



**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: Writing Effective Emails***

For 19 years, Seton Hall professor Dr. Dennis Jerz has been maintaining a list of best practices for email. The most recent updates underscore the distinction between email and social media conversations. Social media allows us to chat informally with people we usually know; email is largely a business tool, so it’s important to use it in a clear, concise, professional way.

Jerz and his colleagues have identified the top strategies for writing effective emails, here are a few of them.

**Write a meaningful subject** **line.**

Give your reader a concrete reason to open your message. A clear subject line will help a busy professional to decide that your email is worthwhile.

**Be kind. Don’t** **flame.**

Think before you click “Send.” If you find yourself writing in anger, save a draft, go get a cup of coffee, and imagine that tomorrow morning someone has taped your email outside your door. Would your associates and friends be shocked by your language or attitude?

**Don’t assume privacy****.**

**Email is not secure**. Just as random pedestrians could reach into a physical mailbox and intercept envelopes, a curious hacker, a malicious criminal, and your IT department can probably read any and all email messages in your work account. If it’s not worth the risk, then don’t put it in an email.

**Respond Prompt****ly**

If you want to appear professional and courteous, make yourself available to your online correspondents. Even if your reply is, “Sorry, I’m too busy to help you now,” at least your correspondent won’t be waiting in vain for your reply.

**Show Respect** **and Restraint**

Many a flame war has been started by someone who hit “reply all” instead of “reply.”

While most people know that email is not private, it is good form to ask the sender before forwarding a personal message. If someone emails you a request, it is perfectly acceptable to forward the request to a person who can help — but forwarding a message in order to ridicule the sender is tacky.

Be tolerant of other people’s etiquette blunders. If you think you’ve been insulted, quote the line back to your sender and add a neutral comment such as, “I’m not sure how to interpret this… could you elaborate?”

For more tips and examples, check out <https://jerz.setonhill.edu/writing/e-text/email/>

*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 #2**

# *Subject line: Tricky tongue twisters and the history behind them*

March blows in like a lion and is known to spawn some twisters. But where do tongue twisters come from? And why do they exist? According to Gwendolyn Purdom in Mental Floss, early English tongue twisters were used to teach pupils proper speech.

# Whether it's selling seashells by the seashore or buying Betty Botter's bitter butter, some of these difficult phrases go way back to when elocution was practiced as routinely as multiplication tables.

**Peter Piper**

*Peter Piper picked a peck of pickled peppers;   
A peck of pickled peppers Peter Piper picked;   
If Peter Piper picked a peck of pickled peppers,   
Where's the peck of pickled peppers Peter Piper picked?*

Peter and his famous pickled peppers first appeared in print in 1813 in John Harris's Peter Piper's Practical Principles of Plain and Perfect Pronunciation. But as is the case with many classic tongue twisters, the rhyme itself may have already been in common use by that time.

**How Much Wood Would a Woodchuck Chuck?**

*How much wood would a woodchuck chuck,   
If a woodchuck could chuck wood?*

While it likely predates her, Vaudeville performer Fay Templeton is credited with singing a song with this chorus in 1903 in the Broadway musical The Runaways.

**She Sells Seashells**

*She sells seashells on the sea shore.   
The shells she sells are seashells, I'm sure.   
And if she sells seashells on the sea shore,   
Then I'm sure she sells seashore shells.*

Legend has it the rhyme is a tribute to 19th century English paleontologist Mary Anning.

Anning was thought to have been responsible for being among the first to identify fossilized poop. Anning is known in scientific circles (Charles Dickens even wrote about his admiration for her after her 1847 death) but the idea that she’s also the muse behind the tongue twister has given the general public a nice way to honor her as well.

*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!**

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**Week #3**

***Subject line: 2 ways you’re being tracked online***

Stopping online trackers is clearly a hot topic. An internet search for ways to block trackers yields more than 32 million results. You know tracking happens to you. You search retailer sites for a new sweater, or a snow blower, or a life insurance policy. Suddenly ads for those items pop up every time you’re online. It’s not a coincidence. Your travels about the web are being monitored, creating both a privacy issues and security risk. But what can you do? Is constant surveillance the price you pay for being online?

The ProtonVPN Blog has some tools and techniques you can use to block websites from tracking you, but first it’s helpful to know who is following you, and how these services actually follow you.

A quick way to evaluate which third-party trackers are following you is to visit the EFF’s [Panopticlick](https://panopticlick.eff.org/results?aat=1) or [Am I Unique](https://amiunique.org/). These sites will show you the trackers that still have access to your online activity and help you see your device’s “fingerprint.”

**How cookies track you on the Internet**

Cookies are tiny bits of text that websites place on your device based on the websites you visit and the things you click on. This text can then be read when you return to the site, letting it “recognize” you and re-create your previously chosen preferences. These are what allow you to remain logged in to a site unless you deliberately log out. These types of cookies are called ***first-party cookies***, since they come directly from the website you are accessing.

***Third-party cookies*** are placed on your device by third-parties — not by you, not by the website you are visiting, but by secret advertising services. These advertising services then follow your device from site to site, trying to see what websites and topics interest you to improve the ads they show you. They can also end up with a thorough record of your online activity.

Generally speaking, first-party cookies can be useful, while third-party cookies raise numerous privacy concerns. Fortunately, third-party cookies are easy to isolate. Next week we’ll be discussing several ways to avoid or block third-party cookies. Watch for our email with the subject line: ***How do you stop online trackers from following you?***

*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!**

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**Week #4**

***Subject line: How do you stop online trackers from following you?***

Last week we learned the difference between first party cookies and third party cookies. The reality is, we all need to be careful about who we grant access to our browsing activity. Even if we feel like we don’t have anything to hide, there is no guarantee of what entities will do with that information so it’s best to share as little as possible with strangers. The following tips help keep your information private online.

**Great ways to block online tracking**

**Browser add-ons**  
One of the simplest things you can do to block third-party cookies is download an anti-tracking browser extension. The Electronic Frontier Foundation’s [***Privacy Badger***](https://www.eff.org/privacybadger) uses algorithms to learn which third-party requests to block while [***Disconnect***](https://disconnect.me/) uses user-generated lists. [***Ghostery***](https://www.ghostery.com/) allows users to choose whether or not to grant permission to third-party trackers. All three of these browser add-ons are available for Chrome and Firefox.

**Clearing and blocking third-party cookies**  
Most browsers also have options that help limit the ability of third parties to give your device cookies, although they are generally less effective than the browser extensions listed above.

**Search engines that will not track you**  
Search engines such as [DuckDuckGo](https://duckduckgo.com/) or [Qwant](https://www.qwant.com/) do not track your IP address or log your search history, letting you access information with privacy. While using different search engines will help, remember that Google can also access your data via Android devices, YouTube, and Gmail.

**Email services that will not track you**  
The best option to keep your emails secure and private are end-to-end encrypted services such as [ProtonMail](https://protonmail.com/).

**Use a VPN**  
To avoid being tracked by your device’s IP address, you can use a [VPN](https://protonvpn.com/pricing) (Virtual Private Network). This will route your Internet traffic through a VPN server of your choosing and replaces your IP address with the IP address of that VPN server. Be sure to only use trustworthy VPN services because the company you choose can access and record your online activity while you are connected to their infrastructure.

**Final Thoughts**

There is no such thing as absolute privacy on the Internet, but you can take positive steps to limit your exposure. As there are many ways to track you online, for maximum protection, you should use a combination of the methods outlined above. However, even if you only use a couple of these tools, it will dramatically limit the amount of information online trackers can collect from you and help you take back control of your personal data.

*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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