



**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: Inexpensive superfoods – eat healthy for less***

Superfoods are super trendy. We all know we’re supposed to eat these nutrient-dense healthy foods, but it often seems that the foods that are good for our bodies aren’t good for our wallets. There are some exceptions, though, and they don’t require a trip to the specialty store. Eating Well and One Green Planet recommend:

**Broccoli**

One superfood that may surprise you is broccoli, and frozen broccoli *may* be more nutrient dense than fresh. Why? Because it’s frozen at peak harvest. Broccoli is high in detoxifying compounds that keep your liver and digestive health in tip-top shape, not to mention it’s a fantastic source of plant-based calcium, fiber, and even protein. It’s also a good source of B vitamins and an excellent source of chlorophyll.

Buying frozen means your broccoli will never go bad before you have time to use it, which means you won’t waste any money. Cooking frozen broccoli is easy since there’s no washing or chopping involved.

**Lentils**

Like beans, lentils are high in fiber and protein (8 grams and 9 grams per half cup, respectively), which makes them great for your heart. They have the edge over beans, though, when it comes to preparation. Lentils cook up in only 15 to 30 minutes and don't need to be pre-soaked. An easy way to eat cheap and healthy, lentils (and beans!) are a staple for budget-friendly cooking.

**Oats**

Oats are a great way to get soluble fiber in your diet (they deliver 3 grams per serving). Research suggests that increasing your intake of soluble fiber by five to 10 grams each day could result in a five percent drop in "bad" LDL cholesterol. Plus, the quick-cooking oats are just as healthy (and often a little cheaper) as steel-cut--just steer clear of oatmeal packets that are loaded with added sugars.

Other easy superfoods to incorporate into your diet include sweet potatoes, kale, almonds and tea. Yes, tea. Tea, especially green tea, has lots of health boons. Both green and black tea are loaded with antioxidants, which may boost your immune system and promote heart health. In fact, scientists have found that those who drink 12 ounces or more of tea a day were about half as likely to have a heart attack as non-tea drinkers.

*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

**Week #2  
*Subject line: Things we think are true, but aren’t***

Can going out with wet hair make you sick? Does it really take seven years for gum to digest? Will carbs make you fat? The answer to all of these questions is no, despite being commonly held beliefs. Here are several more from BestLife:

**You Lose Most of Your Body Heat Through Your Head**

We are often told to wear a cap in the cold because 90 percent (or about that) of our body heat escapes through our heads. In fact, according to the British Medical Journal, you just lose about 7 to 10 percent of your body heat there—not much more than you would lose through any other exposed part of your body, whether hands, shoulders, or ankles.

**Sharks Smell Blood from a Mile Away**

Many a good (and ridiculous) scary movie scene has relied on the fear of sharks' super-sensitive sense of smell, being able to detect a single drop of blood in an ocean. But as the American Museum of Natural History explains, "While some sharks can detect blood at one part per million, that hardly qualifies as the entire ocean."

**Swimming Right After Eating is Dangerous**

You know the deal: Wait at least 30 minutes after eating before jumping into the pool, or else your digestive tract will use up the blood that should be going to your arms and legs. This is nonsense, according to Duke Primary Care Timberlyne physician Mark Messick, who says, "The body does supply extra blood to aid in digestion, but not enough blood to keep your arm and leg muscles from properly functioning. Your biggest danger related to eating and swimming is probably a minor cramp."

## Napoleon Was Short

Anyone who has been accused of having "a Napoleon complex" was probably not the tallest guy in the room. But while the perception persists that this historical giant was in reality a tiny guy, it's based on little actual fact. In truth, he was a respectable (especially in France at that time) 5'7".

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*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.**

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**Week #3**

***Subject line: Think you’re being watched? You are.***

I was shopping in a physical store this weekend. My phone buzzed, and it was an alert from the store that an item I had just walked past was on sale. We all know that we leave a digital footprint as we travel through the electronic world, which is why ads for items we’ve looked at pop up in our timelines. But now our phones are pinging us when we’re browsing in brick and mortar stores, too. Cool or creepy? It’s a bit of both. The technology that can pinpoint your location and tie it to an item in a store is amazing. But it’s also an intrusion. Vox.com has some insights into how it happens and how to make it stop.

### What you’re really opting in to when you use free wifi and stores’ mobile apps

These days, many retailers offer free in-store wifi and shopping apps. Mobile apps often offer users exclusive deals on a business’ products or allow them to order items before they set foot in a store. But when you take advantage of these services you have also opted into what’s called “active tracking.”

When you log into wifi through a business’s captive portal, the registration page that allows you to connect, you aren’t just giving the business whatever personal information you submitted at the portal page. You’re also attaching that information to a set of data the store collects from you, and you’re granting the store permission to use that data in ways you may not realize.

If you’re using a business’s mobile app, you’re giving it even more information… As the New York Times noted last June, many retailers deploy Bluetooth “beacons” throughout stores. If you have the store’s app installed on your device, the beacons send it signals. The app then knows where in the store you are and sends you information (like coupons or store maps) specific to that location.

### Passive tracking: Watching you whether you like it or not

So, if you don’t want businesses to get to know you, you can just not sign up for their free wifi and not download their mobile apps, right? Wrong. Retailers also use wifi and Bluetooth sensors to track your mobile device without you ever having signed in or asking for your permission to do so. This is called “passive tracking.”

Anything that connects to the internet has a Media Access Control (MAC) address, which is essentially a serial number unique to the device that can’t be changed. Store sensors, depending on where they are, can pick up your MAC address and use that to track your device’s location and movements.

Most likely, the business isn’t doing this to spy on you, the individual. Passive tracking is about getting aggregate data, like which areas of the store are more popular than others, the busiest times of day in a location, or even how many people pass by the store without stepping inside.

And, again, online stores behave similarly. It just might feel more invasive when your movements in the physical world are being tracked through a device in your pocket.

### Going off the retail grid

It’s important to keep in mind that just because retailers can track you doesn’t mean they are.

After reading a wifi portal or app’s terms and conditions and privacy policy, you may well think that the benefits of active tracking outweigh the downsides. If you don’t, opting out of active tracking is pretty simple: Don’t opt in. Don’t use the store’s wifi and don’t download and install its app.

Opting out of passive tracking is more complicated. The good news is that device manufacturers and even businesses have taken measures to preserve your privacy. Some retailers, like Nordstrom, stopped passive tracking after public outcry when the practice came to light.

Turning your wifi and Bluetooth off is the best way to avoid retailer tracking, but it doesn’t mean you aren’t being tracked by someone else. That leaves us with the only guaranteed way to truly opt out of being tracked through your mobile device: turn it off. For most of us, that’s not a realistic option. What helps is knowing what you can control — and using that information to think twice before you log on to a free wifi network or download yet another app.

*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 #4**

***Subject line: Menu engineering. It’s a thing.***

It’s time for lunch and you and your crew head to the local fast casual restaurant. You take a quick look at the menu and choose your meal. You may not realize it, but the menu itself may have been engineered to influence your decision. “Menu engineering” is an industry dedicated to designing menus to convey certain messages to customers, encouraging them to spend more and making them want to come back.

BBC Future talked to menu engineers and learned how fonts, the order of items and their descriptions, and even the weight of the menu itself are all carefully calculated to influence diners. Some major chains will test a menu for up to 18 months to get it just right. Why? Because the stakes (no pun intended) are high: a large chain may have a million people coming into their restaurants every day. Drawing consumers to the items that are the most profitable for the restaurant can yield enormous profit.

Words have tremendous power over our food choice. Giving dishes descriptive names can increase sales by up to 27 percent in some cases. This becomes particularly effective if the description attaches some provenance to the ingredients – “Grandma’s home-baked zucchini cookies” sound much more appealing than plain zucchini cookies.

But the words on the menu are not the only thing sending you signals. The colors it uses could also be having an impact. Green is often used to imply the food is healthy and fresh, while orange is thought to stimulate the appetite. Red suggests a sense of urgency and perhaps draws attention to dishes the chef most wants you to buy – probably because they have the biggest profit margin.

Reordering the dishes on the menu can also have dramatic impacts. By placing the most expensive item at the top of the menu, it makes those that come after it seem far more reasonably priced.

What’s next for restaurants? Perhaps tracking individual preferences and then suggesting menu items the next time you dine.

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*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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