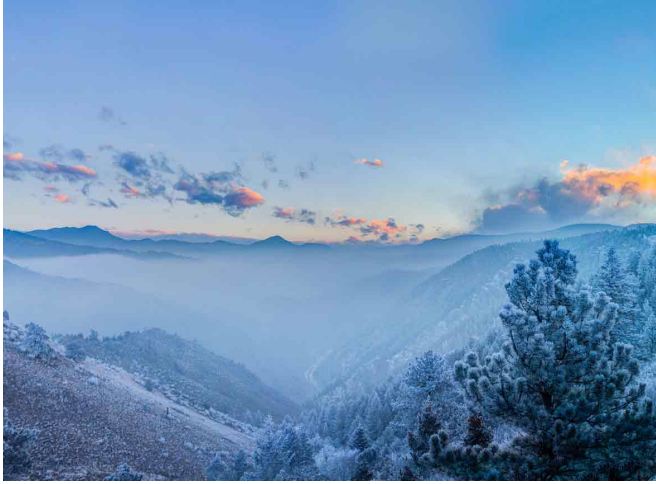


50 Customer-
Getting
Strategies
In 60 Minutes





Broadcasting From CO

Member Spotlight



How A Floor Dealer From Texas More Than Doubled His Revenue, Increased Profits By 5X, And Transformed His Business And Life



Jim Augustus Armstrong

FLOORING **SUCCESS**
SYSTEMS

Jerome Nowowiejski

Brownwood
DECORATING

The image features a central, dark blue, irregularly shaped graphic that resembles a splatter or a brushstroke. This graphic is set against a white background with scattered, smaller blue splatters. Centered within the dark blue shape is the text "The Million-Dollar Chiropractor" in a clean, white, sans-serif font. The text is arranged in two lines: "The Million-Dollar" on the top line and "Chiropractor" on the bottom line.

The Million-Dollar Chiropractor

Neighborhood Advisor (1-5)

Send out

Send out the to your past and present clients, every month, without fail.

Joint Ventures

Send to your joint venture partners and contractors every month without fail.

Employees

Send to all the employees of your joint venture partners, contractors, and anyone else you do business with.

Print out

Print out extra copies. Hand them to every new client or prospect that walks through your door.

Call

Call every business within 6 blocks of your store and get the owner's name. Begin sending them the newsletter every month

Neighborhood Advisor (6-9)

Hand

Hand it out along with (or instead of) your business card.

Give

Give a copy to the cashier when you visit the grocery store or other stores. (Have your spouse, employees, salespeople and installers do the same thing.)

Hand

In your neighborhood, hand - deliver the newsletter to the two neighbors on either side of you, and the three across the street. (Stealth strategy) Have your team do the same.

Include in

Include in every return envelope when you pay your bills for local vendors.

Niche Markets (10-13)



Niche market to doctors. Become “ THE ” flooring store for doctors, with special “ no hassle ” programs, financing and incentives for “ busy ” physicians.



Niche market to CPA 's.



Niche market to Financial Planners.



Niche market to _____.



Newspaper Column (14)

- Write a “Neighborhood Advisor” weekly/monthly column for your local paper.
- Feature tips on maintaining your home throughout the seasons. (Now it’s time to clean your gutters; now it’s time to wrap your pipes; now it’s time to plant your tulip bulbs, etc.)
- You can pay to run these columns as “advertorials,” but you might be able to get the paper to actually hire you as a columnist.



Target Farming (15)

Networking (16-20)



Participate in networking groups (BNI, Rotary, Chamber, etc.)



Send everyone you meet a personal, hand - written card that has your name, photo and business info.



Subscribe them to the Neighborhood Advisor.



Host networking events at your store.

Host Client Events (21-25)



After hours sale



Wine tasting



Poker night



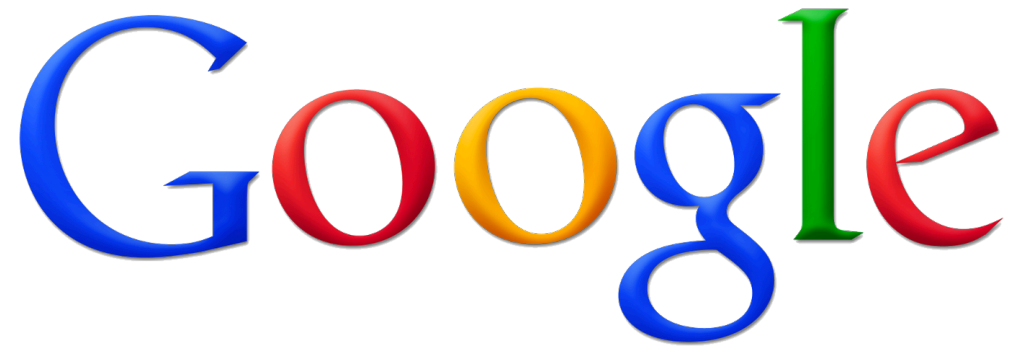
Yoga



Networking for referral partners

Online Reviews (26)

- Facebook
- Houzz
- Angie's List
- Home Advisor

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' (blue), 'o' (red), 'o' (yellow), 'g' (blue), 'l' (green), and 'e' (red). The logo is centered on the right side of the slide.

Written Testimonials (27-33)



Neighborhood
Advisor



Testimonial Brag
wall



Posted throughout
your showroom



On hold message



Showroom
monitors



FB posts



Website

Video Testimonials (34-37)



Website



Facebook



YouTube



Showroom
monitors

Showroom (38-42)



Clean & clutter-free



Curated products



Music



Baked cookies/bread or popcorn



Restroom spotless

Showroom (43-48)

Scripts for success


Beverage menu

Design Audit questionnaire

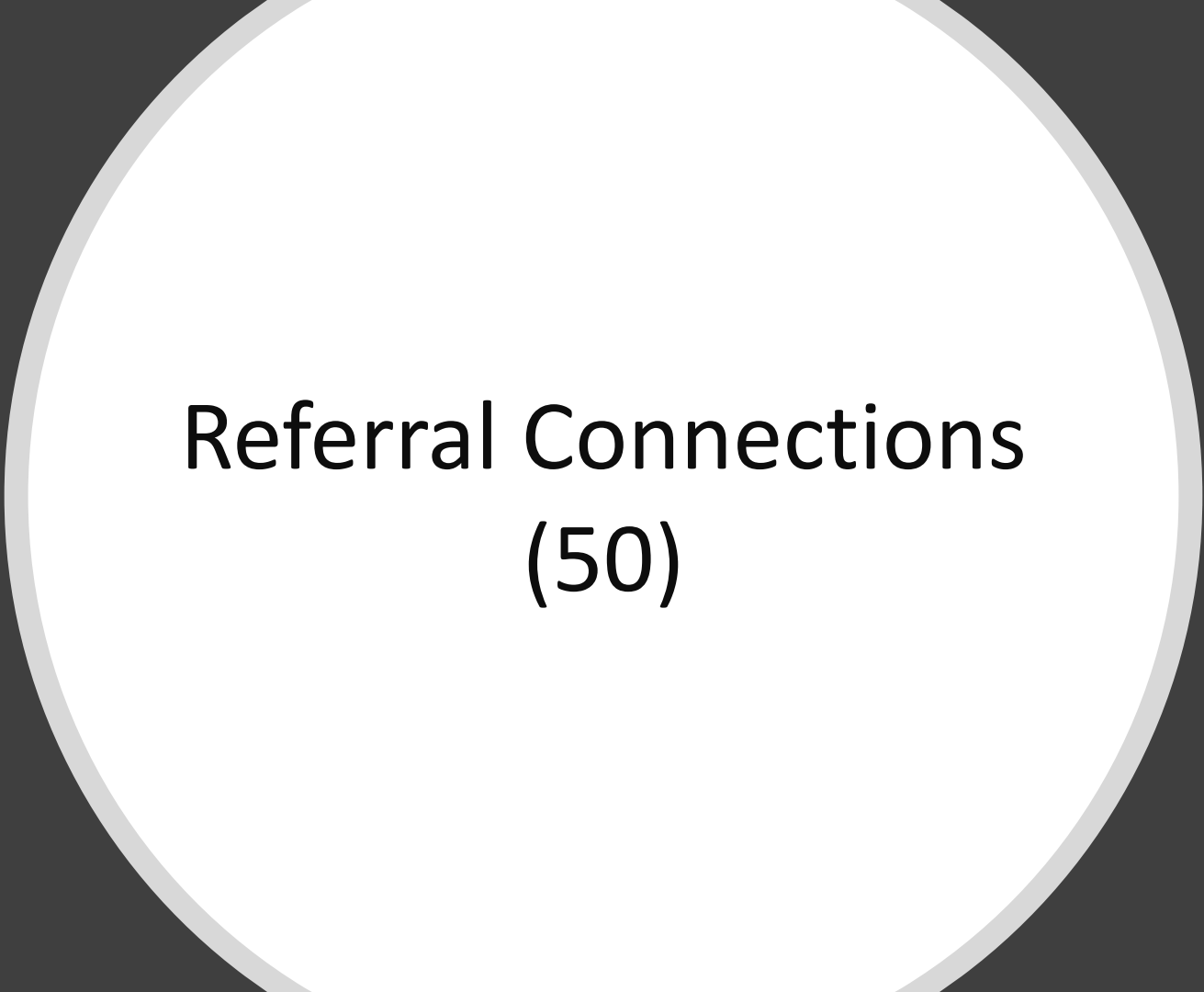
Design Audit tables

Man Cave

Kid's play area

A dark blue ink splatter graphic on a white background. The splatter is irregular and textured, with various shades of blue and black. The text is centered within the dark blue area.

Perfect Floors Guide & Drip Campaign (49)



Referral Connections (50)

Q&A

The image features the text "Q&A" rendered in a bold, three-dimensional blue font. The characters are thick and blocky, with a slight shadow cast beneath them onto a light yellow rectangular base. The background is a plain, light gray gradient.



Pick One To
Implement
Right Now