



**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.

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
|

|  |
| --- |
|  |

 |

 |
|

|  |
| --- |
|  |
|

|  |  |
| --- | --- |
|

|  |
| --- |
|  |

 |
|

|  |
| --- |
| ***Floor Decor's*** *Thanksgiving for All* |

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

|  |
| --- |
| **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: Coloring: it’s not just for kids***

Coloring isn’t just for kids. It relaxes the fear center of your brain, the amygdala, and induces the same state as meditating by reducing the thoughts of a restless mind. This generates mindfulness and quietness, which allows your mind to get some rest after a long day at work.

The adult coloring book trend has spread nationwide, with some books popping up on bestseller lists. With the countless health benefits of coloring for adults, it might be time to pull out the crayons, colored pencils and markers!

In addition to reducing stress and anxiety, Beaumont Health cites the following benefits of coloring:

**Improved motor skills and vision**

Coloring goes beyond being a fun activity for relaxation. It requires the two hemispheres of the brain to communicate. While logic helps us stay inside the lines, choosing colors generates a creative thought process.

**Improved sleep**

We know we get a better night’s sleep when avoiding engaging with electronics at night, because exposure to the emitted light reduces your levels of the sleep hormone, melatonin. Coloring is a relaxing and electronic-free bedtime ritual that won’t disturb your level of melatonin.

**Improved focus**

Coloring requires you to focus, but not so much that it’s stressful. It opens up your frontal lobe, which controls organizing and problem solving, and allows you to put everything else aside and live in the moment, generating focus.

You don’t have to be an expert artist to color! If you’re looking for an uplifting way to unwind after a stressful day at work, coloring will surely do the trick. And you’ll have something pretty to hang on the refrigerator!

[Here are the best adult coloring books](http://nymag.com/strategist/article/best-adult-coloring-books.html) of 2019 per New York magazine. Start coloring!

<http://nymag.com/strategist/article/best-adult-coloring-books.html>

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2

# *Subject line: Getting the garden started*

In February, we often see the first promise of spring. Bulbs start popping up, the days are getting longer and we start thinking about our gardens. Now is the time to set yourself up for your best growing season yet.

February is all about prep. If the ground isn’t frozen, you can begin to get your beds ready. Dig up all remaining weeds and get the soil ready for sowing. It’s also a great time to check over your tools and equipment so that everything is in good working order come spring.

Thompson Morgan says pruning and tidying are the most important tasks for the flower garden in February:

* Prune wisteria now, cutting back summer side-shoots to 2 or 3 buds.
* Cut back shrubsdown to their bases.
* Prune summer-flowering clematis towards the end of the month, before active growth begins.
* Cut back the old foliage from ornamental grassesbefore growth begins. Clip them to within a few centimeters of the ground.
* Prune overwintered fuchsias back to one or two buds on each shoot.
* Prune winter-flowering shrubs once their colorful display has finished.
* Remove faded flowers from winter pansies to stop them setting seed. This will encourage a flush of new flowers when the weather warms up.

In Florida and other frost-free regions, summer bulbs such as crinum, agapanthus, dahlia, gloriosa, gladiolus, and canna can be planted now. Site them where they will receive at least 6 to 8 hours of direct sunlight a day. Their only other requirement is well-drained soil that doesn’t remain wet and soggy after heavy rains. Mulch the bulbs to protect them from an unexpected cold snap and to minimize weeds. Enjoy bulb flowers weeks earlier by purchasing pre-sprouted plants at your local garden center. Bulbs are a snap to grow, but some take a while to break dormancy, so potted plants will jumpstart the color show.

If it’s too cold to garden outdoors in February, why not make a terrarium? Costa Farms suggests looking for clear-glass containers that have a lid or stopper that will help maintain a humid atmosphere around your plants. For plants such as succulents that prefer a drier climate, select a large, open-mouthed container. Then, look for plants that remain compact. Good choices for a moist environment include pilea, peperomia, ivy, artillery fern, button fern, baby tears and creeping fig. For an open container try cactus, succulents, hens-and-chicks, jade plant, hoya and bromeliad.

And don’t forget to feed the birds in February. By late winter many natural food sources for local birds will begin to thin out. It’s important to keep your bird feeders fully stocked until spring. Offer a variety of foods to attract the widest selection of bird species. Black oil sunflowers, for example, draw cardinals, blue jays, juncos, and a host of other species. Beef suet is ideal for woodpeckers, mockingbirds, and nuthatches. And Nyjer seed is a finch favorite. Also, include a diverse selection of feeders such as tube, hopper, and platform to accommodate the feeding habits of different bird species. During winter you can often attract more songbirds to fresh water than you can to food. Use a heater to keep the water in your birdbath from freezing and add fresh water every few days.

*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 #3

***Subject line: Just desserts***

In 1856, at Boston’s Parker House Hotel, French chef Monsieur Augustine Francois Anezin created the Boston cream pie. In 1996, Massachusetts declared the Boston cream pie as their official dessert. The traditional Boston cream pie is a yellow cake filled with custard or cream and topped with chocolate glaze. Although it is called a Boston cream pie, it is in fact a cake, and not a pie. The dessert acquired its name when cakes and pies were cooked in the same pans, and the words were used interchangeably.

While not every state has an official state dessert, they all have treats they are known for. Some make sense, like saltwater taffy in New Jersey, cheesecake in New York and Mississippi mud pie in, well, Mississippi. Some are more of a headscratcher. Utah does have an official state dessert and it is jell-o. That probably doesn’t boost their tourist trade.

Missouri’s official state dessert is the ice cream cone, but gooey butter cake is the confection that shows up on the “best of” lists. This fabulous treat starts with a layer of thick, buttery yellow cake baked with a gooey filling of cream cheese, powdered sugar, and eggs.

Nebraska’s notable dessert, the popcorn ball, has the most fantastic origin story. Nebraska is the country’s leading popcorn producer, growing about one-quarter of our national supply. Per Slate magazine, popcorn balls were invented during a day of wonky Nebraska weather: First heavy rains sent syrup flowing from sorghum grass into the cornfields, then extreme heat caused the corn to pop, and finally a tornado swept the sugar-coated popcorn into clusters.

Take a look at these lists and see what sweet treat your home state is known for, and use them to plan a trip to your next delicious destination.

[United Sweets Of America Map](http://www.slate.com/articles/life/food/2014/08/united_sweets_of_america_map_a_dessert_for_every_state_in_the_country.html)

[Best Desserts In The Country](https://www.foodnetwork.com/restaurants/photos/best-desserts-in-the-country)

<http://www.slate.com/articles/life/food/2014/08/united_sweets_of_america_map_a_dessert_for_every_state_in_the_country.html>

<https://www.foodnetwork.com/restaurants/photos/best-desserts-in-the-country>

*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

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #4

***Subject line: Should you run in cold weather? Yes!***

Cold weather during winter months may keep many people from leaving home and running in the open air. However, a VOA News reports that the drop in temperature is a good reason to run. In fact, researchers say, running in cold weather helps improve one’s performance.

Many people say running in the winter can be difficult. Two reasons are the low temperatures and bitterwinds. Yet many runners might find it easier than running in hot weather.

That could be because lower temperatures reduce stresson the body. When you run in cold weather, your heart rate and the body’s dehydration levels are lower than in warmer conditions. The body needs less water on a cold day than in warm weather.

Many people, especially new runners, believe that running in cold weather is harmful. This is simply not the case for healthy individuals. Some people even think that the lungs can actually freeze -- again, not possible, even in the coldest places on the planet. When a person takes a breath, the nose, mouth and throat warm the entering air, so that by the time it reaches the lungs, it has warmed to near body temperature.

Several websites note that the most important thing for people who run in cold conditions is to wear the right clothing. Keeping as dry as possible is most important when exercising in low temperatures. Wear mittens on your hands instead of gloves. Wear shoes that will keep you from falling. And especially, wear more than one layer of clothing to keep sweat away from your skin.

So, if you are a runner, don’t let winter weather keep you indoors. Simply get ready for the low temperatures and start running.

For more tips about running in cold weather, [click here](https://www.rrca.org/education/cold-weather-running-tips)

<https://www.rrca.org/education/cold-weather-running-tips>

*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***

***530-790-3338***