

Ideal **BUSINESS** Ideal **LIFESTYLE**

Make more money, work less, and build your business around your life.

FSS member lands \$100,000's in new business and **spends MORE time with his grandkids!**



Last month we told you how a decade ago, Dan Ginnaty was in a rough spot. The recession had been hard on everyone, and the flooring industry was no exception. And while Dan's store wasn't quite on the verge of shutting its doors, there were times when he almost wished it would. The business he'd loved his whole life – from helping his father at work when he was five years old to buying the store in 2002 – suddenly felt more like something he was tied to than like somewhere he loved.

"It was one of our toughest years in business," recalled Dan.

But then Dan met Jim and learned how FSS could help Dan to focus on the marketing approaches that matter most: building connections and relationships with his clients.

"The Neighborhood Advisor has been a great method for us. Our clients mention how much they like getting our newsletter – people do really respond to it! My motto is that you take good care of people, and hopefully they will reciprocate. We're giving people the confidence that we can handle their big projects."

That confidence has paid off in hundreds of thousands of dollars in additional business for Dan. He's had referrals come to him after completed installs, at a funeral, even from other flooring dealers! As one client told him after choosing Dan's store for a \$45,000 project: "We could go to 15 different stores, and just end up confused. We'd much rather just trust you to take care of us."

The increased business has been great. But even with increased business, Dan let us know this: "I've been able to experience my grandkids' lives in a way I didn't always get to with my kids."

Congratulations, Dan!



How the Neighborhood Advisor Helps Flooring Success Systems Members **Build their Ideal Business**

By Jim Augustus Armstrong

The Neighborhood Advisor is the Flooring Success Systems past customer marketing system, and is designed to build relationships with clients and hot prospects, increase repeat business, and generate referrals. It is one of the pillars of the Flooring Success Systems process. But for many dealers (before they join FSS) the newsletter's potential for increased business seems too good to be true.

I don't blame dealers for their initial doubt. They hear about dealers growing their business by 50% or more in a single year by marketing to their past customers. They hear that the Neighborhood Advisor is printed in black and white on regular printer paper, instead of heavy magazine paper with high-quality full-color graphics, and they think it's too "unprofessional." They learn that the newsletter features client recognition, fun articles, contests, and puzzles instead of flooring news, and they wonder, "What the heck does this have to do with selling flooring?"



But these elements are what makes the Neighborhood Advisor so effective, and completely different than anything dealers have seen used in the flooring business. But that's the point, isn't it? I'm often amused at dealers who pay lip service to the importance of "being different" than the competition, but balk at actually doing anything differently. But it's exactly that difference which customers respond to: it's unlike any marketing they've ever seen before. These pieces are designed to look very personal, like the dealer created it on their computer, then printed it, folded it, and mailed it out themselves. They are designed to NOT look like the slick, glossy, impersonal, mass-produced, Madison Avenue advertising that everyone else in the flooring industry is using.

The Magic Formula

The Neighborhood Advisor print newsletter and e-newsletter both use the 90/10 formula. This means that 90% of the content is fun, informative, welcome, entertaining, general-interest content. The other 10% is about flooring. This ratio allows Flooring Success Systems members to stay in front of their clients every single week, with the clients looking forward to getting these printed pieces and emails. This is simply not possible with traditional advertising that's 100% about flooring.

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Marketing Differently Works

You don't have to take my word for it. Flooring Success Systems members have seen huge benefits from the Neighborhood Advisor:



"When I started sending out the Neighborhood Advisor, the response I got was SHOCKING. It's incredible to me that a black-and-white paper flyer gets so much response. I canceled my newspaper contracts right away. These days, I get at least ten trivia responses a month. I recently got a call from someone who had been in touch with us two years ago, but never purchased. They received our newsletter and gave us a call – it was a \$2000 sale closed after a five-minute phone call."
– Craig B.



"Everyone I've dealt with at Flooring Success Systems has been very helpful. Julie, our concierge, has been a huge help in getting the Neighborhood Advisor out every month, even when we're busy. People have been responding really well to that – they seem to really like the movie rewards, and they keep sending in more referrals."
– Mike F.



"We love Flooring Success Systems! It's really changed our business. We've been sending out the Neighborhood Advisor pretty much since we started, and along with the eNeighborhood Advisor it's been great for increasing our referrals and returning clients."
– Shari S.

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SHOWER THOUGHTS



"If you charge your phone in your car, your phone is gas-powered" By AhSparaGus

"It's a good thing there's not a pinata in Toy Story"
By TheOnlyUsernameLeft3

"If your thumb is chopped off you lose your middle finger." By Flawrs

"There must be gallons of saliva traveling through the postal system at any given moment" By seductivestain

Every element of the Neighborhood Advisor has been refined over the years to make it a more effective sales and referral tool. Each issue contains 10 emotional triggers and client involvement devices which compel people to open it, read it, respond to it, and send you repeat and referral business.

So much of the marketing and advertising that consumers are exposed to – and there’s a lot of it! – is about convincing people to part with their money. The Neighborhood Advisor is different. It’s engineered to build personal connections with your clients and their sphere of influence, and establish trust.

Most of your past customers don’t need flooring in any given week, so they don’t want to read content that’s 100% about flooring—it’s simply not relevant at that moment. Which is why the NA uses the 90/10 formula.

Sending out the Neighborhood Advisor is the easiest of the Core 3 systems to implement. We write it, customize it, print it and mail it out FOR you. So, if you’re not currently taking advantage of this core FSS member benefit, and if you’re ready to start seeing those big (shocking!) increases in repeat and referral business, it’s time to lay the groundwork. It’s time to get started with the Neighborhood Advisor. Give us a call and my team will hook you up!

FEATURED WEBINAR: *Available for a short time only!*

Referral Connections – How To Add \$1 Million in Sales by Creating A Culture of Referrals



<https://featuredwebinar.com/referrals>

Visit the website above to view this featured webinar and learn how your fellow Flooring Success Systems members have added hundreds of thousands of dollars to their annual revenue!



What Are The Benefits Of Working With Referred Clients?

- Borrowed trust
- No marketing costs
- Higher ticket
- Higher margin
- More closed sales
- More pleasant selling experience



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