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Reliable news for healthy living, saving money, and having fun!

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Dear Friends,

Your personal message goes here.

The personal message is important because it allows you to connect in a very personal way with your clients. This personal connection is sorely lacking in most businesses. Topic ideas:

Your hobbies

Something interesting happening this month. Wish them “Merry Christmas” or “Happy Thanksgiving.”

A thought from your heart

Appreciation for your clients and their referrals. Remind them that you will bend over backwards to provide their referrals with World Class Service.

Mention that month’s “special offer” insert

Your Friend,

Your Signature

Your Name

Inside This Issue…

* Are you this month’s Mystery Winner?
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**April 12**

Easter Sunday

**April 22**

Earth Day

**April 1**

April Fools Day

Month at a Glance!

Suzie Smith!

You are this month’s   
Mystery Winner!

We have a   
**$10.00 Starbucks   
gift card**   
reserved just for you!

Come by our store to   
claim your prize!

Scan to see our website

*“You’ll love your new floors or I’ll replace them free!”*

~Jim Armstrong   
[www.JimbosFloors.com](http://www.JimbosFloors.com)

**Jimbo’s Floors**

April 2020



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**You get a FREE Lifetime Installation Warranty on all Jimbo’s Floors!**

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 at Jimbo’s. 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.

* **Flexible**: One must always be adapting to new circumstances. Go with the flow.
* **Self-aware**: Know who you are and what you’re made of.
* **Optimistic**: Effective people find solutions and are generally grateful.

Your personality is not set in stone. You might have certain natural tendencies, but with the right mindset, you can adopt any one of the personality traits. Remember that it’s a *choice* to become a certain type of person and you can change yourself. Because once you set your personality and act accordingly, you’re no longer becoming a certain way; you simply *are* that way.

Your personality is defined by what you do, not by what you say. Highly effective people have certain personality traits that make them the way they are, according to Darius Foroux, life skills author.

He learned about these traits by studying effective people from all walks of life. By adopting these traits for ourselves, and acting accordingly, we can purposefully form our *own* unique personality. Effective people are:

* **Capable**: Effective, happy people are capable. They do things with a purpose.
* **Curious**: Effective people ask lots of questions and avoid assumptions.
* **Assertive**: Stand your ground. It’s not necessary to be nice all the time.
* **Forgiving**: People do stupid things. Move on.
* **Independent**: Listen to others without being easily influenced by them.
* **Respectful**: Many people feel better when they put someone else down. Respectful people never do that.
* **Truthful**: Lies ALWAYS catch up with you. Tell the truth.
* **Precise**: Explain things using as few words as possible.
* **Fair**: Be straight with people and don’t play favorites.

12 Personality Traits of Effective People

Where is the most popular spot in the world to take a selfie?

A) Disney World B) Empire State Building

C) Eiffel Tower D) Big Ben

To enter, go to [www.JimbosFloors.com](http://www.JimbosFloors.com) and click on “Mega Trivia Contest.” Take your best guess…your chances of winning are better than you think!



### Who Else Wants to Win

### Dinner for Two

### at the City Café!

### Take our Trivia Challenge and *you could win too!*

This month’s Mega Trivia question:

**Answer to last month’s quiz: D) Belgian Malinois**

Congratulations to last month’s winner: **Client Name**



Staying connected is imperative in today’s world, and it’s never been easier to access free, public WiFi. It’s everywhere – the coffee shop, the library, the airport, even the waiting area at your local auto mechanic. But use public WiFi with caution. Protect your information with these five steps from TJ McCue, tech expert for Forbes magazine:

**Step 1**: If you have to use a public WiFi network, avoid using any site that needs your personal information, such as your bank account, your social security number, or your home residence. No financial transactions on public WiFi. **Big no**.

**Step 2**: Verify the network. If a free WiFi site does not have an official login page, especially at an airport or public library, then it may not be what you think.

**Step 3**: Use secured websites built with HTTPS, which is the secure sister to standard HTTP. *No S, no surf.*

**Step 4**: Use Antivirus. Many antivirus and security programs protect you from malware, the bad software that tries to plant a key in your system for later access. Keep a firewall enabled. One more tip: use complex passwords.

**Step 5**: Use a Virtual Private Network (VPN). A VPN is not bulletproof, but it will keep you safer on public WiFi (even on your private, at-home WiFi). Look at it as a private tunnel that takes you from where you are (home, library, Starbucks, airport) to your destination website. A VPN protects your travel between your starting point and the website.

**Protecting Your Data on Public WiFi**



Congratulations to our client of the month,

**Susan Johnson!**

Susan is a 3rd time returning client, and she recently purchased new laminate for her kitchen and dining room. She always has a big smile on her face and is a lot of fun to work with. *Thanks, Susan!*

As always, our clients of the month receive **2 movie passes for Movies-8!**

*Watch for your name here in a coming month!*

“My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience.”

~Marsha Avalos, School Teacher, Yuba City

“We Recently went to Jimbo’s Floors for new tile for our bathroom, and we’re thrilled with the results! This is our third time using Jimbo’s. Jim will never make you feel uncomfortable for asking questions and he’ll do anything in his power to accommodate your needs. When you do business with Jim and the staff at Jimbo’s Floors, you will be treated like royalty. Our experience was painless and very professional. Jim is not only our flooring expert, he’s a friend. That’s how he makes you feel.”

~Marvin and Sandy Moeller, owners of Sierra Landscaping, Yuba City

Thank You for the Kind Words!

A screenshot of a cell phone

Description automatically generated

**Be sure to stop by to pick out and schedule   
your new floor installation, and   
from our families to yours have a great month!**

Get a Night Out at the Movies for 2 with my

**Referral Rewards Program**

As you probably know, advertising is very expensive. Instead of paying the newspaper or another place to advertise, we’d rather reward you. So we’ve assembled the Referral Rewards Program.

Every time you refer someone who becomes a client, we will send you a gift certificate for two passes to the **Movies-8 Cinema.**

And hey! What’s a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

**Welcome to our new and returning clients!**

Click on the text box and Insert names

**A gigantic THANK YOU to all who referred us last month…**

Insert names

Play the Easter Word Scramble!

**Your Company Name**

123 Address, Someplace, ZZ 555555

555.555.5555 Phone ⚫ 555.555.5555 Fax

email@yourcompanyname.com

**YourCompanyWebsite.com**