



**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: You Might Be A Chocoholic If …***

**chocoholic** (Noun) (def): a person who has or claims to have an addiction to chocolate.

* If you have more than 2 secret stashes of chocolate candy, you might be a chocoholic. (Be honest.)
* If your top 3 favorite candies all have chocolate in them, you might be a chocoholic.
* If you have more than 4 books at home on chocolate, you might be a chocoholic.
* If your favorite dessert is chocolate cake with chocolate frosting and chocolate ice-cream on the side, then you might be a chocoholic.
* If you name chocolate as one of the seven wonders of the world, you might be a chocoholic.
* If you bookmark more than 2 websites on the health benefits of chocolate, then you might be a chocoholic.
* If your favorite movie is Charlie and the Chocolate Factory, you might be a chocoholic.
* If you own more than one chocolate-related T-Shirt, you might be a chocoholic. (If you actually wear that chocolate T-Shirt in public, just admit it. You are a chocoholic.)
* If you name your first-born child after your favorite chocolate candy – then you are a definite, full-fledged chocoholic.

If you are a chocoholic, there you may want to try one of two possible cures:

**CURE #1**: Chocolate Overdose

In several cases a chocolate overdose will effectively kill your chocolate bug for a period of time. At some point, too much chocolate in a given month will cure your addiction – for at least a week. Your personal chocolate overdose limit will depend on your level of addiction.

**CURE #2**: Chocolate Substitution

Chocolate substitution is another option, if the chocolate overdose doesn’t work. It involves starving your chocolate bug by offering it wholesome candy substitutes. The concept is that your body will gradually forget its craving for chocolate.

If one of these cures doesn’t work, well, at least you would enjoy the attempt . . .

By the way, here are some great links on the health benefits of chocolate. You may want to bookmark them in case someone tries to convince you that chocolate is not good for you.

7 Health Benefits of Dard Chocolate

<https://www.healthline.com/nutrition/7-health-benefits-dark-chocolate>

What are the health benefits of dark chocolate?

<https://www.medicalnewstoday.com/articles/324747.php>

Are there health benefits from chocolate?

<https://www.heart.org/en/news/2019/02/12/are-there-health-benefits-from-chocolate>

Well, of course it makes sense that chocolate really is healthy. Chocolate is made from a bean – and so, wouldn’t that be like eating a vegetable?

*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: 5 Reasons You Should Learn a Foreign Language*

With globalization at its height, knowing one or two secondary languages has become more than a simple feat of high class and intelligence but also a strict requirement in many occasions. Whether it’s for professional, social or personal reasons, learning at least one foreign language is a must for anyone that wants to keep his or her head up high in today’s society.

Let’s take a focused look on 5 of the main reasons that should turn you towards learning a foreign language.

**1. Professional Requirement**

This is often the main reason one would learn a foreign language. Many professions require the knowledge of at least one or two foreign languages, depending on the field of the job. Although English is the main international language (and one that is present the most often in job descriptions), knowing a secondary might also prove vital. Most jobs may ask that you know another international language such as French, Spanish or German or a business-specific language such as Chinese, Japanese, Russian and so forth.

**2. Social Bonus**

Yes, knowing one or more foreign languages is definitely a social bonus. Knowing a foreign language can be literally a social blessing is when meeting a person from another culture or country whose language you can speak. They’ll be extremely impressed by and grateful for your ability to talk with them through their own native tongue. If the other person happens to be part of a business meeting, this impression can turn to a successful business partnership, bringing you both professional and social satisfactions.

**3. Family Communication**

Those in relationships formed between people of diverse nationalities often understand each other through a commonly known international language such as English. However, they’ll soon want to start learning the other persons mother tongue, not only for a better communication, but also out of respect for their partner.

**4. Personal Satisfaction**

Learning a foreign language is one of the highest personal intellectual goals that one could have. Think about a difficult puzzle, or math problem that takes months if not years of constant studying in order to be solved. The process of solving it may be a hard, arduous one but the joy at the end is well worth it. The same is true with learning a foreign language: the learning process is not easy and you’ll have many small issues and problems to tackle along the way. If you keep the problem in sight, however, and if you don’t lose interest in it, the chances of solving it are extremely high and the intellectual fulfillment that you get at the end is highly satisfying.

**5. Keeping Your Mind Healthy**

It’s been scientifically proven that the process of learning a new language stimulates your brain in such a way that it will make learning other subjects, including math, physics, chemistry and so forth easier. Learning a new language requires the memorizing and understanding of several thousand new words and concepts, which offers your brain a good training for future occasions where memorizing is a must. After studying a foreign language you’ll have better results with studying for exams, with information assimilation and generally, with keeping your mind healthy and active even at older ages.

What language are you interested in tackling?

*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: What’s Thanksgiving Without Pumpkin Pie?***

Pumpkin pie is standard fare at most Thanksgiving feasts. Many of us look forward to eating it for dessert once a year. However, if you are tired limiting your pumpkin intake to that thick, sweet piece of pie at the end of this already-filling meal, consider these interesting alternatives.

You can find pumpkin mixed into soups, salads, main dishes, desserts (other than pies) and even drinks. Here are a few different ideas to get your culinary juices flowing: pumpkin soup, pumpkin ravioli, pumpkin-chicken chili, pumpkin risotto, pumpkin ice cream, pumpkin muffins, scones, cookies, bars and breads, pumpkin butter, pumpkin-pecan cheesecake, pumpkin beer, pumpkin fudge, and pumpkin crème brûlée.

Recipes for these and many other pumpkin dishes are plentiful online, here are a couple recipe lists you can choose from:

44 ways to eat pumpkin all damn day (<https://www.delish.com/cooking/g1770/best-pumpkin-recipes/>)

60 best pumpkin recipes for delicious fall dinners (<https://www.countryliving.com/food-drinks/g619/our-best-pumpkin-recipes-1008/>)

And, if you want to start a new pumpkin tradition, roasted pumpkin seeds are easy-to–make and not as time-consuming as baking a pumpkin pie. It is a fun multi-generational activity which can be enjoyed by children all the way up to senior citizens as your Thanksgiving Day unfolds.

Here are step-by-step directions:

* Rinse the seeds in cold water and remove the pulp and fibers, then drain and blot dry.
* Coat pumpkin seeds with melted butter or vegetable oil and sprinkle lightly with salt or your favorite seasoning.
* Spread them on a baking sheet and roast at 300 degrees Fahrenheit for 20-30 minutes or until golden brown.

One four pound pumpkin will yield approximately two cups of seeds.

If you roast some of the seeds and plant others, next year you will have your very own pumpkin patch. Then you can select from pumpkins you have grown for use in recipes, thereby starting another tradition for you and your family!

*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: How To Choose The Proper Running Shoe***

Ready to run off that huge Thanksgiving dinner you just ate? Let’s talk shoes…

Choosing the right running shoe can make all the difference in whether you stay healthy or become injured running and also determine if you will be comfortable or be in pain while running.

Bargain shopping is the number one big-time mistake made by most novice runners. Trust me, you are not going to find a proper running shoe at Walmart!

Thinking cheap will end up making you quit running due to the sheer misery of having bad shoes. Some of those who are more tenacious may wait until they blow out their knee or have major shin splints before they throw in the towel.

With all the choices and high-tech shoes available today, choosing the right pair of running shoes for you can be an arduous task at best. But here are some guidelines to help you.

First you need to understand **pronation**, which is rolling of the foot from heel to toe through the foot strike. A proper or *neutral* pronation is hitting the back side of the heel and up to ball of your foot evenly across the front. This is how your foot reduces the stress of impact.

If most of the shoe wear is:

* On the medial (inside) side then you Overpronate
* On the lateral (outside) side then you Underpronate
* Uniform across the forefoot then you have a Neutral Stride

Using this knowledge will give you a good start in selecting the appropriate running shoe for your foot.

Here is an article with a good list of different shoe types to choose from based on your running style and pronation.

(Hyperlink ‘article’ with [<https://www.rei.com/learn/expert-advice/running-shoes.html>])

Here’s a great article about how running shoes are built.

(Hyperlink ‘how running shoes are built’ with [<https://www.runnersworld.com/gear/a20842305/how-to-buy-the-right-running-shoes/>])

*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***

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