10/how-to-buy-a-crock-pot-slow-cooker.html]**

When life gets busy, choosing convenience over home cooked can be easier. I don’t know about you, but I prefer a home cooked meal. These tips help turn home cooked into convenience.

*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!**

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# Week #4

## Subject line: Good Neighbor Day

There are many communities where people don't know their neighbors. Familiarity exists among neighbors based on who gets seen most often, but there is very little or no interaction. Good relationships between neighbors can have a positive affect. If you have a real connection with your neighbor, then you know what I mean.

Ever wonder what is considered good neighbor etiquette?

**Hello**

No, it's not Adele's song. Acknowledge your neighbor when outside with a wave. Say “Hello.” It lets them know you're friendly.

**Noise**

If you've got music on, or you're in the backyard, be aware of the noise level coming from your property and how it could be impacting your neighbors. That includes the family dog. If you hear them repeatedly barking in the backyard, guess who else hears?

**Outside**

Simply, keeping the grass cut, yard maintained, and the garage door closed keeps the ambiance and value of the neighborhood.

**Drive**

Neighborhood streets are not a racetrack or freeway. Enter with ease and low-level stereo base so the neighborhood doesn't vibrate.

**Enjoy Good Neighbor Day on September 28th**

Of course these are ideas for daily living. What can you do to be a good neighbor on Good Neighbor Day?

*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.**

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