



**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* |

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| ***Floor Decor***363 Boston Post RoadOrange, Connecticut 06477203-298-4081 |

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| **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 |

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| Anchor

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| ***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.** |

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| *Happy Thanksgiving*!  |

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|  | 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** |

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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: Celebrate a second New Year in January!***

This year, Saturday, January 25 marks the Chinese New Year. Celebrated by more than 20 percent of the world’s population, Chinese New Year is the most important holiday in China and to Chinese people all over the world. The holiday launches the spring festival, a time for saying good bye to cold weather and for welcoming the promise and rebirth of spring. There are celebrations with special foods and traditional decorations, and children are given “red pockets” for luck -- small, red envelopes filled with money.

Every Chinese New Year, a new zodiac animal is celebrated. Zodiac signs play an integral part in Chinese culture, and can be used to determine if you will be successful, find love, have a baby and so much more. 2020 begins the year of the rat. If you were born in 1924, 1936, 1948, 1960, 1972, 1984, 1996, 2008 or 2020, you are a rat. Rats are clever, quick thinkers; successful, but content with living a quiet and peaceful life. In Chinese culture, rats were seen as a sign of wealth and surplus. Because of their reproduction rate, married couples also prayed to them for children.

Not a rat? You can determine your Chinese zodiac and see its characteristics here: <https://chinesenewyear.net/zodiac/>

More fireworks are set off on Chinese New Year than on any other day of the year, including the Fourth of July. According to Chinese legend, a monster named Nian would terrorize villages every New Year’s Eve. Most people would hide, but one brave boy drove him away using firecrackers. The next day, people celebrated their survival by setting off even more firecrackers. And that practice became a crucial part of the Spring Festival.

Check out <https://chinesenewyear.net/> for more traditions, taboos andinformation. Happy New Year!

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. With our ZERO REGRETS guarantee you’ll love your new floor or we’ll replace them FREE!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2

# *Subject line: Photo Finish*

If you were a particularly good boy or girl, you may have received a new smartphone for the holidays. Many people select their smart device not on the basis of how it works as a phone, but on how it works as a camera.

Use these tips and tricks from Hubspot and generate Instagram envy among your friends and family.

**1. Use gridlines to balance your shot.**

One of the easiest and best ways to improve your mobile photos is to turn on the camera's gridlines. If you place points of interest in the intersections or along the lines, your photo will be more balanced, level, and allow viewers to interact with it more naturally. To switch the grid on ...

* **iPhone:** Go to "Settings," choose "Photos & Camera," and switch "Grid" on.
* **Samsung Galaxy:** Launch the camera app, go to "Settings," scroll down and switch the "grid lines" option to "on."

### 2. Set your camera's focus.

Today's phone cameras automatically focus on the foreground of your frame, but not every picture you take on your phone has an obvious subject. To adjust where you want your camera lens to focus, open your camera app and tap the screen where you want to sharpen the view.

If you're taking a photo of something in motion, for example, it can be difficult for your camera to follow this subject and refocus as needed. Tap the screen to correct your phone camera's focus just before snapping the picture to ensure the moving subject has as much focus as possible. A square or circular icon should then appear on your camera screen, shifting the focus of your shot to all of the content inside that icon.

### 3. Avoid zooming in.

When you take a photo from a distance, it's tempting to zoom in on something specific you're trying to capture. But it's actually better *not* to zoom in -- doing so can make the photo appear grainy, blurry, or pixelated. Instead, try to get closer to your subject -- unless it's a wild animal, in which case we would advise keeping your distance -- or take the photo from a default distance and crop it later on. That way, you won't compromise quality, and it's easier to play around or optimize a larger image.

### 4. Use natural light.

It's hard to find a great smartphone photo that was taken with a flash. Most of the time, they make a photo look overexposed, negatively altering colors and making human subjects look washed out. Take advantage of the sources of natural light you can find, even after dark. This gives you a chance to play with shadows or create a silhouette with other ambient sources of light, like traffic and surrounding buildings.

Remember, once you've taken your photo, you can use filters and apps to make the subject even more vivid, or to crop it to frame the subject correctly. The brightness, contrast, and saturation of the photo can also be adjusted accordingly -- all from your phone.

*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 #3

***Subject line: Keeping the kids active in the cold weather***

## We welcome winter. It brings the holidays and sweater weather. We snuggle under blankets on the couch while we watch movies and drink hot chocolate. The first snowfalls are magical. By mid-January, though, the thrill is gone. The delight in new Christmas toys is just a memory, and everyone is DONE with the boots, hats, scarves, gloves, coats ritual that occurs every time you go outside. Cabin fever has set in, and the house is full of restless energy. So, what's the cure?

There are lots of fun ways to play in the snow: build a snowman, have a snowball fight, make snow angels. But have you every painted snow? Fill three or more clear squirt bottles almost full of water. Add four to five drops of food coloring to the bottles to make safe snow paint. Then let your petite Picasso’s unleash their creativity while using the snow as a canvas.

Take advantage of all of the indoor time to introduce your children to letter writing. Break out the construction paper and stickers and have them make a card or send a note to a distant family friend or relative. The kids will be toasty and the recipient will get a heartwarming gift.

Start your spring seedlings using old paper egg cartons. Cut off the lid and have the kids fill each cup with potting soil and plant some seeds. Once the seedlings sprout and the weather warms, cut each cup from the tray and plant it—cup and all.

Have a spa day. Take warm baths, use facial masques, paint little fingers and toes. Drink sparkling grape juice, turn off electronics, turn on music and relax. You’ll miss the opportunity to indulge in days like this when all of the summer busyness returns.

*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***

# Week #4

***Subject line: Loving these chili nights***

Did you know that there is an International Chili Society? And that their definition of traditional red chili is any kind of meat or combination of meats, cooked with red chili peppers, various spices and other ingredients, with the exception of BEANS and PASTA which are strictly forbidden. Chili lovers far and wide debate the use of beans in chili, and the preference is largely regional. Chili is thought to have originated in Texas, and recipes dating back as early as 1731 show it consisting only of meats stewed with peppers.

No beans about it, you can have chili however you like it. Here are two popular recipes for chili; one with beans and one without. Give them both a try and let us know which you like best!

**With beans: Ree Drummond’s Simple, Perfect Chili**

* 2 pounds ground beef
* 2 cloves garlic, chopped
* One 8-ounce can tomato sauce
* 2 tablespoons chili powder
* 1 teaspoon ground cumin
* 1 teaspoon ground oregano
* 1 teaspoon salt
* 1/4 teaspoon cayenne pepper
* 1/4 cup masa harina
* One 15-ounce can kidney beans, drained and rinsed
* One 15-ounce can pinto beans, drained and rinsed
* Shredded Cheddar, for serving
* Chopped onions, for serving
* Tortilla chips, for serving
* Lime wedges, for serving

Place the ground beef in a large pot and throw in the garlic. Cook over medium heat until browned. Drain off the excess fat, and then pour in the tomato sauce, chili powder, cumin, oregano, salt and cayenne. Stir together well, cover, and then reduce the heat to low. Simmer for 1 hour, stirring occasionally. If the mixture becomes overly dry, add 1/2 cup water at a time as needed.

After an hour, place the masa harina in a small bowl. Add 1/2 cup water and stir together with a fork. Dump the masa mixture into the chili. Stir together well, and then taste and adjust the seasonings. Add more masa paste and/or water to get the chili to your preferred consistency, or to add more corn flavor. Add the beans and simmer for 10 minutes. Serve with shredded Cheddar, chopped onions, tortilla chips and lime wedges.

**Without beans: Jess Pryles’ Lone Star Beef Chili**

* 2 pounds ground beef
* 2 teaspoon olive oil
* 1 onion, diced
* 1 can (10 ounces) of diced tomatoes and green chilies
* 1 can (8 ounces) of tomato sauce
* 1 and 1/2 cups beer (brewed in Texas preferred)
* 1 clove garlic, minced
* 1 tablespoon chili powder
* 1 teaspoon ground cumin
* 1/4 teaspoon cayenne
* 2 tablespoon cornmeal or masa harina
* Salt to taste

Set a large dutch oven over high heat. Add half the olive oil and brown the ground beef. Work in batches to avoid overcrowding the pan and stewing the beef in its own juices.

Remove the beef and set aside to drain. Add the remaining oil and onion, and cook until nicely browned.

Add back in beef, along with garlic, chili powder, cayenne, cumin and salt. Stir to combine.

Add in the beer, diced tomatoes and green chilies, and tomato sauce, then bring to a low simmer. Cover with a lid and allow to bubble and simmer so sauce reduces and thickens, and the flavors intensify, about 1 hour.

After an hour, stir through the cornmeal which will help to thicken the sauce. If sauce starts to get too thick, add a little water, and if it’s not yet thick enough, continue to simmer until desired consistency is reached.

*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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