



**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: Break out the picnic basket***

After spending most of our spring inside, we’re ready to spend some time enjoying a sunny day in a local park. It’s time to pack the picnic basket and get outside. Here are some easy, make-ahead recipes from Delish designed for minimum prep and maximum yumminess. Don’t forget to pack plates, utensils, napkins, beverages and trash bags so that you can leave the space as pristine as you found it.

# Chicken Pasta Salad

**Ingredients**

*For salad*

1 lb. fusilli pasta

2 boneless skinless chicken breasts (about 1 pound)

1 tsp. garlic powder

Kosher salt

Freshly ground black pepper

1 tbsp. extra-virgin olive oil

4 slices bacon, cooked and crumbled

2 c. halved grape tomatoes

2 c. spinach, packed

1/2 c. crumbled feta

1/4 red onion, thinly sliced

2 tbsp. freshly chopped dill

*For dressing*

1/4 c. extra-virgin olive oil

3 tbsp. red wine vinegar

1/2 tsp. Italian seasoning

1 clove garlic, minced

1 tbsp. dijon mustard

Kosher salt

Freshly ground black pepper

**Directions**

1. In a large pot of salted boiling water, cook fusilli according to package directions until al dente. Drain and transfer to large bowl.
2. Season chicken breasts with garlic powder, salt, and pepper. In a large skillet over medium heat, heat oil. Cook chicken until golden and cooked through, 8 minutes per side. Let rest 10 minutes, then cut into 1" pieces.
3. Meanwhile, make dressing: In a medium bowl, whisk together oil, vinegar, Italian seasoning, garlic, and mustard. Season with salt and pepper.
4. In the large bowl with the pasta, toss together all remaining ingredients. Pour dressing over salad, toss until coated, and serve.

Yields 8 servings.

# Sheet-Pan Italian Subs

**Ingredients**

4 tbsp. melted butter, divided

2 loaves sliced bread, white or sourdough

1 lb. deli-style sliced ham

1/2 lb. salami

1/2 lb. sliced mozzarella

1/2 lb. sliced provolone

2 c. baby spinach

1 (8-oz.) jar pepperoncini, drained and sliced

**Directions**

1. Preheat oven to 400°. Brush half the butter inside a half sheet pan, then lay out bread in a single layer, overlapping slices to look like shingles. (Make sure the entire sheet pan is covered!) Press down on bread to flatten slightly.
2. Top bread with mozzarella, then layer ham, spinach, salami, pepperoncini, and provolone on top. Shingle another layer of bread on top, then brush with remaining 2 tablespoons butter. Put a second sheet pan on top of bread and weigh it down with a heavy skillet.
3. Transfer to oven and bake until the sandwich is pressed and starting to turn golden, about 10 minutes. Remove sheet pan and bake until top bread is golden, about 20 minutes more.
4. Garnish with parsley and sprinkle with Parmesan. Cut into squares.

Yields 14 servings.

# Fruit Dip

**Ingredients**

2 (8-oz.) blocks cream cheese, softened

1 (7.5-oz.) jar marshmallow crème

Juice of 1 orange (about 3 tbsp.)

Assorted fruit, for serving

**Directions**

1. In a large bowl using a hand mixer, beat together cream cheese and marshmallow crème until no lumps remain, then stir in orange juice. Refrigerate until ready to serve, at least 1 hour. Serve with fruit.

Yields 12 servings.

*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: How plagues and pandemics shape history***

Epidemics change the course of history. As we recover from our generation’s battle with infectious disease, its impact is still unknown and may take decades to assess. *Pocket* has gathered a collection of articles on past pandemics and their cultural legacy. They cover everything from how illness effected the design of modern bathrooms, the history of handwashing and how social distancing was accomplished in 1666. Click here to see them all: <https://blog.getpocket.com/2020/04/how-past-plagues-pandemics-have-shaped-human-history/?utm_source=pocket-newtab>

**The birth of the ICU**

Did you know that the polio epidemic of 1952 is the outbreak that invented intensive care? One of the articles curated by *Pocket* talks about how this outbreak led to today’s ventilators and intensive-care medicine, both items of critical importance during our COVID-19 crisis.

In 1952, the iron lung was the main way to treat the paralysis that stopped some people with poliovirus from breathing. Copenhagen was an epicenter of one of the worst polio epidemics that the world had ever seen. The hospital admitted 50 infected people daily, and each day, 6–12 of them developed respiratory failure. The whole city had just one iron lung. In the first few weeks of the epidemic, 87 percent of those with bulbar or bulbospinal polio, in which the virus attacks the brainstem or nerves that control breathing, died. Around half were children.

**Postitive vs Negative Pressure**

The hospital team worked tirelessly to find a solution. The typical treatment involved the iron lung which uses negative pressure. It creates a vacuum around the body, forcing the ribs, and therefore the lungs, to expand; air would then rush into the trachea and lungs to fill the void.

Bjørn Ibsen, an anesthesiologist who had recently returned from training at Massachusetts General Hospital in Boston, suggested the opposite approach. His idea was to blow air directly into the lungs to make them expand, and then allow the body to passively relax and exhale. He proposed the use of a tracheostomy: an incision in the neck, through which a tube goes into the windpipe and delivers oxygen to the lungs, and the application of positive-pressure ventilation. At the time, this was often done briefly during surgery, but had rarely been used in a hospital ward. He was given permission to proceed, and his results were successful.

Three lessons from this event are central today. First, Blegdam demonstrated what can be achieved by a medical community coming together, with remarkable focus and stamina. Second, it proved that keeping people alive for weeks, and months, with positive-pressure ventilation was feasible. And third, it showed that by bringing together all the patients struggling to breathe, it was easier to care for them in one place where the doctors and nurses had expertise in respiratory failure and mechanical ventilation.

So, the concept of an intensive-care unit (ICU) was born. After the first one was set up in Copenhagen the following year, ICUs proliferated. And the use of positive pressure became the norm.

We don’t know what the takeaways from the COVID crisis will be, but hopefully they will leave us greater prepared for the next health crisis we face.

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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: Surprising facts about household objects***

Did you know that **the fork was once considered immoral, unhygienic and a tool of the devil**? The word "fork" is derived from the Latin *furca*, which means pitchfork. The first dining forks were used by the ruling class in the Middle East and the Byzantine Empire. In 1004, Maria Argyropoulina, niece of the Byzantine emperors Basil II and Constantine VIII, was married to the son of the Doge of Venice. She brought with her a little case of two-pronged golden forks, which she used at her wedding feast. The Venetians were shocked, and when Maria died three years later of the plague, Saint Peter Damian proclaimed it was God’s punishment. And with that, Saint Peter Damian closed the book on the fork in Europe for the next four hundred years.

In her book, *The Elements of a Home*, Amy Azzarito reveals the fascinating stories behind more than 60 every day household objects and furnishings. In Smithsonian magazine, she shared the peculiar history of the fork and other housewares we now take for granted.

For example, **keys weren’t always pocket sized**. The ones that opened the wooden locks of the massive marble and bronze doors of the Greek and Egyptians could be three-feet in length, and so heavy that they were commonly carried slung over the shoulder—a fact that is mentioned in the Bible. The prophet Isaiah proclaimed, “And the key of the house of David will lay upon his shoulder.”

## The first proto-napkins were lumps of dough called apomagdalie. Used by the Spartans, the dough was cut into small pieces that were rolled and kneaded at the table, deftly cleaning oily fingers and then thrown to the dogs at the meal’s end. Since there weren’t any utensils on the Greek table, bread also served as both spoon and fork (the food would have been cut into bite-size pieces in the kitchen).

## Plates were once made out of bread. The medieval trenchers, used throughout Europe and the United Kingdom, were cut from large round loaves of whole wheat bread that were aged for four days, then sliced into two three-inch rounds. Partygoers would rarely eat the trencher; once supper was finished, those that were still in one piece were given to the destitute or thrown to the dogs.

## Medieval diners would be horrified at our casual attitude toward table linens. Eating on a bare table was once something only a peasant would do. For knights and their ladies, good linen was a sign of good breeding. If you could afford it (and maybe even if you couldn’t), the table would be covered by a white tablecloth, pleated for a little extra oompf. A colored cloth was thought to impair the appetite. (The exception to the white-only rule was in rural areas where the top cloth might be woven with colorful stripes, plaids or checks.) Diners sat along one side of the table and the tablecloth hung to the floor only on that side to protect guests from drafts and keep the animals from walking over their feet.

For our ancestors, many of the objects we take for granted, like napkins, forks and linens, were also once marvels of comfort and technology—available to only the few. Our homes are castles beyond what they could have ever imagined.

*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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530-790-3338

**Week #4**

***Subject line: Making good decisions in time of crisis***

COVID-19 has caused us all to make difficult decisions. Fast Company’s Gwen Moran has some tips for making tough decisions when under stress.

## Start with the outcome. Figure out what you’re trying to accomplish and, if you’re working with a team, build consensus around that.

## Gather the right data. Once you understand the end point, you can start to map out the best route to get there. To do so, start by:

* Identifying relevant stakeholders
* Understanding roles
* Gathering relevant data about competitors, obstacles, and issues related to the decision
* Conducting a SWOT analysis (Strength, Weakness, Opportunity, Threat) and stress test, including examining underlying assumptions, costs, and alternative scenarios

## Solicit different viewpoints. When you’re gathering data and collecting input, involving others who can bring diversity of thought is critical to help overcome inherent biases and get a clearer view. Depending on the decision, this may include getting input from people in different roles or opinions, as well as from people who represent different demographic and psychographic backgrounds.

## Let your values guide you. If you’ve put work into developing your values and they’re not just lip service, they should be a touchstone now. Don’t let fear or a false sense of urgency push you to make decisions before you need to. Many people are uncomfortable with uncertainty, so they make a decision sooner than necessary to alleviate the discomfort. In times of great change or crisis, circumstances may change frequently. If you take the time you have instead of rushing, the decision-making factors may be radically different.

## Understand what you can control. In times of change and crisis, people find themselves navigating a range of factors, some of which they can control and some they cannot. Understanding the difference between the two is essential. You may not be able to control the length of a stay-at-home order, but you can control how you’re going to continue business operations, adapt your business model, or adjust employment to find new revenue streams.

## Balance emotion and empathy. Keeping emotions in check is part of making good, objective decisions, but you should also make sure empathy is part of the equation. Gather your data from the best resources available and avoid watching nonstop news coverage of the crisis, which can stir emotions that aren’t helpful. Limit news intake to once or twice a day to stay informed and avoid social media. At the same time, use empathy to help you understand the decision’s impact and why people may feel strongly about it.

## Execute, but remain flexible. Once you’ve come to a decision, execute it, but monitor the conditions and be prepared to adjust if needed. As you obtain new information or conditions change, you may need to adapt.

While decision-making can be harder now, the COVID-19 pandemic is also forcing leaders to re-examine their businesses and the world in which they exist. This may lead to new ways of thinking and new solutions.

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**P.S.  With our ZERO REGRETS guarantee you’ll love your new floors or we’ll replace them FREE!**

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