



**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*: *Surprising Facts About the Month of March*

## The month of March isn't just about celebrating St. Patrick's Day, March Madness and the start of spring. Reader’s Digest shares these other fun facts about the month of March!

## ****It’s March—Happy New Year, ancient Romans!****

Welcome to the third month of the year—or, if you were born before 150 B.C., the first! According to the oldest Roman calendars, one year was 10 months long, beginning in March and ending in December. It may sound crazy, but you can still see traces of this old system in our modern calendar: because December was the tenth month, it was named for the number ten in Latin (decem), just like September was named for seven (septem). So, what about January and February? They were just two nameless months called “winter,” proving that winter is literally so awful it doesn’t even deserve a spot on the calendar.

## ****March was named for war—and lives up to its title****

March was named for the Latin Martius—aka Mars, the Roman God of war and a mythical ancestor of the Roman people via his wolf-suckling sons, Romulus and Remus. With the winter frosts melting and the ground becoming fertile for harvest again in the Northern hemisphere, March was historically the perfect month for both farmers to resume farming, and warriors to resume warring.

Incidentally, the Pentagon still seems to agree with this Roman tradition: with the exception of the recent War in Afghanistan, almost all major U.S.-NATO led military operations since the invasion of Vietnam have begun in the month of March. To name a few: Vietnam (initiated March 8, 1965), Iraq (March 20, 2003), and Libya (March 19, 2011) all follow the trend.

## ****Beware The Ides of March****

We’ve all heard it uttered, but what does “beware the Ides of March” actually mean? On the Roman calendar, the midpoint of every month was known as the Ides. The Ides of March fell on March 15th. This day was supposed to correlate with the first full moon of the year (remember, winter didn’t count then) and was marked by religious ceremonies, but thanks to Shakespeare’s Julius Caesar we know it for another reason.

Supposedly, in 44 BC, a seer told Julius Caesar that his downfall would come no later than the Ides of March. Caesar ignored him, and when the fated day rolled around he joked with the seer, “The Ides of March have come.” The seer replied, “Aye, Caesar; but not gone.” Caesar continued on to a senate meeting at the Theatre of Pompey and was summarily murdered by as many as 60 conspirators.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2

# *Subject line: Daylight Savings Time: Why Candy Makers Love it and the state of Arizona Doesn’t*

When you think about Daylight Saving time you probably just focus on how your sleep schedule is going to get all messed up, but there is actually a lot more behind it. Read on to learn about these Daylight Saving Time facts that you probably don’t know, per *Reader’s Digest*.

## Benjamin Franklin came up with the idea of Daylight Saving…

But it was a joke. In 1784, Franklin penned a satirical letter to the editor of the *Journal of Paris* outlining how many pounds of candle wax the city would save (64,050,000 pounds, according to his calculations) if only its clocks were better aligned with the rise and set of the sun.

## The idea wasn’t taken seriously until 1907

More than a century after Franklin’s letter, a British builder named William Willet became the champion of Daylight Saving, and lobbied Parliament to adjust the time in April and September in order to take full advantage of the day’s light.

## Our changing clocks have led to a fair share of confusion

After World War II, America repealed its national law requiring states to institute DST. Some towns decided to stick with it and some didn’t, which ultimately resulted in chaos. One 35-mile bus ride from Mounsville, West Virginia to Steubenville, Ohio, took riders through seven different time changes. At one point, even the Twin Cities of Minneapolis and St. Paul, Minnesota were on different clocks. In 1966, the Uniform Time Act standardized DST from the last Sunday in April to the last Sunday in October. Only two states don’t participate: Arizona and Hawaii.

## More sunlight equals more sales

As it turns out, when Americans have an extra hour of sunlight in the summer, we spend millions more on golf outings and barbecues. In 1986, when Congress changed DST from six months to seven, the golf industry said the extra month brought in $200 million in additional sales of golf clubs and greens fees. The barbecue industry said the extra month was worth $100 million in sales of grills and charcoal briquettes.

## Candy makers also have a lot at stake

Candy makers have wanted to get trick-or-treating covered by Daylight Saving, figuring that if children have an extra hour of daylight, they’ll collect more candy. During the 1985 hearings on DST, the candy lobby even went so far as to put candy pumpkins on the seat of every senator.

Sleepyheads take note, here are two more interesting facts:

* A study found that Daylight Saving resulted in a whopping 5.7 percent increase in workplace injuries.
* The rate of crime goes down. The U.S. Law Enforcement Assistance Administration found that crime has consistently dropped during DST by 10 percent to 13 percent.

Looks like we may keep moving our clocks afterall.

*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!**

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# Week #3

# *Subject line: Night Owl or Morning Person? And What Does it Mean for Your Health?*

Night owls might get a rap for staying up too late watching Netflix or getting lost in meme spirals on the web, but it’s not all fun and games. Study after study shows the later you sleep and rise, the more likely you are to develop some serious health complications, according to *Popular Science* magazine.

A 2018 paper by researchers from Northwestern University and the University of Surrey in the UK doubles down on the findings that night owls are more likely to suffer from a host of different diseases and disorders—diabetes, mental illnesses, neurological problems, gastrointestinal issues, and heart disease, to name a few. It also concludes, for the first time, that night owls had a 10 percent increased risk of dying (in the time period used in the study) compared to those who are early to rise and early to sleep (a.k.a. larks).

Published in Chronobiology International, the paper analyzed 433,268 individuals who participated in the UK Biobank, a massive cohort study run from 2006 to 2010 aimed at investigating the role of genetic predisposition and environmental contributions to disease prevalence. Participants were asked questions related to their chronotype, or preferred time and duration of sleeping during a 24-hour day. Participants identified as “definitely a morning person,” “more a morning person than evening person,” “more an evening than a morning person,” or “definitely an evening person.”

The researchers found that about 10,000 subjects died in the six-and-a-half years that followed the end of the Biobank study, and the ones who were “definite evening types” had a 10 percent increased risk of perishing compared to “definite morning types.” This number, the researchers say, was found after controlling for age, gender, ethnicity, and prior health problems.

Researchers think the reason is at least partly due to our biological clocks. The problem is that the night owls are forced to live in a more ‘lark’ world, where you have to get up early for work and start the day than their internal clocks want to. So it’s a mismatch between the internal clock and the external world, and it’s a problem in the long run.

The mismatch has to do with circadian rhythms, the biological processes that govern the body over the course of the 24-hour day. Circadian rhythms determine sleep patterns, energy levels, hormones, and body temperature—basically all the most important things. Messing with your preferred sleep schedule can drastically disrupt your circadian rhythms, which in turn can have severe, negative effects on your health.

To some extent, you’re stuck with the chronotype you’re born with. Genes play a significant role in governing your internal clock, so if you’re naturally attuned to sleeping at 3:00 a.m. and waking up at 11:00 a.m., your best bet would be to find a career and lifestyle where this is okay.

But there are certain actions individuals could take to minimize the difference between their internal clock and their external life. In a perfect world, employers could be more cognizant and allow employees to pick a work schedule that offers a good compromise between everyone’s needs.

Of course, being a creature of the night isn’t all bad. Other studies have shown that the whole morning versus night person debate is really more of a proxy battle between being organized and meticulous, or being expressive and imaginative: day-dwellers might be more focused on achieving goals and paying attention to details, but all-nighters tend to be more creative and open to new experiences. If you’re a night owl, don’t think you should change yourself. Maybe you just need a career that harnesses your artistic side—and lets you sleep in a little.

*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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# Week #4

***Subject line: Car Buying Has Changed Forever***

It took a pandemic to drag the car-buying process into the 21st century — and consumers are never going back, reports *Axios* magazine.

**Why it matters:** After COVID-19, consumers can now buy cars online as they do almost everything else, with the ability to complete the entire transaction digitally and take delivery without ever setting foot in a showroom.

**The big picture:** While most other commercial transactions — even banking — went digital years ago, car-buying remained a stubbornly low-tech, often aggravating, process.

But when the public health crisis paralyzed their industry, car dealers had little choice but to embrace the disruptive changes they'd been resisting for decades. They scrambled to install new software that would let customers browse inventory, apply for credit and choose a payment schedule. And they offered virtual test drives to demonstrate in-car technology and arranged "touchless" vehicle pickup and delivery.

**The backstory:** Technology entrepreneurs — and sometimes even carmakers themselves — have tried for years to modernize the car-buying process.

In the early 2000s, Ford even tried (unsuccessfully) to buy and operate dealerships in competition with its independently franchised dealers, thinking it could run them better.

Since then, newcomers have tried various digital retailing efforts, but none with any great success. Car dealers, protected by state franchise laws, often were the biggest obstacles to change.

Tesla's direct-to-consumer sales model, for example, met fierce resistance from dealers in many states, requiring lengthy court battles or negotiated settlements with state governments, though Tesla eventually won.

**For the record:** Some progressive dealers have been exploring online sales initiatives for several years. But many worried their profit margins would suffer if they weren't able to upsell buyers with extras like extended warranties or plush floor mats.

It turns out that dealers are more profitable than ever since shifting to online sales. The deal happens faster because the consumer knows exactly what they want, and there's not a lot of haggling on the price. But**:** Prices are high also because inventories are limited due to COVID-related factory shutdowns.

**The state of play:** Dealers are now touting their "omnichannel" tech strategy to provide consumers a seamless buying experience whether they shop online, in store or both.

Nissan, for example, just launched a new online shopping platform called Nissan@home that lets prospective buyers schedule a test drive, sign the paperwork and arrange delivery of their new vehicle from their computer or mobile device.

Sonic Automotive, a large, publicly-traded dealer group, recently hired its first chief digital officer and vice president of e-commerce with the goal of doubling its annual revenue by 2025.

**The bottom line:** A three- or four-hour showroom visit can be compressed into a 15-minute online purchase. Thanks, Covid.

*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!**