



**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: 13 Top US Haunted Houses

Hi [First Name],

Haunt-goers travel high and low visiting cities across America in search of the best, scariest, and most outrageous haunted houses. We’ve compiled a list of the top 13 scariest destinations in the US for your travels…

## 13. Nightmare New England - Litchfield, NH

[www.nightmarenewengland.com](https://www.nightmarenewengland.com/)

## 12. Nashville Haunted Hayride & Woods – Nashville, TN

[www.nashvillehauntedhayride.com](https://www.nashvillehauntedhayride.com/)

## 11. Cutting Edge – Fort Worth, TX

[www.cuttingedgehauntedhouse.com](https://www.cuttingedgehauntedhouse.com/cutting.cfm#.XTNjhJNKiu4)

## 10. Haunted Hotel – San Diego, CA

[www.hauntedhotel.com](http://www.hauntedhotel.com/home/)

## 9. Los Angeles Haunted Hayride – LA, CA

[www.losangeleshauntedhayride.com](http://www.losangeleshauntedhayride.com/)

## 8. New Orleans Nightmare – New Orleans, LA

[www.neworleansnightmare.com](https://www.neworleansnightmare.com/)

## 7. Bates Motel – Philadelphia, PA

[www.thebatesmotel.com](http://www.thebatesmotel.com/)

## 6. Headless Horseman – Ulster Park, NY

[www.headlesshorseman.com](http://www.headlesshorseman.com/)

## 5. City of the Dead & The Asylum – Denver, CO

[www.cityofthedeadhaunt.com](https://www.cityofthedeadhaunt.com/)

## 4. 13th Floor – Phoenix AZ, Denver CO, Jacksonville FL, Chicago IL, Columbus OH, San Antonio TX

[www.13thfloorhauntedhouse.com](https://www.13thfloorhauntedhouse.com/)

## 3. Netherworld – Atlanta, GA

[www.fearworld.com](http://www.fearworld.com/)

## 2. Fear Farm & Phoenix Haunted Hayride – Phoenix, AZ

[www.fearfarm.com](https://www.fearfarm.com/)

## 1. House of Torment – Austin TX, Chicago IL

[www.houseoftorment.com](https://www.houseoftorment.com/)

Scary travels to you!

*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: 21 Days To A Better You

How you see yourself in your mind is what you are going to manifest in your life. You will never rise higher than your own perceived expectations.

You have control over your mind and emotions simply put you have the power already inside you to determine which path your life will follow. You can reprogram your mind through meditations, positive thoughts, saying or writing out positive affirmations. The word affirmations means to make true. What do you want to change in your life?

Make a list. Number your list in order of importance to you. Decide what one thing you want to work on. Only one goal or dream at a time, so as not to overload yourself. It has been said that it takes only 21 days to make or break a habit. You could be only 21 days from your greatest successes! How great would that be?

You may feel that you have a long way to go, but look back at how far you've already come?

*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

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# Week #3

## Subject line: Revenge of the Rabbits

It’s never a good idea to mess with the balance of nature. Australia learned that lesson the hard way, and it all began with such a harmless creature.

In the 1850s, both domestic and wild rabbits were introduced to the isolated country. But the European settlers who imported them had not considered several key factors:

(1) absence of large predators,

(2) plentiful food and

(3) the habits of rabbits.

The rabbits spread across the landscape, from Victoria and New South Wales to the Northern Territory and Western Australia. They ate the countryside clean, destroying vegetation and endangering species like the bilby and bandicoot.

Eventually – and if you’re tender hearted about bunnies, stop reading now – the Australians had to take drastic measures. Over the years, during the 20th Century, they have introduced “biological control agents” to impair the rabbits’ fertility, or spread lethal diseases.

If this seems extreme, consider the numbers: the initial 24 wild European rabbits introduced in 1859 were estimated to have produced the 1920’s population: 10 billion bunnies.

Why “revenge of the rabbits”? The reason they were initially brought to Australia was for the purpose of being hunted.

*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

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# Week #4

## Subject line: Why do people wear costumes on Halloween?

Hi [First Name],

It's almost time for the ghosts, goblins, and a multitude of other uniquely costumed individuals to flow from their homes into schools, businesses, and parties. The smaller ones may be knocking on your door in a few days.

Costume ideas are limited only by the boundaries of the imagination and inspiration can be found everywhere! Yet, why do people dress up for Halloween?

In the first ten years of B.C., October 31st was the last day of the Celtic calendar and the day of their Samhain festival ("summer's end"). That was an annual festival celebrating the end of the harvest season and winter's start on November 1st.

It was also a time to honor the dead. The Celtics believed souls were freed to roam the earth at the end of their calendar year. To protect themselves from spirits with bad intentions, they wore masks and disguises during the Samhain festival. In fact, some believed if they looked dead the spirits would consider them one of the ghostly and leave them alone.

Over time, as Romans took over the lands, the Roman holiday of Feralia - when they remembered and commemorated their dead - melded with the Celtic Samhain festival.

Many customs and traditions of Halloween arrived in North America with immigrants in the 1800s and since then the holiday has evolved to include some new traditions like pumpkin carving.

Today Halloween is more about having some spooky fun than honoring past lives. From young to old, people dress up in whimsical, scary, and iconic costumes and gather with friends to celebrate.

*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***