



**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: Things you didn’t know about Henry Ford***

On October 1, 1908, Henry Ford's Model T, a "universal car" designed for the masses, went on sale for the first time. American automaker Henry Ford was born in Dearborn Township, Michigan, and grew up to found the Ford Motor Company. Here are five things from [*Trivia Today*](https://www.triviatoday.com/blog/article.asp?a=C0132D&t=9B75C081A6) you probably didn't know about him.

Hyperlink: Trivia Today with: <https://www.triviatoday.com/blog/article.asp?a=C0132D&t=9B75C081A6>

**Ford Worked for Inventor Thomas Edison**

Ford was only 20 when he became the chief engineer for the Thomas Edison Illumination Company at Detroit’s main electric plant. This was quite a feat for such a young man, especially since this power plant provided all of the electricity for such a big city. Six years later, Edison encouraged Ford to follow his dreams of creating an affordable, reliable, gasoline-powered automobile.

**He Ran for Public Office in 1918**

Ford had many powerful friends, including President Woodrow Wilson, who convinced him to run for the United States Senate in 1918. He only lost by 4,500 votes, even though he didn't spend a dime on his campaign. Truman H. Newberry won in part by accusing Ford of being antisemitic and a pacifist as well as for his efforts to keep his son Edsel from going into the military during World War I.

**The Henry Ford Museum Displays Some Strange Objects**

The museum, located in Dearborn, Michigan, contains a strange collection of objects in addition to the expected display of motor vehicles. One of the museum’s prized possessions is a glass test-tube that has Thomas Edison’s last breath inside and a talking doll by Edison from around 1899 that would give author Stephen King nightmares with its garbled version of a child’s nursery rhyme. The museum also houses a plaster cast mask of Abraham Lincoln, which was made only several months before his assassination and a toy coffin with a doll in it.

**One of Ford’s Invention Is Used by Barbecuers All Around the Nation**

Among Ford's many inventions over the years is a summertime staple: the compressed charcoal briquette. With Ford plants turning out the Model T, which featured many parts made of oak, Ford found himself awash in wood scraps. Ford's brother-in-law E.G. Kingsford suggested they create a charcoal manufacturing plant. The charcoal briquettes were named Kingsford Charcoal, in honor of his brother-in-law, and the company is still a top producer of briquettes to this day.

**One of Ford’s Airplanes Appeared in a Harrison Ford Movie**

During World War I, Ford took to the skies when he founded the Ford Airplane Company. While the company didn't achieve the success Ford had hoped, it did create the sturdy and now-iconic Ford Tri-Motor airplane, which was produced between 1928 and 1933. A Ford Tri-Motor even appears in "Indiana Jones and the Temple of Doom."

*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!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #2**

***Subject line: Most Popular Halloween Costumes***

Have you decided on your Halloween costume yet? With the holiday a few short weeks away, now is the time to choose. Will you be spooky or silly? Naughty or nice? *Stylecaster.com* say these are the most popular costumes to rock this October.

**Anyone from Tiger King**

One of the most unforgettable things to come out of this past year (and there are plenty to choose from) is Netflix’s Tiger King. There’s no way to ignore this show’s impact on pop culture, and there’s no doubt you’ll be seeing plenty of Joe Exotic and Carol Baskin costumes floating around this Halloween.

## Anyone from Hamilton

We are not throwing away our shot to dress like one of the characters from Hamilton. Since it was released on Disney+, there’s definitely been an uptick in fans of the musical since its original Broadway run. You can always go as Alexander Hamilton himself or choose one of the iconic Schuyler sisters.

## The Masked Singer

It’s one of the most absurd (and enjoyable) shows on television, and there’s no doubt in our minds that The Masked Singer will reign this Halloween. While it’s not likely you can create a costume quite as elaborate as the ones on the show, you can always put your favorite face mask to good use and add a microphone for a fun play on the show.

## Cliché Influencer

Put on your trendiest outfit (puffy-sleeve crop top or a maximalist street style ensemble, anyone?), then go around filming yourself doing, well, everything. You can say things like, “A lot of people have been asking about my beauty routine” or “So many people have been messaging me about this outfit” to really seal the deal.

## Quarantine Couch Potato

Throw on a tie-dye sweatsuit and fuzzy slippers (plus your mask!) and carry around a thing of hand sanitizer this Halloween. The quarantine couch potato couldn’t be an easier—or more timely—costume to create this year. Just make sure to take plenty of photos so that you can look back in 10 years on how strange this time was.

*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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**Week #3**

***Subject line: How to fix your video chat***

With more and more of us relying on video chat for work and for staying in touch with family and friends, we need it to work seamlessly. *PC.com* has some troubleshooting tips for fixing video and sound issues during video chats.

**Ensure Audio Isn't Muted and Video Is On**

Let’s start with a seemingly obvious but common issue. Some meetings may automatically mute your audio or video when you enter, or you may have accidentally clicked the wrong thing. Look for the camera and/or microphone icon in the chat program and click them to see if you’ve muted one or the other. It seems basic, but it’s an easy thing to miss. If you’ve covered your webcam for privacy reasons, make sure you uncover it for your video chat.

**Install Your Webcam's Drivers and Software**

Sometimes, your video chat program will see multiple devices and select the wrong one for audio or video. If your webcam does not appear in the list, it’s possible Windows isn’t recognizing the device. Click the Start menu, type **Device Manager**, and press Enter to see a list of hardware connected to your PC.

If you don’t see any options under Cameras, Imaging Devices, or Universal Serial Bus Controllers that correspond to your webcam—or you see something with a yellow exclamation point—you may need to install or update the drivers for your webcam hardware.

**Check Your Privacy Settings**

Windows and macOS both have privacy settings that allow you to block access to your webcam, and it’s possible this is interfering with your video chat.

In Windows, head to **Settings > Privacy > Camera** and make sure camera access is turned on for the apps you want. (You’ll need to scroll all the way to the bottom to see what desktop apps are allowed.)

In macOS, head to **System Preferences > Security & Privacy** and click the lock in the bottom-left corner to make changes. After entering your password, look through the list on the left, making sure your video chat program is allowed to access the camera and microphone. You can also allow screen recording, access to files, and other permissions here.

By default, both Camera and Microphone should be set to **Ask Before Accessing**, but if it isn’t, you can change that here. If the camera is blocked on a specific site (like Zoom’s domain), you can fix that by visiting that site and clicking the lock icon in the address bar to allow camera and microphone access.

*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 #4**

***Subject line: Things Your Kitchen Doesn’t Really Need***

We all have the “junk” drawer stuffed to overflowing and the kitchen cabinet so full of old margarine tubs that we’re likely to be caught in an avalanche of when we open the door. There are the mugs accumulated throughout our travels and the plastic spoons that were tucked in with our takeout food that we just might need someday. It all adds up to clutter, and it’s time to get rid of it.

*Domino* magazine says the key is deciphering the good clutter from the bad. No matter your skill level, every home chef should own a 9-by-13 baking pan, a sturdy set of knives, three cook-anything pots, shears (they’re great for slicing pita and mincing herbs), and one dish set per seat at the dining table. But the rest is up for debate. If you really want to whip your kitchen into shape, you’re going to have to let go of a few things.

**To Donate**

A good general rule of thumb for giving away kitchen goods is that they should be gently used, not totally worn not. Here are a few things to send along to a new home:

* Duplicate measuring tools. All you need is one for liquids and a set of stainless steel spoons to keep your baking prowess on point.
* Specialty peelers you only use once a year. (Can you even recall the last time you spiralized a zucchini?)
* Waffle makers, margarita machines, pasta makers, and any other niche appliances you’ve lost the directions to.
* Miniature baking pans. Cake pops are cute, but are you really going to make two dozen for that holiday party?
* Souvenir cups from your alma mater or Disney World. (We all know they aren’t going to appear on the table at your next meal.)
* Travel mugs that don’t fit in your car’s holder.
* Barely used cookbooks that are gathering dust.
* Paper party supplies (unless you truly are the host with the most).

## To Toss

Anything that’s past its prime can hit the trash (or recycling!) bin. Approach these items with a clear mind-set—no “But what if I’ll need this one day” or “I’ve been meaning to use that” excuses.

* Metal tongs that always get way too hot when they’re left by the stovetop (rubber-tipped ones will keep cool—and won’t scratch your favorite pots).
* Subpar coffee cups that are chipped or stained.
* Warped deli tubs that have outstayed their welcome. (Recycle these.)
* Spices that have gone bad (yes, they have expiration dates!).
* Single-use condiment packets you’ve been stockpiling for the apocalypse.
* Takeout menus from those places that have since closed.
* Distressed dish towels marred by red wine spills.
* The ominous cloud of plastic bags under the sink—keeping a few may make sense if you use them for other things, but bring the rest to the proper recycling station and invest in a few reusable totes instead.
* Permanently greasy pans from your first post-college apartment. (*Definitely*scrap them if the nonstick coating is peeling.)
* Charred or holey oven mitts that (almost) burn your fingers every time.
* Dull or rusted knives. (If it’s taking you two minutes to slice through a tomato, it’s time to invest in a new set.)

*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.**