



**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: You’re sitting wrong and your back knows it***

Esther Gokhale is a posture expert. She recently gave a Ted Talk about the importance of good posture, which has become even more significant as more and more people have been working from home. Most of us didn’t have a home office space ready and waiting when we began to shelter in place, so if you’ve spent the past several months shifting around on a borrowed dining room chair with a cushion wedged behind you, you’re not alone. Here are some of her recommendations.

“Sit up straight, shoulders back.”

This advice, says Gokhale, sets us up in the wrong position. “What we end up doing is arching our backs by tensing up our muscles — the ropey ones that the massage therapist will tell you are tight… What that does is it loads the discs [in the lower back] and jams the edges of the vertebrae against each other.”

When we keep trying to sit up straight, we can ultimately alter our anatomy, she explains. “If that becomes a habit — which it does for many people — then those tight, short muscles inhibit the blood supply in the area so now you have an anemic back and repair isn’t happening efficiently.”

This effort also takes an enormous amount of energy and it doesn’t actually last; we’re likely to slump again after a few minutes when we get tired.

Periodically stopping work to stretch your muscles for a few minutes may bring relief but…

“…a much smarter way is to use the time that you’re sitting to stretch yourself against the backrest,” explains Gokhale. She has created a technique called “stretch sitting” to help perfect this motion. The key? Don’t tuck in your tailbone and use your muscles more.

Standing desks can be good, but it’s still about how you hold your body.When you stand, Gokhale recommends adopting a stance of “readiness”, maintaining a little bit of spring in your knees. But she explains that the average person stands in a way that damages the ligaments and discs.”

**When you’re relaxing on the sofa, it’s important to think about your back.** We don’t stop damaging — or taking care of — our backs when our working day ends; everything we do has an impact on our bodies. So we should consider stretch sitting while we’re on the sofa too, suggests Gokhale.

You can [watch Gokhale’s Ted Talk here](https://youtu.be/k1luKAS_Xcg): <https://youtu.be/k1luKAS_Xcg>

Happy sitting!

*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!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #2**

***Subject line: Inventors who came to regret their inventions***

Not all inventors are happy with their inventions. Ranging from the seemingly obvious atomic bomb to the font Comic Sans, inventors may not be happy with their end result. Check out this short list from *Mental Floss* writer Kenny Hemphill.

#### **Ethan Zuckerman — The Pop-Up Ad**

If you've ever found yourself yelling at your computer screen in frustration as yet another pop-up ad leaps into view, obscuring the content behind it, Zuckerman is the person to blame.

Now head of the Center for Civic Media at the Massachusetts Institute of Technology, Zuckerman wrote an essay for The Atlantic in 2014 entitled "The Internet’s Original Sin," in which he took full responsibility for the pesky ads. Working as an employee of web host Tripod at the time, Zuckerman explained that the company, which provided free web pages for consumers, had spent five years looking for a way to generate revenue.

"At the end of the day, the business model that got us funded was advertising. The model that got us acquired was analyzing users’ personal homepages so we could better target ads to them. Along the way, we ended up creating one of the most hated tools in the advertiser’s toolkit: the pop-up ad."

#### **Bob Propst — The Office Cubicle**

While working as a consultant for Herman Miller in the 1960s, Bob Propst introduced America to the open plan office and with it, the office cubicle. It was, he told the New York Times in 1997, designed to "give knowledge workers a more flexible, fluid environment than the rat-maze boxes of offices."

Companies saw his invention as a way to save money, doing away with individual offices and replacing them with open plans and cubicles. Propst came to lament his invention. "The cubiclizing of people in modern corporations is monolithic insanity," he said.

#### **Vincent Connare — Comic Sans**

"If you love it, you don't know much about typography." Those are the words of its designer, Vincent Connare, talking to the Wall Street Journal. Connare followed up that comment, however, with this: "If you hate it, you really don't know much about typography, either, and you should get another hobby."

Connare's view, and one shared by lots of others, is that the problem with Comic Sans is not with the font itself, but its overuse and misuse. Designed for a Microsoft application aimed at children to be used as a replacement in speech bubbles for Times New Roman, Connare never imagined it would become so widely used and derided.

*Your Flooring Consultant for Life,*

*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 #3**

***Subject line: Advice to Your Younger Self***

When author Mark Manson turned 30, he asked readers age 37 and over what advice they would give to their 30-year-old selves. He received more than 600 responses and the same pieces of advice came up over and over again. Here are 3 of the most common replies.

**Start Saving for Retirement Now, Not Later**.

The most common piece of advice — so common that almost every single email said at least something about it — was to start getting your financial house in order and to start saving for retirement… today.

There were a few categories this advice fell into:

* Make it your top priority to pay down all of your debt as soon as possible.
* Keep an “emergency fund” — there were tons of horror stories about people getting financially ruined by health issues, lawsuits, divorces, bad business deals, etc.
* Stash away a portion of every paycheck, preferably into a 401k, an IRA or at the least, a savings account.
* Don’t spend frivolously. Don’t buy a home unless you can afford to get a good mortgage with good rates.
* Don’t invest in anything you don’t understand. Don’t trust stockbrokers.

## Start Taking Care of Your Health Now, Not Later

We all know to take care of our health. We all know to eat better and sleep better and exercise more and blah, blah, blah. But just as with the retirement savings, the response from the older readers was loud and unanimous: get healthy and stay healthy **now**.

**Don’t Spend Time with People Who Don’t Treat You Well**

After calls to take care of your health and your finances, the most common piece of advice from people looking back at their 30-year-old selves was an interesting one: they would go back and enforce stronger boundaries in their lives and dedicate their time to better people.

People typically struggle with boundaries because they find it difficult to hurt someone else’s feelings, or they get caught up in the desire to change the other person or teach the other person to treat them the way they want to be treated. This never works. And in fact, it often makes it worse. As one reader wisely said, “Selfishness and self-interest are two different things. Sometimes you have to be cruel to be kind.”

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*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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**Week #4**

***Subject line: More Advice to Your Younger Self***

Our email last week about author Mark Manson got such good feedback, we decided to share some more of the 600 responses he received when he asked his readers ag 37 and over what advice they would give their 30-year-old selves. Here are 3 more of the most common replies.

## Be Good to the People You Care About

Last week we included the advice about not spending time with people who don’t treat you well. Conversely, while enforcing stricter boundaries on who we let into our lives, many readers advised to make the time for those friends and family that we do decide to keep close.

“Appreciate those close to you. You can get money back and jobs back, but you can never get time back.” (Anne, 41)

## Don’t Be Afraid of Taking Risks, You Can Still Change

Many readers commented on how society tells us that by 30 we should have things “figured out” — our career situation, our dating/marriage situation, our financial situation and so on. But this isn’t true. And, in fact, dozens and dozens of readers implored to not let these social expectations of “being an adult” deter you from taking some major risks and starting over. As someone responded: “All adults are winging it.”

## Be Kind to Yourself, Respect Yourself

This one was rarely the central focus of any email, but it was present in some capacity in almost all of them: **treat yourself better**.   
  
Almost everybody said this in one form or another. “There is no one who cares about or thinks about your life a fraction of what you do,” one reader began, and, “life is hard, so learn to love yourself now, it’s harder to learn later,” another reader finished.

Many readers included the old cliche: “Don’t sweat the small stuff; and it’s almost all small stuff.” Eldri, 60, wisely said, “When confronted with a perceived problem, ask yourself, ‘Is this going to matter in five years, ten years?’ If not, dwell on it for a few minutes, then let it go.” It seems many readers have focused on the subtle life lesson of simply accepting life as is, warts and all.

*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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