



**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: Your new favorite podcast(s)***

Are you addicted to podcasts yet? We are! And we’d love to share some of our favorite podcasts from 2019 with you. You can access any of the podcasts listed here on your smartphone. Just go to your podcast ap, click search, and enter these titles. We take no blame in whatever happens next.

Here’s our list of favorite podcasts of 2019

1. **Serial** (<https://serialpodcast.org/>)  
   One of the best true crime podcasts of all time! In their first season, Sarah Koenig investigated the case of Adnan Syed (this case was also covered in a great documentary that streamed on HBO, Hulu and other platforms). Now Sarah covers various court proceedings in Cleveland.
2. **Radiolab** (<https://www.wnycstudios.org/podcasts/radiolab>)  
   True entertainment with a side of education. The team at *WNYCStudios* covers topics you probably never thought about – at least not as deeply as they do. The society we live in will have a whole new look after a few episodes of Radiolab!
3. **Stuff You Should Know** (<https://www.stuffyoushouldknow.com/podcasts>)  
   Yep, you know it – or you *should*. This podcast from *How Stuff Works* covers a wide range of topics from every day life that you probably don’t know enough about. Have a question about almost any topic? Check the episode list, you’ll likely find your answer, and more!
4. **On Being** (<https://onbeing.org/>)  
   This meditative podcast by host, Krista Tippett will put you in close touch with your inner self. Krista’s calming, conversational nature makes this podcast an easy listen. Come here if you want to find some peace and tranquility.
5. **Radio Cherry Bombe** (<https://cherrybombe.com/radio-cherry-bombe>)  
   The Foodie in us wouldn’t allow this podcast to be left off the list! Grab a snack and listen in as the hosts interview female movers and shakers in the food industry. From the creators of Food Magazine, you know this one’s gonna taste good!
6. **Atlanta Monster**(<https://atlantamonster.com/>)  
   This is a captivating story of the city’s darkest secret, told originally in 2019, but is still a favorite this year. The story is told week by week by a great story teller, Payne Lindsey. He has other great podcasts as well so be sure to check them out after you’ve binged this series.

Put your headphones on and enjoy!

*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: Christmas Trivia Quiz*

Do you love the Mega Trivia Contest in our Neighborhood Advisor (print edition)? We don’t often include trivia in our eNeighborhood Advisor, but our QuizQueen found a few good Christmas Trivia questions this year that we thought it might be fun to give you a bit of trivia to throw out during your various holiday festivities this year. Enjoy!

**Q: Which Christmas tree fact is NOT true?**

A. Artificial Christmas trees have outsold real ones every year since 1991.

B. Nova Scotia leads the world in exporting Christmas trees.

C. Franklin Pierce was the first president to decorate an official White House Christmas tree.

D. The Christmas tree was chosen to represent this holy holiday because it’s shape points the way to heaven.

A: *D. The Christmas tree was chosen to represent this holy holiday because it’s shape points the way to heaven.*

QQ: OK, so maybe it’s true, but the QuizQueen can’t prove that fact, as reasonable as it sounds, because it wasn’t in any of the literature she dug up for this quiz.

**Q. Can you name the popular Christmas song that was actually written for Thanksgiving?**

A. Jingle Bells

B. It Came Upon a Midnight Clear

C. I Saw Mommy Kissing Santa Claus

D. Away in the Manger

A: *A. Jingle Bells*QQ: The song was composed in 1857 by James Pierpont, and was originally called One Horse Open Sleigh. When you think about the words make a lot more sense that way

**Q. Electric Christmas tree lights were first used in what year?**

A. 1865

B. 1895

C. 1905

D. 1932

A: *B. 1895*QQ: American Ralph E. Morris had the bright idea that electric Christmas lights would be safer than using candles.

**Q: Can you name Scrooge’s dead business partner from Charles Dickens’ “A Christmas Carol?”**

A. Jacob Marley

B. Tiny Tim

C. Bob Cratchett

D. Old William

A: *A. Jacob Marley*   
QQ: The first of four spirits to appear to Scrooge that fateful Christmas Eve was that of Jacob Marley, his old business partner.

Note from the QuizQueen: did you notice that one of the trivia questions listed here is actually our Mega Trivia question in the Neighborhood Advisor this month? It’s my Christmas gift to you! Quick, submit your answer before those who are not on our email list do!

*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: Why We Give Gifts***

Giving is enriching and it's good for us. For starters, genuine giving - doing something good for another - makes us feel good. Plus, it releases oxytocin, the love hormone, into our body. This hormone induces feelings of warmth and a closer connection to others.

**[Hyperlink 'good for us' with http://greatergood.berkeley.edu/article/item/5\_ways\_giving\_is\_good\_for\_you ]**

**To be a better giver, make it a priority.**

Giving is not all about money and giving things, it can also include time as a volunteer or helping someone in need. Whichever form of giving you choose, set giving goals. Decide how much you will give, spend, or time allocated. Then make sure to take the first step, even if it’s a small one.

**Make giving easy.**

The simpler giving is, the more likely you are to continue the habit. Financial giving can be automated between you and the organization you're donating to. Schedule in your calendar the day and/or time you will give to charity, another person, or shop for gifts. In fact, to shop you don't even need to leave home when online shopping.

**Bring a friend along**

Volunteering with a friend our joining a local organization that gives services, food, clothing, etc is sometimes a great way to start the habit of giving.

New habits can have a bumpy start, but the more we keep at them, the more ingrained they become into our daily lives. Developing the habit of becoming a better giver can be like that at first. Yet, over time, it gets easier and it's good for our mental health too.

**[hyperlink 'good for our mental health' with http://www.lifehack.org/412201/why-you-should-make-gift-giving-a-habit-from-today ]**

*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

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# Week #4

***Subject line: Happy New Year! Fireworks Celebrations Around The World***

When the Chinese invented fireworks, they used them during celebrations to keep the evil spirits away. The practice still rings true today because all around the world, fireworks are still used to celebrate major events.

Of course New Year celebrations top the list for using fireworks, but fireworks are the guest of honor at many other celebrations around the world too. Below is a list of some of the famous celebrations and festivals which are known for their fantastic fireworks displays.

**New Year’s Eve (worldwide)**

Throughout the world, the New Year is ushered in with a lot of excitement. Many, many countries celebrate it with massive fireworks displays. Sydney, Australia, is one of the first countries to celebrate it due to their location relative to the worlds time zones. You can be sure almost anywhere you go in the world on New Year’s eve, you’ll be treated to a beautiful fireworks display.

**Fourth of July (United States)**

As you know, this is a holiday celebrating our country’s declaration of independence from Great Britain on July 4, 1776. Throughout the United States, fireworks displays are held especially in the major cities such as Washington DC, New York, Las Vegas and LA.

**Singapore Fireworks Celebrations (Singapore)**

This is an annual event held in celebration of the country’s National Day. Pyrotechnics teams are invited to this event to create fireworks displays on different nights. In 2019 the schedule looked something like this: Fireworks were estimated to go off from**8pm to 8.20pm** on the**6, 13, 20 and 27 July, and 3 and 9 Aug 2019.**

**Guy Fawkes Night (Great Britain and several former British colonies)**

In 1605, Guy Fawkes tried to assassinate the King of England by placing some 30 barrels of gunpowder in the cellar of the Parliament of England. He failed and was captured.

On the same day every year, people from Great Britain and some of its former colonies celebrate the event by having fireworks displays.

Of course, any time you can add fireworks to a celebration, you’re sure to have a crowd pleaser. We’re looking forward to a great celebration for the New Year holiday coming up! Stay safe out there, and Happy new Year!

*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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