



**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: Getting the conversation started***

We’ve all been there. Standing in the awkward silence when meeting someone new, trying to get a conversation started. Most of resort to, “So, what do you do?”

But according to the Harvard Business Review, that question might not be the best way to build rapport with someone else. In fact, it may be best to avoid talking about work entirely.

Research findings from the world of network science and psychology suggests that we tend to prefer and seek out relationships where there is more than one context for connecting with the other person. Sociologists refer to these as multiplex ties, connections where there is an overlap of roles or affiliations from a different social context.

Which brings us back to the problem of using “So, what do you do?” as your opener.

Assuming you’re already at a work-related networking event or meeting another person in a work context, the question quickly sets a boundary around the conversation that the other person is now a “work” contact. It’s possible you might discover another commonality and build a multiplex tie, but it’s far less likely to happen in that conversation.

So, what do you ask? Mantelligence offers a whopping 253 questions to spark a conversation broken into categories like “first date,” “icebreakers” and even “weird.” You can find them here: [www.mantelligence.com/questions-to-ask/](http://www.mantelligence.com/questions-to-ask/).

**Here is their list of 11 best conversation topics:**

#### 1. Where do you like to go when you eat out?

#### 2. Do you like to cook?

#### 3. Could you live without the internet?

#### 4. Most memorable birthday?

#### 5. What would your perfect day be like?

#### 6. When are you happiest?

#### 7. What’s on your bucket list?

#### 8. Do you have any trips coming up?

#### 9. What’s something you could teach me about?

#### 10. What is your favorite hobby?

#### 11. Do you have/have you ever had any pets?

Regardless of which question you choose, the important thing is to ask a question open-ended enough to allow others to select non-work answers if they choose. Doing so will increase the chances that you didn’t just turn a stranger into a new contact on your phone, but that you actually made a new friend.

*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 #2**

# *Subject line: Seven tips for creating happier travel memories*

Whether it’s trying new things or appreciating our surroundings, we can all do more to connect with the places we visit. Happiness Research Institute CEO Meik Wiking shares how we can make the most of our time on the road. As reported in *Afar*, he shares his tips for cultivating joy while on your next trip and after you’ve returned home.

### 1. Go to a New Place Every Year

“Travel is about being brought out of your routine,” Wiking says. “It’s experiencing new things, new culture, new food, new people. And that’s the quick route to [making] memories: novel experiences. There’s nothing wrong with going back to the same place over and over again. But if we want a trip to stand out and be memorable, we have to seek out new experiences.”

### 2. Leave Your Comfort Zone

The right kind of stress can help cement moments in our memories. As Wiking explains, “People remember emotions. When they do something that frightens them a little bit, it gets the adrenaline pumping.”

### 3. Engage All Your Senses

“Experiences that stimulate several senses have a better chance of making a memorable moment,” Wiking says. “Listening to stuff, smelling stuff, and tasting stuff—they are crucial memory triggers. Recording sound from a special place can help us remember it.”

### 4. Go Ahead, Buy That Souvenir

Objects that remind us of a time and place relieve our brains from having to remember everything. “It’s good to ‘outsource’ some of our memories—the photos, the soundtrack,” Wiking says. “Souvenirs are an easy fix. And I don’t mean a tacky Eiffel Tower; it can be a really nice vase you bought in Paris.”

### 5. End Your Trip on a High Note

Psychologist Daniel Kahneman developed the Peak-End Theory, which posits that we remember experiences by their most intense moment and how they ended. “So you might want to finish on a high,” Wiking says. “For some, it might be [eating your last meal] at a luxury Michelin restaurant; for others, it might be skydiving."

### 6. Reduce the Risk of Digital Amnesia by Printing Your Pictures

“Photos can trigger your memory five, 10, 20 years down the line. Pick the top photos—the happiest memories, the best experiences you had—and bring them into print."

### 7. Don’t Be Afraid of Things Going Wrong When You Travel

“Struggles are always annoying when we are in them, but they also make better stories, because we fought to get through them. That doesn’t help when you are in the situation, but five years down the line, that’s the story you tell.”

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*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: How long should you keep your tax records?***

Once you've filed your tax return, what should you do with all the forms, receipts, canceled checks and other records scattered across your desk? Do you need to keep them, or can you shred them now? The IRS generally has three years after the due date of your return (or the date you file it, if later) to initiate an audit, so you should keep all of your tax records at least until that time has passed. But Kiplingers advises that you should keep some records even longer, and it's also a good idea to hold onto copies of the return itself indefinitely.

Also keep in mind that you might want to keep certain documents around for non-tax purposes. For example, it might be wise to save W-2 forms until you start receiving Social Security benefits so you can verify your income if there's a problem.

Here's a general rundown on how long you should keep certain common tax records and documents.

## One Year

Keep pay stubs at least until you check them against your W-2s. If all the totals match, you can then shred the pay stubs. Take a similar approach with monthly brokerage statements—you can generally shred them if they match up with your year-end statements and 1099s.

## Three Years

Generally speaking, you should hold onto documents that support any income, deductions and credits claimed on your tax return for at least three years after the tax-filing deadline. Among other things, this applies to:

* Form W-2s reporting income
* Form 1099s showing income, capital gains, dividends and interest on investments
* Form 1098 if you deducted mortgage interest
* Canceled checks and receipts for charitable contributions
* Records showing eligible expenses for withdrawals from health savings accounts and 529 college-savings plans
* Records showing contributions to a tax-deductible retirement-savings plan, such as a traditional IRA

If you're among those taxpayers who no longer itemize deductions on Schedule A because the standard deduction was basically doubled beginning in 2018, you might not need to hold onto as many documents. For example, if you're not deducting charitable contributions anymore, then you don't need to keep donation receipts or cancelled checks for tax purposes.

## Six Years

The IRS has up to six years to initiate an audit if you've neglected to report at least 25% of your income. For self-employed people, who may receive multiple 1099s reporting business income from a variety of sources, it can be easy to miss one or overlook reporting some income. To be on the safe side, they should generally keep their 1099s, their receipts and other records of business expenses for at least six years.

## Seven Years

Sometimes your stock picks don't turn out so well, or you loan money to a deadbeat who can't pay you back. If that's the case, you might be able to write off any worthless securities or bad debts. But make sure you keep related records and documents for at least seven years. That's how much time you have to claim a bad debt deduction or a loss from worthless securities.

## Ten Years

If you paid taxes to a foreign government, you may be entitled to a credit or deduction on your U.S. tax return—and you get to decide if you want a credit or deduction. If you claimed a deduction for a given year, you can change your mind within 10 years and claim a credit by filing an amended return. You also have 10 years to correct a previously claimed foreign tax credit. For these reasons, save any records or documents related to foreign taxes paid for at least 10 years.

*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.**

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**Week #4**

***Subject line: Add some years to your lifespan with these healthy habits***

We know that we’re supposed to eat healthy foods, exercise and not smoke. But let’s face it, healthy habits are hard to adhere to. But perhaps if there is proof they work, they might be easier to follow.

According to Popular Science, in a study in the journal Circulation, researchers studied five lifestyle factors that influence how long humans live. The researchers calculated that people who adhered to five things—drink no more than one glass of alcohol per day (two for men), maintain a healthy body weight, eat a high-quality diet, abstain from smoking, and exercise at a moderate-to-vigorous pace (think a brisk walk, at least) for 30 minutes or more a day—had a greater chance of living longer past age 50.

As a nation, we are living far longer than we ever have in the past. Today, the average age that people who make it past 50 live is 83.3 for women and 79.8 for men. By many standards, that’s a good long life. In 1940, the life expectancy for all Americans was just 62.9 years. By 2000, it had reached 76.8, and then 78.8 in 2014.

But here’s the bad news: Despite our vast improvements over the last century, when we compare our current life expectancy to that of other rich nations, we have a shorter life expectancy than nearly every other wealthy country in the world. Researchers behind the new study argue that America could get closer to the lifespans of other nations by making certain changes in their lifestyles.

## A Healthy Weight

To understand the influence of weight, researchers focused on people’s body mass index, or BMI. That number is a comparison of a person’s height and their weight. You can calculate your own by dividing your weight by your height squared. What the researchers found was not incredibly surprising. People with BMIs between 18.5 and 22.9 had a higher chance of living longer than those who had BMIs outside that range.

The cool thing about body weight, though, is that even small levels of weight loss can mean big differences in health. Research shows that losing just 5 to 10 percent of your body weight can significantly reduce the risk of cardiovascular disease.

## Moderate Alcohol Consumption

The researchers also found that people who consumed a moderate amount of alcohol had a better chance of living longer than those who were heavy drinkers. They defined moderate alcohol consumption as five to 15 grams per day for women and five to 30 grams per day for men. That equates to 12 fluid ounces of beer, eight of malt liquor, five of table wine, and 1.5 of distilled spirits.

Researchers have solid evidence to say that heavy drinking can absolutely be detrimental to your health. But the line between moderate drinking and abstaining from alcohol altogether is fuzzy. For now, it’s safe to say that moderate drinking will not cause you severe harm, but whether it’s better for your health than abstaining remains to be seen. If you’re trying to make the absolute best health decisions based on the available evidence, the smartest move is probably to drink very little or not at all.

## A High-Quality Diet

There’s good research to show that poor diets have a direct influence on various factors like blood pressure, cholesterol levels, and body weight. To date, the best diet to follow is probably the Mediterranean diet, however, if you focus on eating a variety of whole, unprocessed foods most of the time, you are doing great things for your health. Just find a nutritional plan you can stick to—enjoying unhealthy things occasionally in moderation is much better than periodically failing hard at your strict diet.

## Not Smoking

Solid evidence shows smoking significantly increases your chances of lung cancer as well as other lung and heart diseases. The decline in smoking over the past 50 or so years is a major reason the average lifespan in America has gone up. Let’s not ever reverse that. If you want to live longer and you’re still smoking (or vaping, for that matter)—do whatever you can to stop.

## Exercise Daily

In the study, researchers found that those who exercised for at least 30 minutes a day at a moderate to vigorous pace (including brisk walking) were in the lowest-risk group for developing certain diseases later in life, and thus they had the potential to live longer.

Exercise does two main things: it boosts metabolism and contributes to weight loss or weight stability. Those two factors significantly increase your chances of living longer. Trying to remember how good you will feel after you exercise could help you get going.

*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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