



**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: Coronavirus and health anxiety: tips for keeping worry in check***

The coronavirus has caused us all to worry about health, but for sufferers of health anxiety, the worry can be crippling. The Atlantic reports that after infections begin ebbing, a secondary pandemic of mental-health problems will follow. At a moment of profound dread and uncertainty, people are being cut off from soothing human contact.

According to The Guardian, approximately 40 million American adults – roughly 18 percent of the population – have an anxiety disorder. In times like these, where a global pandemic is taking up most of the media conversation, it can be even more difficult to stay calm.

So what can you do?

### *1. Avoid the (Health-Related) News*

We all want to keep up to date, but try having a news detox or allocate yourself a time limit for reading or watching news.

### *2. Try Not to Seek Constant Reassurance*

It’s natural to want your loved ones to tell you things will be OK, but when you start needing that reassurance several times a day it’s time to take a step back.

### *3. Introduce an Absolute Ban on Googling Symptoms*

Dr. Google is not, and never will be, your friend, especially not when you are a sufferer of health anxiety.

### *4. Try a Countering Technique*

Confront fears with a rational counter statement. For example, if your persistent thought is something like “Everyone I love will die from this virus” you can counter it with factual statements such as “Actually, most people who get Covid-19 are likely to make a full recovery, and that’s assuming mom, dad and my little sister will even catch it at all.”

### *5. Get Some Exercise*

Exercise will help get the adrenaline out of your system and increase endorphines.

### *6. Breathing and Grounding Exercises*

From guided yogic breathing to using a strong smell, grounding exercises can help bring you back to reality. Something as simple as sitting on the floor can help.

### *7. Allocate Yourself a Daily ‘Worry Period’*

Give yourself half an hour to worry about this to your heart’s content, and then you have to go and do something else.

### *8. Treat Yourself*

Anything that will give you a little boost can help. It doesn’t need to involve spending money: you can also cook yourself something nice, have a hot bath, or listen to a song you love.

### *9. Remember That Your Anxious State Isn’t Permanent*

When you are in it, anxiety always feels as though it will never end, but it will. Be kind to yourself. It may be a bit cheesy, but this too shall pass.

*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: When you’re in the spotlight, think like an actor***

There are times in life when you’re forced to take center stage: making a business presentation, going on a sales call, delivering a eulogy. Michael and Amy Port, two trained actors turned speaking coaches, say that when you feel like all eyes are on you, it’s helpful to think like an actor.

Here are three general principles to follow:

## 1. Know Your Big Picture Goal

**An actor always performs with a clear purpose or motivation in mind.** When you’re thinking about your next high-stakes situation, ask yourself the same question that actors ask when developing a character: “What’s my end goal?” This will help you make choices that are in line with your larger purpose.

## 2. Think About How You Want the Other Person to Feel

**The choices made by an actor during a performance — in speech and movement — are in the service of attaining their goal and achieving a specific impact on their audience.** Actors call this “playing an action.” Take, for example, a job interview. If you want the employer to feel that you’re someone who is open and collaborative, your action could be speaking about how excited you are to be working with members of your prospective team and bringing up specific names.

## 3. Scared? Accept It

**Before you go into a situation that matters, take some time to identify your greatest fear or fears.** Be as specific as possible. This practice of pinpointing your precise emotional state is what psychologists call emotional granularity, and people who exhibit greater emotional granularity have been shown to be more able at regulating how they’re feeling and responding appropriately.

**Then, go for it.** Bargain down the price of a new car, pitch that new client, or address a community board meeting. Often, “to be high-level performers both on and off the stage, we need to take great risks and not worry that we’ll be criticized for doing so,” says Amy.

*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!**

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**Week #3**

***Subject line: The changing of the bed***

Today, our bedrooms are an oasis, a sanctuary at the end of a long day. They are private spaces, off limits to all but our most loved. But that hasn’t always been the case. As Brian Fagan shows in his book, What We Did in Bed, it wasn’t always this way. For most of human history, people thought nothing of crowding family members or friends into the same bed.

Travelers often slept with strangers. In China and Mongolia, kangs—heated stone platforms—were used in inns as early as 5000 B.C. Guests supplied the bedding and slept with fellow tourists.

Then there was the Great Bed of Ware—a massive bed kept in an inn in a small town in central England. Built with richly decorated oak around 1590, the four-post bed is about the size of two modern double beds. Twenty-six butchers and their wives—a total of 52 people—are said to have spent a night in the Great Bed in 1689.

While regular people crammed into beds, royalty often slept alone or with their spouse. But their bedrooms were hardly bastions of privacy. Louis XIV of France would sit in his bed, bolstered by pillows, and preside over elaborate gatherings. Surrounded by courtiers, he composed decrees and consulted with high officials.

During the 19th century, beds and bedrooms gradually became private spheres. A major impetus was rapid urbanization during the Industrial Revolution. In cities, compact row houses were constructed with small rooms, each with a specific purpose, one of which was sleeping.

Another reason was religion. The Victorian era was a devout age, and evangelical Christianity was pervasive by the 1830s. Such beliefs placed great emphasis on marriage, chastity, the family, and the bond between parent and child; allowing strangers or friends under the covers was no longer kosher. By 1875, Architect magazine had published an essay declaring that a bedroom used for anything other than sleeping was unwholesome and immoral.

*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: Don’t think. Do.***

Are you an overthinker? Is your mind whirring even when you try and rest? Do thoughts creep into all the quiet places or create a roadblock when you’re trying to work? We can tell ourselves to stop eating when we’re not hungry, or to take a vacation when we’ve worked hard. Why can’t we tell ourselves to quit overthinking? Darius Foroux, who writes about productivity and decision making for many publications, says we can. The trick is to just apply our thinking to where it’s needed most.

We’re taught that negative thoughts are bad and that positive thoughts are good. Negative thoughts are related to:

* Worrying
* Complaining
* Anger
* Feeling sorry for yourself
* Blaming others

And positive thoughts are related to:

* Trying to solve problems
* Studying
* Understanding knowledge
* Planning
* Visualization
* Setting goals

Most self-help advice says to scrap the negative thoughts and double down on the positive thoughts. When you think about it casually, it sounds like good advice. After all, negative thoughts make our lives worse. And positive thoughts should make our lives better, right?

The truth is that when you overuse your brain, just like a drain, it can get clogged. The result? Foggy thinking. Which leads to bad decision making. Thinking is a tool. And instead of using that tool during the 16 or 17 hours that you’re awake, only use it when you NEED it. How?

1. ***Raise your awareness throughout the day.*** Always realize that too much thinking defeats the purpose.
2. ***When you raise awareness, immediately start observing your thoughts.*** Every time you start thinking, don’t follow through, just observe how you start thinking. When you do that, you will automatically stop.
3. ***Limit your thinking to specific moments that you need it.*** For example, when you’re thinking about setting your daily priorities, sit down and think. That might take five minutes. During that time, it’s perfectly fine to think and follow through on your thoughts.
4. ***Enjoy your life!*** Let go of all your thoughts about yesterday and tomorrow. No matter how much you want to achieve in the future, and no matter how much you’ve suffered in the past—appreciate that you are alive: NOW.

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**P.S.  When you buy floors from us, you are protected by our Installer professionalism guarantee!**

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