



**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: Being a bird brain has an upside***

Birds are busy in the summertime. We awaken to the sounds of their calls and their chatter is part of the soundtrack of summer. Birds have a reputation for being scatterbrained, but they really operate with purpose and intention. *Mental Floss* published a list of 25 things you might not know about birds. Here are some of the highlights.

#### **Pigeons Are Art Critics** Several studies have looked at whether pigeons can differentiate between the distinct visual stimuli found in paintings. In one study, the birds were presented with “good” and “bad” children’s artwork. Positive reinforcement was used when the birds pecked at the “good” artworks and they learned to identify previously-unseen paintings that met a human standard for quality. Another study found that pigeons could tell a Picasso from a Monet. Researchers believe the birds can use color and pattern cues to tell two images apart.

#### **Some Hummingbirds Weigh Less Than a Penny** Most people realize hummingbirds are pretty slight of stature: Their tiny bodies allow them to take flight quickly. While there are over 300 types of hummingbirds, the smallest species, the Bee hummingbird, weighs in at just 2 grams—.5 grams less than a U.S. penny.

#### **Birds Can Nap in Mid-Air** Some birds take very long commutes during migrating season—and like human travelers, they’re able to nap in mid-air. For a study published in *Nature Communications*, researchers attached a brain-wave activity sensor to frigatebirds and noted the birds spent some time asleep while "cruising" in higher air currents and altitudes.

#### **Crows Can Recognize Faces** If you think your local murder of crows is out to get you, it may not be paranoia. Research conducted at the University of Washington in 2008 demonstrated that the bird is able to recognize faces and hold a grudge when provoked. In the study, scientists donned a caveman mask and then trapped crows (humanely, of course) before banding and setting them free. When the researchers walked the campus in the mask, the crows circled and vocally scolded their suspected captor.

#### **Blue Jays Aren’t Actually Blue** Their name is a bit of a misnomer. A blue jay’s feathers are actually brown. But thanks to light scattering, jays and other blue-tinged birds will give off the appearance of being bolder in color. Blue light doesn’t pass through the structure of the feather—it’s reflected. It only works one way, though, so if you turn a feather around, you’ll see its natural brown color.

To see the complete list of things you might not know about birds, [click here](https://getpocket.com/explore/item/25-things-you-might-not-know-about-the-birds-in-your-backyard?utm_source=pocket-newtab).

<https://getpocket.com/explore/item/25-things-you-might-not-know-about-the-birds-in-your-backyard?utm_source=pocket-newtab>

*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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479 Park Ave., Yuba City, CA 95993

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**Week #2**

***Subject line: Making remote work productive***

As more and more people work from home, how do you ensure their productivity? In *Fast Company* magazine, Grace Saunders, a time management expert, shared five simple things remote workers do every day. For some, she points out, the office is the preferred place to work. It has fewer distractions and just makes it easier to get work done, particularly for those whose projects are highly collaborative. But for others, working from home has actually provided a large productivity boost.

In navigating the transition from working in the office to working at home, people who use these five strategies have been able to increase their overall productivity:

## ****1. They convert their commute****

Among the individuals who have found working from home to be a welcome change, they convert their commute time into exercise time. Typically, in the morning, they’ll work out (or at minimum walk their dog). And in the evening, they’re often choosing to go on more leisurely walks either on their own, with their dog, or as a family.

This pattern of physical activity not only improves their physical health but also has positive benefits on their mental health and alertness throughout the day.

## ****2. They block focused time****

One good thing about being at home is that you have physical distance from your coworkers, so you can block focused time and stick with it. Put recurring focused time on your calendar, such as for an hour or two in the morning. Or on a weekly basis, block in some chunks of time for the key activities you want to get done, such as putting together a report or writing an article.

## ****3. They schedule meetings****

To further increase predictability and productivity, ask colleagues to schedule a meeting with you to talk, especially if the meeting will require any forethought. It’s helpful to have meetings scheduled, so you can effectively plan your tasks around them and so that you’re in the right headspace to be present.

That being said, these meetings don’t have to be long. If you think something should only take 30 or even 15 minutes to discuss, ask for a meeting of that length to be scheduled on your calendar. There’s no need to stretch every conversation out to an hour.

## ****4. They update their status****

In order to be fully mentally engaged in what you’re working on during your focused time, it can also be helpful to update your online status. Designate yourself as “away” on Slack or otherwise unavailable on IM or other internal communication tools. This declaration of your intention to not be available at a certain time can insulate you from the thoughts in the back of your head that “someone might have messaged me about something important” or “I might miss something and annoy someone.”

## ****5. They resist the urge to self-distract****

With all external distractions eliminated, our mind can sometimes unhelpfully search for ways to distract itself. Especially for extroverts, when the environment is most calm, the drive to find more stimulation is most high.

Look for ways that you can increase the stimulation in your environment without reducing your productivity. Listen to music to help you get in the flow, use a standing desk, or simply place your laptop on top of a high counter or bureau so you can shift your weight as you work.

All of these activities allow you to feel less bored in your environment without going down time-sucking news or social media rabbit holes.

*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 #3**

***Subject line: The latest in portable tech gadgets***

It’s hard to envision our lives without our smartphones. The most revolutionary gadget of our generation – perhaps of all time -- it allows us to carry powerful technology in the palm of our hand. But what’s next? *Digital Trends* magazine reporter Lucas Coll has some ideas.

Below are some of his favorite portable tech deals going right now. Not only do these deals fit in your pocket, but they’re also generally cheap enough that you can fit them into your budget, as well.

## [Tile Mate Item Finder 4-Pack Combo — $37](https://www.amazon.com/dp/B07GMK3MY4/?tag=digitren08-20&ascsubtag=1576098250767q8zn&th=1&ascsubtag=15916316803475okt)

The one major drawback with cool tiny gadgets is that they can easily get lost. If you need some help keeping tabs on the small stuff, Tile Mate item finders are just the ticket. [Read more…](https://www.amazon.com/dp/B07GMK3MY4/?tag=digitren08-20&ascsubtag=1576098250767q8zn&th=1&ascsubtag=15916316803475okt)

## [Geekey Multi-Tool - Key Shaped Pocket Tool](https://www.amazon.com/Geekey-Multitool-Screwdriver-Stainless-Friendly/dp/B07T5JZD9H?tag=digitren08-20&ascsubtag=1591631680450rhhv) — $23

This multi-tool combines several go-to tools into one handy, convenient sized device you can take anywhere with you. [Read more…](https://www.amazon.com/Geekey-Multitool-Screwdriver-Stainless-Friendly/dp/B07T5JZD9H?tag=digitren08-20&ascsubtag=1591631680450rhhv)

## [Anker PowerCore 10,000mAh power bank](https://www.amazon.com/Anker-PowerCore-Ultra-Compact-High-Speed-Technology/dp/B0194WDVHI?tag=digitren08-20&ascsubtag=15916316804493tnw) — $26

If the palm-sized portable chargers whet your appetite for cool gadgets but you want something with a bit more juice, the Anker PowerCore 10,000 is another excellent pocket-friendly power bank. [Read more…](https://www.amazon.com/Anker-PowerCore-Ultra-Compact-High-Speed-Technology/dp/B0194WDVHI?tag=digitren08-20&ascsubtag=15916316804493tnw)

## [Anker PowerDrive Speed 2 car USB charger](https://www.amazon.com/Charger-Compatible-Devices-Anker-PowerDrive/dp/B07H4LH6P7?tag=digitren08-20&ascsubtag=1591631680453610g) — $18

Another great gadget from Anker isn’t necessarily one you’ll carry in your pocket all day, but it is nonetheless something you don’t want to leave home without… [Read more…](https://www.amazon.com/Charger-Compatible-Devices-Anker-PowerDrive/dp/B07H4LH6P7?tag=digitren08-20&ascsubtag=1591631680453610g)

## [Panasonic ErgoFit earbuds](https://www.amazon.com/Panasonic-Ergofit-in-Ear-Earbud-Headphones/dp/B07S764D9V/?tag=digitren08-20&ascsubtag=1591631680452twwu) — $10

A good pair of earbuds is invaluable if you’re frequently on the move and don’t want to be without your music and other entertainment, and when it comes to in-ear headphones, you can’t beat a classic… [Read more…](https://www.amazon.com/Panasonic-Ergofit-in-Ear-Earbud-Headphones/dp/B07S764D9V/?tag=digitren08-20&ascsubtag=1591631680452twwu)

## [Travelambo RFID wallet](https://www.amazon.com/Travelambo-Pocket-Minimalist-Leather-Blocking/dp/B073D1R5TH?tag=digitren08-20&ascsubtag=159163168035146ft) — $10

A good RFID wallet provides an extra layer of security for the digital age, keeping your credit and ID cards safe from remote readers. [Read more…](https://www.amazon.com/Travelambo-Pocket-Minimalist-Leather-Blocking/dp/B073D1R5TH?tag=digitren08-20&ascsubtag=159163168035146ft)

## [Jelly Comb folding Bluetooth keyboard](https://www.amazon.com/Foldable-Bluetooth-Keyboard-Jelly-Comb/dp/B076V9Y2XZ?tag=digitren08-20&ascsubtag=15916316803071dfm) – $30

These folding keyboards are nothing new, but most of them — even fairly compact models — aren’t very pocket-friendly gear. [Read more…](https://www.amazon.com/Foldable-Bluetooth-Keyboard-Jelly-Comb/dp/B076V9Y2XZ?tag=digitren08-20&ascsubtag=15916316803071dfm)

For the complete list of gadgets, [check out this list](https://www.digitaltrends.com/dtdeals/portable-tech-gadgets-roundup/)

<https://www.digitaltrends.com/dtdeals/portable-tech-gadgets-roundup/>.

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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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**Week #4**

***Subject line: Are you cooking pasta wrong?***

If you’re pouring sauce on your spaghetti, then yes. Bloomberg magazine’s Kate Krader spoke with chef Missy Robbins of Lilia Restaurant in Brooklyn, NY, a “pasta destination” per Bloomberg.

As Robbins has mastered the art of pasta cooking, she’s become militant about the steps that go into creating a perfect bowl (and occasional plate) of the stuff. Here are some areas she believes you may be going wrong.

## 1. You use a small pot.

“Even if it looks way too big, grab a large pot,” Robbins says. “And add more water than you think you need. There should be enough space for the pasta to move around so that it cooks evenly in water that’s at a rolling boil. And remember that heavily salted water is essential.”

## 2. You add oil to your cooking water.

“Here’s the short reason why: It prevents sauce from sticking to the pasta. It’s basically like adding a raincoat to your pasta.”

## 3. You grab a colander.

“If you’re draining your pasta in a colander in the sink, you’re losing all the cooking water—and that water is an important ingredient for a great dish. You can use a pot insert, or you can remove pasta from the pot with tongs or large slotted spoon. Just remember to work fast as you extract the pasta from the water.”

## 4. You discriminate against the classics.

“Buying expensive artisanal pasta in eye-catching shapes isn’t essential to making a delicious dish. I happen to love the De Cecco brand—it cooks evenly, has good flavor and consistent quality. Whatever brand works for you, use it.”

## 5. You pour sauce on top.

“If you’re serving a sauced pasta, you should always add the pasta to a pan of sauce and finish cooking it there. These last few minutes are crucial: They ensure that the pasta absorbs more flavor. Allow for that additional time by undercooking your pasta a little bit in the boiling water. And add spoonfuls of the pasta cooking water you reserved to the sauce as you stir the pasta; it will be a little bit thick from the starch of the pasta and help thicken and flavor the sauce.”

## 6. And you use too much sauce.

“You don’t want your pasta that you’ve cooked so carefully to be swimming in a pool of sauce, no matter how tasty that sauce is. Allow for 1 ½ to 2 cups of sauce per pound of pasta.”

## 7. You believe pasta belongs on a plate.

“I use bowls to serve almost all pastas, from long strands of spaghetti, fettuccine, and mafaldini to short shapes like rigatoni and gnocchi. Pasta is more comfortable in a bowl, it’s more fun to eat, and there’s less chance of cooling down quickly. The exceptions to my rule are flat-bottomed pasta which can get broken up if they’re jumbled in a bowl.”

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**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.**

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