



**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:* Acedia: The Lost Name for the Emotion We’re All Feeling Right Now

Acedia is a listless feeling. Part apathy, part melancholy. It’s a word once used to describe how those adjusting to monastic life felt, and it’s surprisingly accurate for those isolating due to the Covid pandemic. But to acknowledge it and put a name to it helps conquer it, says *The Conversation*.

With some communities in rebooted lockdown conditions and movement restricted everywhere else, no one is posting pictures of their sourdough. Zoom cocktail parties have lost their novelty, Netflix can only release so many new series. The news seems worse every day, yet we compulsively scroll through it. We keep meaning to go outside but somehow never find the time. We’re bored, listless, afraid and uncertain.

What is this feeling?

John Cassian, a monk and theologian wrote in the early 5th century about an ancient Greek emotion called acedia. It joins the negative prefix a- to the Greek noun kēdos, which means “care, concern, or grief.” It sounds like apathy, but Cassian’s description shows that acedia is much more daunting and complex than that.

Acedia arose directly out the spatial and social constrictions that a solitary monastic life necessitates. These conditions generate a strange combination of listlessness, undirected anxiety, and inability to concentrate. Together these make up the paradoxical emotion of acedia.

Now, the pandemic and governmental responses to it create social conditions that approximate those of desert monks. Social distancing limits physical contact. Lockdown constricts physical space and movement. Working from home or having lost work entirely both upend routines and habits. In these conditions, perhaps it’s time to bring back the term.

Reviving the language of acedia is important to our experience in two ways.

First, it distinguishes the complex of emotions brought on by enforced isolation, constant uncertainty and the barrage of bad news from clinical terms like “depression” or “anxiety.”

Saying, “I’m feeling acedia” could legitimize feelings of listlessness and anxiety as valid emotions in our current context without inducing guilt that others have things worse.

Second, and more importantly, the feelings associated with *physical* isolation are exacerbated by *emotional* isolation – that terrible sense that this thing I feel is mine alone. When an experience can be named, it can be communicated and even shared.

Learning to express new or previously unrecognized constellations of feelings, sensations, and thoughts, builds an emotional repertoire, which assists in emotional regulation. Naming and expressing experiences allows us to better deal with them.

*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.**

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Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

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# Week #2

# *Subject line*: *Will you be my Valentine?*

Valentine’s Day is one of the world’s oldest traditions. It dates back to the 5th century, although it wasn’t celebrated as a day of romance until the 14th century, according to *Britannica*.

Formal messages, or valentines, appeared in the 1500s, and by the late 1700s commercially printed cards were being used. The first commercial valentines in the United States were printed in the mid-1800s. Valentines commonly depict Cupid, the Roman god of love, along with hearts, traditionally viewed as the seat of emotion. Because it was thought that the avian mating season begins in mid-February, birds also became a symbol of the day. Traditional gifts include candy and flowers, particularly red roses, a symbol of beauty and love.

The day is popular in the United States as well as in Britain, Canada, and Australia, and it is also celebrated in other countries, including Argentina, France, Mexico, and South Korea. In the Philippines, it is the most common wedding anniversary, and mass weddings of hundreds of couples are not uncommon on that date. The holiday has expanded to expressions of non-romantic affection among relatives and friends. Many schoolchildren exchange valentines with one another on this day.

*Wanderlust* magazine shares that other countries have unusual customs associated with Valentine’s Day.

**South Korea:** South Korea celebrates love on the 14th of every month of the year, but February and March are the biggest and most expensive.

In February, Valentine’s Day sees women giving chocolate to men. And instead of returning the favor straight away, Korean men gift chocolate on White Day (March 14th).

A month later is Black Day — a celebration for the singles. Those who didn’t receive treats in the previous months get together and eat *Jjajyangmyeon* (Black Noodles) with all their single friends.

**Norway:** In Norway, secret admirers send the objects of their desire funny little poems called *gaekkebrev*, the only clue to their identity being a dot representing each letter of his name.

If the recipient guesses who the poem is from, they earn themselves an Easter egg on Easter. If she's stumped, she has to give the man an egg.

**Wales:** The Welsh do Valentine’s Day a bit earlier, on January 25th. And they do it a bit differently – by gifting love-spoons. The spoons are an age-old tradition where Welsh men would carefully carve spoons and present them to the woman they were interested in. The designs they carved were symbolic and often had hidden clues.

For example, the number of beads attached represented the number of children the man was expecting his beloved to produce.

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*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: It’s Soup Season*

Cold weather calls for hearty foods, and nothing warms a body better than soup. French onion soup is one of the simplest yet most satisfying soups there is.

Here is a step-by-step recipe for making the best French onion soup you’ve ever eaten, according to *The Kitchn*. It’s one of the simplest yet most satisfying soups, and one to learn by heart.

**Yield:** Makes 6 to 8 (1-cup) servings

## Ingredients

* 2 1/2 pounds yellow onions
* 3 tablespoons unsalted butter
* 2 tablespoons olive oil
* 2 teaspoons kosher salt, plus more as needed
* Freshly ground black pepper
* 1/2 teaspoon granulated sugar
* 8 cups low-sodium beef, chicken, or vegetable broth
* 3 tablespoons all-purpose flour
* 1/2 cup dry white wine (optional)
* 1/4 cup brandy (optional)
* 6 to 8 baguette slices, toasted
* 1 1/2 to 3 cups shredded Gruyère or Parmesan cheese (1/4 to 1/2 cup per serving)
* Minced raw shallot or onion, for garnish

## Instructions

1. **Halve and peel the onions.** Halve each onion through the root. Peel away the skins.
2. **Thinly slice the onions.** Thinly slice the onions into half-moons.
3. **Cut the half moon slices in half.** Cut the onion slices in half. You should have at least 6 cups of sliced onions. But don't worry too much about quantities with this recipe; if you have an extra onion to use up, throw it in!
4. **Melt the butter with the oil.** Place the butter and oil in a Dutch oven or large sauté pan with deep sides over medium-low heat.
5. **Add the onions.** After the butter foams up and then settles down, add the onions and stir to combine.
6. **Cover and cook for 15 minutes.** Cover the pan, reduce the heat to low, and cook for 15 minutes.
7. **Season the onions.** Uncover. The onions should have wilted down somewhat. Stir in the salt, a generous quantity of black pepper, and the sugar (this helps the onions caramelize).
8. **Cook the onions for 40 minutes to 1 hour.** Turn the heat up to medium and cook uncovered, stirring every few minutes, until the onions are deeply browned. Turn down the heat if the onions scorch or stick to the pan; the browning doesn't come through burning, but through slow, even caramelization.
9. **Heat the broth.** As the onions approach a deep walnut color, heat the broth in a separate pot.
10. **Add the flour.** Add the flour to the caramelized onions and cook and stir for about 1 minute.
11. **Add broth and simmer for at least 1 hour.** Add the hot broth to the caramelized onions and bring to a boil. If using wine, add this now too. Lower the heat and partially cover the pan. (If you want to add other aromatics such as herbs or spices, do so now.) Cook gently over low heat until the broth is slightly reduced, at least 1 hour.
12. **Taste and season.** Taste and season with more salt and pepper if needed. Add a finishing splash of brandy, if desired!
13. **Top with toast and cheese.** Arrange a rack in the middle of the oven and heat to 350°F. Divide the soup between small but deep oven-safe bowls. Top each with a slice or two of toasted baguette and sprinkle grated cheese in a thick layer over the bread and up to the edge of the bowl.
14. **Bake for 20 to 30 minutes.** Place the bowls on a rimmed baking sheet or in a casserole dish. Bake until the cheese is completely melted, 20 to 30 minutes.
15. **Broil until the cheese is browned.** Turn the oven up to broil. Broil until the cheese is browned and bubbling, 1 to 3 minutes. Remove carefully from the oven and let cool for a few minutes before serving on heatproof dishes or trivets. Serve with freshly ground pepper and minced fresh onion or shallot, which provides a welcome bite in contrast to the very sweet and mellow soup.

## Recipe Notes

**Gluten-free option:** The flour added to the onions gives the soup a little bit of thickness and body, just enough to nudge it beyond broth-with-onions. But it's optional; if you want to keep it gluten-free just omit the flour. Skip the baguette or toast your favorite gluten-free bread instead.

**Make ahead:** The soup can be made and refrigerated up to 2 days ahead. Reheat over medium heat before transferring to the oven-safe bowls and baking with the baguette slices and cheese.

**Storage:** Leftovers can be refrigerated in an airtight container for up to 4 days.

Happy eating!

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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# Week #4

***Subject line: How to Finally Start Working Out, Even if You Hate It***

There’s hope, exercise haters. Hating exercise isn’t the same as being lazy. Exercise motivation is a complicated subject, says *Lifehacker*.

There is actually evidence to suggest that your innate enjoyment from exercise may be determined by your genes. For the unlucky individuals in this pool, this can quickly spiral out of control if you put on weight as a result; you hate exercise, and gaining weight compounds the difficulty of getting started.

More importantly: hating exercise isn’t a moral failure, as many would have you believe. You can’t help your innate feelings or preferences, but you *are* responsible for doing something about it. So get yourself in the correct mental headspace, and move forward with the following plan.

### Pick the Correct Exercise Discipline for Your Goals

This is where people make the biggest mistake. The default activity for anything health related is to start running or commit to an event such as a marathon.

There are natural reasons that running is the default exercise of choice. Not only is it super accessible, but society has a bit of a “just do it” mentality, which further implies that you should “just suck it up” and get started. But this is the wrong mindset. It implies that there are few nuances to adhering to your regimen and failing means that you “just couldn’t do it.” Translation: you obviously “weren’t tough enough” to do something so simple.

In reality, because most people start exercising for purposes of weight loss, running might actually be the worst route to go. It can be a painful endeavor for those considerably overweight and—along with other forms of exercise that focus on the caloric burn—yields a low return on your investment.

However, if weight loss is your priority or you just can’t stand running, consider other forms of exercise. Those who are overweight and sedentary will benefit from starting off by walking instead. Even better, consider investing some time into strength training in the gym (if finances permit) or using your own body weight.

### Create That Habit

When you pick your exercise of choice—be it yoga, running, strength training, boxing, or something else—find the one improvement that will excite you the most. If you take up strength training, this might mean being able to do more pushups in one total set or increasing your favorite exercise, like a dumbbell shoulder press.

Group classes, despite their cult-like hype, may not be as effective when it comes to adherence. It’s harder to find your personal definition of “activation” doing something like SoulCycle, or a similar cookie cutter class. Furthermore, you are often forced to move at the pace of others in the group, rather than your personal one.

### Improve

Next, embark on a well-vetted beginner’s program, rather than going off on your own. For strength training you can try ‘Starting Strength’, *Lifehacker’s* body weight program, or the ‘Minimum Viable Fitness’ program. For running, try ‘Couch to 5k’. Reddit’s /r/fitness subsection has a good selection of beginner’s programs.

After a week, measure against the baseline that you set, using the exact same conditions. In all likelihood, you’ll see an improvement, and this is a concrete win! This didn’t take weeks or months, but close to a single week. Make sure to celebrate and appreciate that as a newbie, you’ll continue to make week-to-week improvements. If not, treat fitness like an objective problem and figure out what went wrong. Eventually, you’ll realize that success isn’t about following shallow mantras like “just do it,” but rather, moving beyond that mentality.

*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.**

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