



**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: Squirrel stew, jelly beans, and hoecakes: Here are some of the favorite foods of the presidents*

# This November when we’re thinking about all things presidential, Business Insider has shared the favorite foods of all of the presidents.

# Presidents have hundreds of staff members to cater to their every whim during their time in the White House. Though the Executive Mansion hosts some of the country's most exclusive and upscale dinners, each president has different tastes for their everyday fuel.

# From squirrel stew to cheeseburger pizza, here are some of the most unusual favorites. You can read the whole list here: <https://www.businessinsider.com/presidents-favorite-food-dishes-white-house-2019-5#donald-trump-fast-food-44>

## Thomas Jefferson: Mac and cheese

Jefferson discovered macaroni during his European travels and is credited with popularizing the food in the U.S. after he brought a machine for making the pasta back from Naples, Italy.

## Andrew Jackson: Leather britches

Jackson's favorite dish has nothing to do with sturdy pants but is a term for green beans cooked with bacon.

## Martin van Buren: Oysters

The half-shell snack was just one of van Buren's favorite foods, in addition to doughnuts, raisins, figs, and meat.

## William Henry Harrison: Squirrel stew

Harrison's proclivity for nature might have contributed to his taste for squirrel, which was a common protein at the time in a variety of dishes.

## Andrew Johnson: Hoppin' John

Southerner Johnson's comfort-food favorite is made with black-eyed peas, rice, chopped onion, sliced bacon, and salt.

## James Garfield: Squirrel soup

Garfield was the second president to count squirrel as one of his favorite meals, which is nearly unheard of today.

## Grover Cleveland: Pickled herring

Cleveland was a bachelor when he entered the White House in 1884 and told a friend he wished he could pass up the luxurious meals for "a pickled herring, a Swiss cheese, and a chop instead of the French stuff."

## Franklin Delano Roosevelt: Grilled cheese

According to Henrietta Nesbitt, Roosevelt's White House housekeeper, FDR loved grilled cheese sandwiches in addition to other classic American foods, including scrambled eggs, fish chowder, hot dogs, and fruitcake.

**Richard Nixon: Cottage cheese and ketchup**

## Nixon's unusual favorite of cottage cheese and ketchup would raise eyebrows any time of day, but the president especially liked it for breakfast.

## Ronald Reagan: Jelly beans

Reagan was obsessed with the colorful snack, and at one point reportedly ordered more than 300,000 to be placed around the Capitol, White House, and other federal buildings each month.

## George H.W. Bush: Pork rinds

The president reportedly caused sales of the snack to skyrocket while he was on the campaign trail and identified them as his favorite, particularly when they were topped with Tabasco.

## George W. Bush: Cheeseburger pizza

Former White House Chef Cristeta Comerford told reporters after the president left office that Bush loved what staff called "home-made 'cheeseburger pizzas' because every ingredient of a cheeseburger is on top of a margherita pizza."

## Barack Obama: Nachos

The former president told comedian Jerry Seinfeld that nachos were one of his greatest vices.

## Donald Trump: Fast food

Trump has a well-documented affection for fast food. From serving it in the White House to getting it delivered to his private plane, the president has said Burger King and McDonald's are among his favorites because they promise a standard of cleanliness that's hard to verify at other restaurants.

*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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# Week #2

***Subject line: Things you didn’t know about the 19th amendment***

On August 26, 2020, we celebrated the 100th anniversary of women getting the right vote when the 19th amendment to the U.S. Constitution took effect. At a time of year when we’re all going to polls, it’s important to remember that is wasn’t all that long ago that not everyone enjoyed the privilege. Check out these facts from Trivia Today.

**Single Women in New Jersey Could Vote in 1797** New Jersey single women were temporarily able to vote because of their state constitution, which was vague and said those worth 50 pounds were eligible to vote. For 10 years, unmarried women voted in New Jersey, but married women couldn’t because their husbands were in control of all of the property in the family, so those women were technically worth zero. The New Jersey Assembly changed the law in 1807 by restricting voting to free white males who were 21 or over, citizens of the state and who paid taxes.

**A Proposed 19th Amendment Was Defeated in 1878** An amendment proposed by Arlen Sargent, a California Senator, was debated on January 10, 1878, with the support of Susan B. Anthony and Elizabeth Cady Stanton. Although hearings were held, several of the committee members ignored the proceedings by staring into space or reading as the debate continued. The bill was reintroduced each year for 41 years before it finally passed.

**The States Had Different Voting Rights Before 1920** In January 1919, there were 15 states that allowed women to vote. Twenty-one states barred women from voting such as Texas, which only allowed females to vote in primaries. The other 21 states did not allow women to vote at all.

**Millions of Women Received Voting Rights** Shortly after the 19th Amendment was ratified, 10 million women became eligible to vote. A legal scholar at that time, Akhil Reed Amar, said the volume of new voters made it the largest democratizing event in the history of the United States. These new voters took their place alongside millions from 15 other states and the Alaskan Territory where voting by females was allowed.

**A Missouri Woman Is Credited as Being the First to Vote Under the Amendment** Although many women have been said to have voted first after the passage of the 19th Amendment, Mrs. Marie Ruoff Bynum, a Hannibal, Missouri, resident, is often credited with that honor. Although Mrs. Bynum and her husband lived about 15 blocks from the polling place, they walked there in drizzling rain and she registered and voted. The polling book with Mrs. Bynum’s signature is in Jefferson City, housed in the state archives.

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*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: Presidents and technology***

Who was the first president to be on TV? To use the radio? To fly on an airplane? Juni.com is celebrating President’s Day with some presidential history related to its favorite subject: technology!

On April 30th, 1789, George Washington became the first president of the United States. Since that historic day nearly 231 years ago, our country’s commanders-in-chief have witnessed an astounding amount of advancement and change, particularly in technology. In fact, many American presidents were some of the first to see the new technologies of their day in action.

In honor of Election Day, here are some of the presidents’ technological firsts.

### Who was the First President to…

### Be on TV?

Though Franklin D. Roosevelt made the first presidential appearance on black and white TV in 1939, for the World’s Fair, Harry S. Truman was the first to give a presidential speech on TV in 1947, during which he encouraged Americans to aid European famine.

Truman was also the first president to have his inauguration broadcasted on television in 1949. Later, John F. Kennedy would be named the "first television president" for pioneering live TV coverage of political events, such as his presidential debate against Republican presidential candidate Richard Nixon.

### Use the Radio?

Warren G. Harding was the first president to install radio in the White House and broadcast his voice nationally, in 1922. However, the following president, Calvin Coolidge, was the first to do regular addresses over radio.

### Fly in an Airplane?

In January 1943, Franklin D. Roosevelt became the first president to fly in an airplane on official business. The plane, a Boeing 314 Flying Boat, also known as the "Dixie Clipper," helped a 60-year-old Roosevelt secretly and hurriedly fly to the Casablanca Conference in Morocco, where he discussed WWII strategy with Winston Churchill.

### Ride in a Car?

President William McKinley became the first serving president to ride in a car in 1901, when he took a short car ride in a car that was called the “Stanley Steamer”. Theodore Roosevelt became the first president to publicly ride a government automobile in 1902.

### Have his Voice Recorded?

During his first year in presidency in 1889, Benjamin Harrison used a phonograph wax cylinder to record his speech regarding the first Pan-American Congress. The speech is now the oldest surviving recording of a president’s voice. While Rutherford B. Hayes did record a speech several years prior, it was sadly lost.

### Use a Telegraph?

The 1844, invention of the telegraph baffled both the American people and government up until Abraham Lincoln’s presidency in the 1860s. During his term, Lincoln used the telegraph frequently to communicate with generals during the Civil War.

In 1866, Lincoln’s successor, Andrew Johnson installed the first telegraph room in the White House so that he could efficiently relay urgent messages.

### Have a Phone?

In May 1877, Rutherford B. Hayes was the first president to install a telephone in the White House’s telegraph room. For his first call, he called the inventor of the phone, Alexander Graham Bell, who was located 13 miles away.

President Herbert Hoover installed the first telephone in the Oval Office in 1929, to enable the power of communications right at the president’s desk.

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**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.**

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# Week #4

***Subject line: Bizarre elections in American history***

Elections always have an element of controversy, with people passionately rooting for their candidate of choice. The 2000 election between Al Gore and George W. Bush is perhaps the craziest, most controversial election in U.S. history with the Supreme Court ultimately deciding the outcome more than a month after the election.

But, as shared by CNN.com, there have been many truly zany moments in American elections.

**1800: Prelude to a duel**

The outcome of the 1800 contest between Thomas Jefferson and John Adams was so bizarre, the United States had to amend the Constitution.

Pre-12th Amendment, Electoral College members each had two votes for president, and there were no official tickets. Whoever garnered the most votes was president, and second place took the vice presidency.

The election of 1800 saw Jefferson tie with Aaron Burr. Both had 73 votes to Adams' 65.

Congress would be called upon to break the tie. Enter Alexander Hamilton, the nation's first treasury secretary, founder of the Federalist Party and a man who did not care for Adams, Jefferson or Burr. Hamilton engaged in a campaign to convince the Federalists to vote for Jefferson.

The House of Representatives finally voted to name Jefferson the victor and Burr the veep on February 7, 1801. The rivalry between Burr and Hamilton would continue for more than three years before Burr, still the sitting vice president, killed Hamilton in a duel.

**1872: Death of a candidate**

Horace Greeley wasn't supposed to put up much of a fight in his bid to unseat President Ulysses S. Grant, but a schism in Grant's Republican Party made things a little more interesting.

Some Republicans defected, becoming Liberal Republicans, and cast their lot with Greeley, a Democrat who would go on to snare 44 percent of the popular vote, almost three million ballots, despite him stopping campaigning to tend to his sick wife, who died a week before the election.

Before the Electoral College could cast its votes, the newspaper founder died November 29, 1872, and 63 of his 66 votes were dispersed among other Democrats.

Grant attended his rival's funeral.

**1920: Prison campaign**

It was a battle between two newspaper publishers, but the election wasn't terribly exciting. RepublicanWarren G. Harding handed Democrat James Cox a historic beatdown, taking more than 60 percent of the popular vote along with 37 of the 48 states.

Third place is where it got interesting.

The Socialist Party of America enjoyed a modicum of support at the outset of the 20th century. Union leader Eugene Debs ran for president in 1900, 1904, 1908 and 1912 and secured roughly 6 percent of the popular vote in 1912, more than 900,000 ballots.

In 1920, though, Debs had to run his fifth campaign from the most unlikely of headquarters:prison.

No stranger to incarceration -- he'd served time in connection with an 1894 railroad strike -- Debs again drew the government's ire in 1918 when he gave an anti-war speech in Canton, Ohio, in which he pilloried "the ruling class" who made all the decisions to send "the working class" to war.

"Yours not to reason why. Yours but to do and die," he said.

He was convicted under an espionage law and sentenced to 10 years in prison. Demonstrations protesting his imprisonment evolved into the May Day riots of 1919, and Debs was later moved to the Atlanta Federal Penitentiary, from where he conducted his presidential campaign.

He would again secure more than 900,000 votes -- an impressive tally, but not nearly enough to compete with Harding, who snared more than 16 million.

The following year, on Christmas, Harding commuted Debs' sentence to time served.

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*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!**