



**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*: Habits of People Who Lose Weight and Keep It Off

# Whether you’re looking to keep your holiday eating in check, or you wantto start the new year with healthier habits, The Conversation has some tips for us.

We make more than 200 food decisions a day, and most of these appear to be automatic or habitual, which means we unconsciously eat without reflection, deliberation or any sense of awareness of what or how much food we select and consume. So often habitual behaviors override our best intentions.

Weight-loss interventions that are founded on habit-change, (forming new habits or breaking old habits) may be effective at helping people lose weight and keep it off.

## Healthy Habits You Should Form

1. Keep to a meal routine: eat at roughly the same times each day. People who succeed at long term weight loss tend to have a regular meal rhythm (avoidance of snacking and nibbling).
2. Go for healthy fats: choose to eat healthy fats from nuts, avocado and oily fish instead of fast food. Trans-fats are linked to an increased risk of heart-disease
3. Walk off the weight: aim for 10,000 steps a day. Take the stairs and get off one tram stop earlier to ensure you’re getting your heart rate up every day
4. Pack healthy snacks when you go out: swap potato chips and cookies for fresh fruit
5. Always look at the labels: check the fat, sugar and salt content on food labels
6. Caution with your portions: use smaller plates, and drink a glass of water and wait five minutes then check in with your hunger before going back for seconds
7. Break up sitting time: decreasing sedentary time and increasing activity is linked to substantial health benefits. Time spent sedentary is related to excess weight and obesity, independent of physical activity level
8. Think about your drinks: choose water and limit fruit juice to one small glass per day
9. Focus on your food: slow down and eat while sitting at the table, not on the go. Internal cues regulating food intake (hunger/fullness signals) may not be as effective while distracted
10. Always aim for five servings of vegetables a day, whether fresh, frozen or canned: fruit and vegetables have high nutritional quality and low energy density. Eating the recommended amount produces health benefits, including reduction in the risk of cancer and coronary heart disease.

*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!™**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2

***Subject line: Holiday Décor Trends***

***Real Simple*** has the scoop on holiday decorating trends for 2020. No matter if you started listening to Christmas music back in March or you prefer to put off decorating until post-Thanksgiving, it seems that the holiday season is beginning extra early this year.

According to data from the coupon and deals website RetailMeNot, 31 percent of consumers plan to shop early this year in order to avoid inventory issues and shipping delays. Plus, with many of us spending more time at home this year, holiday home decorating—both inside and out—will happen earlier than ever.

**Rainbow Brights**

Technicolor will be a big decorating trend that we'll see this holiday season. It’s all about embracing vivid colors as a way to brighten up a room and bring joy to a space. To get the look, embrace multi-color retro string lights and vibrant barware.

## Decked-Out Front Doors

According to Pinterest, door decor will be particularly popular this holiday season. Pinners are decorating their front doors to express holiday cheer while staying in, with searches for 'Christmas door decorations' up 125 percent. Even if you're spending more time at home, decking out the front door is an easy way to share some holiday spirit with the rest of your neighborhood.

**Blue Christmas**

For holiday decor with a handmade touch, search for indigo-dyed accents. There are so many ways to showcase this striking motif—try a festive tablecloth or a bold Christmas tree skirt.

**Natural Elements**

Natural touches—think, fresh greenery, dried foliage, and raw wood—will make welcome additions to our holiday decor this year. Add it to your front door via a beautiful wreath, to your staircase with a festive garland, or to your table with textured placemats.

**Let it Snow**

The trend experts at the Home Depot also anticipate that holiday shopping will start earlier than usual this year. One trend they predict will sell big this year: flocking. The powdery fake snow will appear on artificial Christmas trees, tree skirts, and decor all around the house.

**Farmhouse Holiday**

Just as the modern farmhouse style shows no signs of stopping, the look will be big for holiday decor, too. Shop online for subtle accents in neutral colors, like a flocked evergreen wreath for the front door.

*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

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# Week #3

# *Subject line: 6 Ways to Protect Against Credit Card Hacks*

With holiday shopping in full swing, data breaches are certainly part of life, and you need to know how to protect yourself. Since hackers are going after the companies that hold your information, it’s hard to stop them from getting it. All the same, you can take a number of steps to minimize the damage.

Even if you haven't been hacked yet, many of the six moves described below from Investopedia can make your information less easy to find and less usable if you are caught up in a breach.

## 1. Get a Replacement Card

If you've been told you're part of a data breach, tell the company that you need a new card immediately. You’re not likely to get any pushback from the already embarrassed company. If you do, don’t back down.

## 2. Check Your Account Online

Don’t wait to check it when the statement arrives—check your account regularly online. Keep checking daily for at least 30 days even after you get a new card. If you find a suspicious charge, dispute it immediately.

## 3. Freeze Your Credit

If you are caught up in a data breach, call each of the three main credit bureaus and request that your credit report be frozen. Freezing means no one will be able to access your credit report without your approval. Creditors likely won’t approve an application without having access to your credit report.

If you're deeply worried about potential breaches, you can also freeze your accounts proactively—you don't have to be a fraud victim. However, this step makes getting any kind of credit exceedingly cumbersome for you and the potential lender, so you may want to think twice about taking it.

## 4. Order Your Credit Reports

You get one free credit report per year from each credit reporting company by law, but you’ll probably be eligible for more frequent free reports if you were already a victim of fraud. Even if you haven't been targeted yet, be proactive and take a look at your free reports. Ideally, you can order one every four months by staggering the requests across the three main credit reporting agencies, so you can be better covered across the entire year.

## 5. Watch for Phishing Scams

Just because thieves have your credit card number doesn’t mean they also have its expiration date and the three- or four-digit CVV number. Beware of phishing, a scam where the thief might send an email or call in an attempt to gain the rest of the information.

Don’t give your information to anybody unless you call them. If somebody leaves a message, go to the company’s website and find a contact number to make sure it matches what the person in the message provided. For even more security, call the company directly and make sure the person who called you is legitimate.

## 6. Be Smart About Passwords

You aren’t going to prevent a breach by employing all of the password rules, but you don’t know what kind of information thieves were about to steal. Use strong passwords (random letters and numbers) and change them frequently. Remember, if it’s easy for you to remember, it's probably easy for a savvy cyberthief to crack.

You may also want to take advantage of additional digital security measures such as two-factor authentication that deliver a special one-time code to a trusted device, such as a mobile phone. This provides a secondary layer of protection that requires physical possession of your device before allowing an unknown sign-in to your accounts. Newer types of authentication such as Face ID and Touch ID on iPhones are slowly replacing passwords as a legitimate means to grant a person access to sensitive financial information.

## The Bottom Line

If you haven't been a victim yet, act proactively to make yourself less vulnerable. If you have, don’t panic. It’s going to take time to clear everything up, but you won’t pay for any charges that weren’t yours. Call your credit card company, tell them about any incorrect charges and be patient as it works to clear them from your account. In the meantime, continue monitoring your credit report and credit card bills for any further signs of unauthorized activity.

*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: 2020 has been like climbing Mt. Everest***

This year has been one for the books. It’s seemed insurmountable at times -- our collective Everest. Here are some fun facts from *Trivia Today* about Mt. Everest to discuss with your friends on New Year’s Eve. Here’s hoping that 2021 is only a small hill.

**Mount Everest Isn’t the Tallest Mountain** Technically, Mount Everest is the highest point on Earth, but that doesn’t make it the tallest mountain. Hawaii’s Mauna Kea is 33,465 feet tall, but the base of the mountain is under the ocean’s surface. Only 13,796 feet of Mauna Kea is above sea level, but it would be 4,436 feet taller than Mount Everest if they were placed on an equal level.

**Its Official Height Keeps Changing** The official height that both the Chinese and Nepalese governments recognize is 29,029 feet above sea level. But in 1999, a National Geographic Team placed a GPS device on the summit and recorded the altitude as 29,035 feet. Then, in 2005, a Chinese team used even more precise instruments to measure the mountain. Their official measurement came in at 29,017 feet.  A joint Chinese-Nepalese team remeasured the mountain in May 2020 (taking advantage of the fact that the mountain was closed due to the pandemic). The teams have not yet publicly released new figures as of the time of this email.

**Kami Rita Sherpa Holds an Astonishing Record**

Climbing Everest is no small feat, and reaching the top remains a tremendous accomplishment. But for some people, climbing the mountain once just isn't enough. In fact, a climber by the name of Kami Rita Sherpa has been to the summit on 22 separate occasions, giving him the record for most successful attempts on the mountain.

**The Oldest and Youngest Climbers Had a 67-Year Age Difference Between Them** Age is just a number when it comes to climbing Everest. Sure, most of those who travel to the mountain are experienced climbers in their 30s and 40s, but others certainly fall outside that age group. For instance, the record for the oldest climber to ever reach the summit is currently held by Yuichiro Miura of Japan, who was almost 81 years old. Sadly, Miura passed away on Everest while attempting to reach the summit once again at the age of 85. The youngest person to ever summit the mountain is American Jordan Romero, who was just 13 years old. Recently, the governments of Nepal and China have agreed to put age restrictions on climbers, requiring them to be at least 16 years old before attempting the mountain.

**The Records for Fastest Ascent and Descent Round Trip Occurred in Less Than a Day**

Scaling Mount Everest is not easy, even when you've done it several times. However, a couple of brave souls have made the round-trip journey up and down the mountain in less than a day. On the northern, Tibetan side, Hans Kammerlander made it to the summit in 16 hours and 45 minutes in 1996. However, it's the southern, Nepalese side, that saw the absolute fastest ascent in 2003 when Lakpa Gelu Sherpa managed to get to the top in just 10 hours and 56 minutes. His whole round trip took only 18 hours and 20 minutes.

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*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.**