



**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*: *Can you think your way to a better life?*

It’s the time of year when we consider making New Year’s resolutions. “Manifesting,” or the practice of thinking aspirational thoughts with the purpose of making them real, has never been more popular. According to Vox, whether it works or not isn’t really the point.

Peak of popularity: From late March to mid-July, Google searches for the term skyrocketed 669 percent. Yet even pre-pandemic, interest had been gradually rising since around 2017, alongside burgeoning conversations around wellness and self-care. At the same time as stereotypically “woo-woo” practices involving crystals, essential oils, tarot, and energy wavelengths were reaching the general consciousness, professionals and influencers touting these methods were making bank (Goop’s Gwyneth Paltrow, for instance).

Like so many other quarantine trends — homemaking, bread baking, tie-dyeing, or learning TikTok dances — manifesting feels like a way to accomplish something we have control over in a time when we’re mostly powerless to effect any real change. There is also a lower barrier to entry than almost any other activity: All you need are your dreams, and to think about how nice it would be if they all came true.

### What is manifesting and why do people do it?

The act of manifesting either has a ton of complicated rules or is whatever you want it to be, depending on who you ask. Some say that there’s no “right” way to manifest while others claim it won’t work if you don’t “connect to the spiritual world” first. Likewise, “scripting” can either mean simply writing down your desire, or writing down your desire precisely 33 times for three days, and then finishing it with “all this manifests and better,” just in case the universe decides to send even more than what you asked for.

### Some say, manifesting doesn’t actually work

One concern some psychologists have with ideas like manifesting is that it doesn’t take into account people whose thoughts can be inherently negative — those with anxiety, depression, or other mental health diagnoses.

These psychologists also point out that even if manifesting doesn’t present a serious mental health problem, there’s also the fact that positive thinking alone will not actually change your material circumstances and may, in fact, do the opposite. They argue that there are decades of scientific research and dozens of studies proving that, often, positive thinking actually makes us more complacent and therefore less likely to muster the effort to achieve our goals.

The real danger is our ability to latch onto a belief with no real basis and despite scientific evidence to the contrary. We have seen what happens when people rely on their feelings over factual information. Manifesting is attractive because it is as easy as contemplating one’s zodiac sign, with or without several degrees of irony.

Have you tried manifesting? Just remember to follow it up with other efforts to reach your goals.

*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!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2

***Subject line: Make it feel like summer in your house all year long***

After the holidays, wintertime may feel like it slogs on forever. But growing a lemon tree will make it feel like summer in your home all year long.

Contrary to the popular belief that citrus plants belong exclusively outdoors, with enough sunlight and proper drainage, Domino magazine says your little lemon love can actually live and thrive inside your home. And, aside from the obvious bonus of getting to enjoy fresh fruit *whenever* you want, their sunny yellow offerings promise to extend summer vibes all year long.

The real key to success with lemons is giving them enough light and letting them thoroughly dry between waterings.

### What do people need to know about potting lemon trees? Lemon trees like well-drained soil; general potting mix is fine if you’re regular with watering and it’s getting enough light, but you may want to consider amending the mix with sand to aid in drainage. Citrus/lemons like to get all their roots wet, then dry fairly quickly. They do not like to soak, and do not tolerate standing water or lingering moisture. Since terracotta is so porous, it tends to work best.

### Are there different types of lemon trees? The most common varieties of lemon trees grown indoors include the Meyer Lemon and Eureka Lemon tree.

### Can lemon trees actually thrive indoors? Lemons are probably the easiest fruit to grow indoors. In fact, they’re often the first recommended for beginners. They are not hardy, so even if you decide to grow them outdoors, bring them inside when the low temperatures start to dip into the 50s.

### How big should people expect their lemon trees to grow? They are a full tree, actually, and can get as big as you let them! Prune them back if you don’t want to repot or want them to be a smaller size. Don’t be afraid—cut anywhere. These plants, if getting enough sunlight, will grow back in no time.

### What about watering? Keep the soil evenly moist, but not soggy. Try sitting your lemon tree on a pebble tray with water to increase humidity.

### How much sun exposure do they need? Lemon trees love basking in the sun, and require 8 to 12 hours of sunlight, daily. South-facing windows are best.

### What about pruning and caring for the fruit? Are citrus trees, in general, trickier to care for? Pruning the branches back once in a while will result in better fruit and encourage branching for more potential lemons. After a bloom, the tree will grow fruit; wait for it to get nice and plump, then pick!

*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 #3

# *Subject line: Must-Know Cleaning Hacks from Professional Housekeepers*

Spring is still a long way off, but it’s never too early to start thinking about Spring Cleaning. The next best thing to having a housekeeper, according to Glamour, is having her top hacks to keeping your house in tip-top shape.

**Use salt to soak up wine spills.** Spilling red wine isn't a death knell for your area rug—nor does it have to be a distraction to your Netflix binging. There's no need to spend hours scrubbing red wine at all. Sprinkle salt on the spill and go back to Friends reruns as it sucks the stain right out of your rug. Let it sit for a few hours, then vacuum up the salt and wipe away the excess.

**Line your refrigerator shelves with parchment paper.** Save time cleaning spills or sticky leftovers by simply lining your shelves with parchment paper. When things get messy, simply replace the liners with new ones.

**Stop scrubbing the toilet.** If you want to toss your toilet brush in favor of going scrub-free, you'll need to invest in denture cleansing tablets, such as the fizzing ones made by Polident. Just drop one in and let it do the job, then flush. A single tablet will get rid of toilet bowl stains and rust.

**Let your socks do the cleaning.** Microfiber socks can be the key to your clean floors. They capture dirt and dust from floors and don't let them go. Wear them for a couple hours, all the dust in the house sticks to your socks and just toss them in the laundry.

**Lemon isn't just for flavor.** No one wants to spend hours soaking a greasy pan. And with a little lemon, you don't have to. Use the remnants of a cut lemon to clean a pan with greasy, cooked-on grunge, such as a pan you just used to fry bacon. After the pan cools, take a cut lemon and rub it all over the pan. In minutes, the acid in the lemon will have softened the grime so that you can just wipe it away and then wash as usual.

*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 #4

***Subject line: Simple Skincare for Men***

Skincare is commonly talked about by women, but it’s important for men, too, especially when harsh winter months are taking their toll. Quartz magazine says there’s a simple routine men should be doing at the bare minimum to care for their skin: wash, tone, moisturize.

The first and last of those steps may seem obvious. You wash your skin to clean it and moisturize it to keep it healthy and soft. (You should consider using a moisturizer with broad-spectrum sunscreen to protect it from the sun.)

But toner is equally important. If you’ve ever painted a wall without priming it, the paint doesn’t go on evenly. Toner is the primer to the skin. It balances the pH on the skin. When you apply your moisturizer on top of it, it actually is evenly prepared for it.

Toner may not be something guys often hear about as an essential part of skincare, because in the past it wasn’t always viewed that way. Toners used to contain high concentrations of alcohol to get rid of oil, but that also caused them to dry the skin out. Today, however, many are less astringent, alcohol-free, and aren’t designed to simply treat oily or acne-prone skin.

If you’ve got the minimum down and want to add another step, you can also exfoliate once or twice a week. Exfoliating removes dead cells to help your skin’s natural turnover. Just don’t overdo it, and make sure to use a good moisturizer.

If you’ve gotten this far in life without a skincare routine and wonder why you should start now, consider this observation from leading skincare expert Kristan Serafino’s years of working with guys: ”Men don’t know what they need to know,” she says. “I can’t tell you how many clients I have who are like, ‘I’m starting to get wrinkles.’ You didn’t start to get them. They’ve been coming.'”

But by then, of course, it’s too late. “So it’s more about educating men on talking about it now, today, before it happens,” she says.

*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!**