



**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* |

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| ***Floor Decor***363 Boston Post RoadOrange, Connecticut 06477203-298-4081 |

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| **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 |

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| Anchor

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| ***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.** |

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| *Happy Thanksgiving*!  |

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|  | 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** |

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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*: *Words from War*

One of the subtlest and most surprising legacies of the First World War is its effect on our language, according to Mental Floss magazine. Not only were newly named weapons, equipment, and military tactics being developed almost continually during the war, but the rich mixture of soldiers’ dialects, accents, nationalities, languages, and even social backgrounds (particularly after the introduction of conscription in Great Britain in 1916) on the front line in Europe and North Africa produced an equally rich glossary of military slang.

Here are several words and phrases that are rooted in First World War slang.

## Blimp

As a military slang name for an airship, blimp dates back to 1916. No one is quite sure where the word comes from, although one popular theory claims that because blimps were non-rigid airships (i.e., they could be inflated and collapsed, unlike earlier rigid, wooden-framed airships), they would supposedly be listed on military inventories under the heading “Category B: Limp.” However, a more likely idea is that the name is onomatopoeic and meant to imitate the sound that the taut skin or “envelope” of a fully inflated airship makes when flicked.

## Booby-Trap

Booby-trap had been in use since the mid-19th century to refer to a fairly harmless prank or practical joke when it was taken up by troops during the First World War to describe an explosive device deliberately disguised as a harmless object. Calling it “one of the dirty tricks of war,” the English journalist Sir Philip Gibbs (1877-1962) ominously wrote in his day-by-day war memoir From Bapaume to Passchendaele (1918) that “the enemy left … slow-working fuses and ‘booby-traps’ to blow a man to bits or blind him for life if he touched a harmless looking stick or opened the lid of a box or stumbled over an old boot.”

## Cooties

As a nickname for body lice or head lice, cooties first appeared in trenches slang in 1915. It’s apparently derived from the coot, a species of waterfowl supposedly known for being infested with lice and other parasites.

## Dingbat

In the 19th century, dingbatwas used much like thingummy (the British term for thingamajig) or whatchamacallit as a general placeholder for something or someone whose real name you can’t recall. It came to be used of a clumsy or foolish person during the First World War, before being taken up by Australian and New Zealand troops in the phrase "to have the dingbats" or "to be dingbats," which meant shell-shocked, nervous, or mad.

## Shell-Shock

Although the adjective shell-shocked has been traced back as far as 1898 (when it was first used slightly differently to mean “subjected to heavy fire”), the first true cases of shell-shock emerged during the First World War. The Oxford English Dictionary has since traced the earliest record back to an article in The British Medical Journal dated January 30, 1915: “Only one case of shell shock has come under my observation. A Belgian officer was the victim. A shell burst near him without inflicting any physical injury. He presented practically complete loss of sensation in the lower extremities and much loss of sensation.”

*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

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2

# *Subject line: Easter Candy: What’s in your Basket?*

Easter candy production nearly rivals Halloween’s – and arguments about which is the best type can be equally contentious. Below, some stats from People magazine for you to consider:

* An average of 5.5. million Peeps are made in a day.
* 500 million Cadbury Eggs are made per year.
* 16 billion jellybeans get made in the United States each year.
* Enough Jelly Belly beans were eaten in the last year to circle the earth more than five times.
* 91 million chocolate bunnies are sold in the United States each year.

*Purewow* magazine has ranked Easter candy from most polarizing to universal crowd-pleaser. Do you agree with their list?

## 20. Marshmallow Peeps

Yeah, we said it. They’re cloying and insubstantial and the texture weirds us out—we rest our case.

## 19. Whoppers Robin Eggs

You’re not fooling us with your pastel candy shell and oblong shape, regular Whoppers. Go back to the movie theater where you belong.

## 18. Black Jelly Beans

Who did this to you? (For the record, we’ll give licorice jelly beans a pass…if you’re over the age of 80.)

## 17. Milk Chocolate Peeps

Try as they might, they’re really only marginally better than regular Peeps. That chocolate-y coating isn’t fooling anyone.

## 16. Easter Candy Corn

Leave Halloween and its waxy, tooth-hurting treat out of this. Call it bunny corn or call it pastel plastic; it’s just unwholesome.

## 15. Sweet Tart Chicks, Ducks and Bunnies

How many times do we have to say it? They. Taste. Like. Chalk. Cute baby animal shapes don’t change a thing.

## 14. Chocolate Marshmallow Eggs

They’re kinda like s’mores, but without the crackling fire, graham cracker, melty chocolate or toasted marshmallow. Interpret that as you wish.

## 13. Jordan Almonds

You either hate fun or confused the occasion for a wedding and not a holiday sugar binge.

## 12. Bubble Gum Eggs

At least the packaging is cute. We can’t necessarily say the same for the sad, sickly sweet bubble gum inside.

## 11. Solid Chocolate Bunnies

Dare we say? It’s just too much chocolate. And then you’re left with a half-eaten headless bunny—haunting.

## 10. Jelly Beans

It’s basket filler. We’ll totally eat six handfuls…but it’s still basket filler.

## 9. Milk Chocolate Eggs

Ioa;vndjkanga sorry, we just fell asleep on the keyboard. These are inoffensive but a total snooze-fest.

## 8. Starburst Jelly Beans

Remember what we said about jelly beans? Those rules don’t apply to these little sugar nuggets, which are somehow a major upgrade.

## 7. Cadbury Caramel Eggs

Make your dentist appointments now because these eggs are sweet, sticky and impossible to resist.

## 6. Pastel Versions of Regular Candy

It definitely feels like cheating, but we could never begrudge any form of M&Ms.

## 5. Lindt Chocolate Carrots

If only real carrots were so creamy and melty and full of pure sugar.

## 4. Reese’s Easter Eggs

You already know how we feel about regular ol’ Reese’s. Consider then, that these have an even higher peanut butter-to-chocolate ratio. ﻿Swoon﻿.

## 3. Hollow Chocolate Bunnies

Hard pass on the solid bunnies. But dibs on the outer-shell-only ears—that hollow crunch is just so satisfying, isn’t it?

## 2. Cadbury Creme Eggs

Are they almost sickeningly sweet? Yes. Would Easter be complete without at least one? Every day for a month? Not a chance.

## 1. Cadbury Mini Eggs

The little cuties are a touch less sweet than the previous and also in a gorge-able size. Win-win.

*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

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# Week #3

# *Subject line: Have You Been Unsubscribing from Suspected Spam? Don’t!*

Some of us can be a little too diligent when dealing with email or text spam—because whatever you do, you shouldn’t click “unsubscribe” links or text “stop” in reply, as they literally mean “subscribe” and “please, go on” to illicit spammers, according to Mike Winters in *Lifehacker* magazine.

### ****Any interaction with spammers is bad****

Spammers blast out millions of texts or emails every day, and they aren’t actually targeting you specifically—in fact, they might not know if your email or phone number is even valid. They are looking for signs of an active account, however, as a valid email address or phone number is valuable for conducting further scams. By toggling “unsubscribe” or replying in any way, you validate your contact information and risk inviting even more spam.

### ****What to do with spam****

The easy part is that you basically do nothing. When you get a spam email, mark it as spam in your email client and delete the email before opening it. Likewise, with texts, you can simply delete them without replying and block the number in your phone. That said, the FTC recommends reporting spam messages by forwarding them to the number 7726 (SPAM)—however, if you’re not tech savvy, fiddling with a spam text can increase the chance of accidentally clicking on a malware link somewhere in the message (and you should never click on unsolicited links). If you’re not comfortable forwarding texts, don’t sweat it—just delete, block, and ignore.

### ****How to avoid spam****

Spam is a part of life, but as the FTC recommends, there are some simple, useful tips that can help you prevent it:

* Avoid displaying your email address in public. Spammers scrape blog posts, chat rooms, social networking sites, and forums—so the less of you that’s out there, the better.
* Use two email addresses—one for personal messages and one for everything else. Ideally, this second public-facing email address should be one you are willing to delete one day, if needed. Personally, I use a second pseudonymous email address which I call my “junk email,” and I use to sign up for promotions or newsletters. Looking at it now, it has twice the number of spam emails compared to my regular address.
* Use a truly original address that’s unlikely to be created by spammers. Spammers send out millions of messages to probable name combinations at large ISPs and email services, hoping to find a valid address. That means common first name/last name email addresses are more likely to attract spam.

*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: Look like the Smartest Person in the Room***

Want to be the smartest person in the room? Author Sarah Cooper has shared 10 tips for quickly appearing smart during meetings.

### ****1. Draw a Venn diagram****

Getting up and drawing a Venn diagram is a great way to appear smart. Even before you’ve put that marker down, your colleagues will begin fighting about what exactly the labels should be and how big the circles should be, etc.

### ****2. Translate percentage metrics into fractions****

If someone says, “About 25% of all users click on this button,” quickly chime in with, “So about 1 in 4,” and make a note of it. Everyone will nod their head in agreement, secretly impressed and envious of your quick math skills.

### ****3. Encourage everyone to “take a step back”****

There comes a point in most meetings where everyone is chiming in. This is a great point to go, “Guys, guys, guys, can we take a step back here?” Follow it up with a quick, “What problem are we really trying to solve?” and, boom! You’ve bought yourself another hour of looking smart.

### ****4. Nod continuously while pretending to take notes****

Always bring a notepad with you. Your rejection of technology will be revered. Nod continuously. If someone asks you if you’re taking notes, quickly say that these are your own personal notes and that someone else should really be keeping a record of the meeting.

### ****5. Repeat the last thing the engineer said, but very, very slowly****

Make a mental note of the engineer in the room. He’ll be quiet throughout most of the meeting, but when his moment comes everything out of his mouth will spring from a place of unknowable brilliance. After he utters these divine words, chime in with, “Let me just repeat that,” and repeat exactly what he just said, but very, very slowly. Now, his brilliance has been transferred to you. People will look back on the meeting and mistakenly attribute the intelligent statement to you.

### ****6. Ask “Will this scale?” no matter what it is****

It’s important to find out if things will scale no matter what it is you’re discussing. No one even really knows what that means, but it’s a good catch-all question that generally applies and drives engineers nuts.

### ****7. Pace around the room****

Fold your arms. Walk around. Go to the corner and lean against the wall. Take a deep, contemplative sigh. Trust me, everyone will be wondering what you’re thinking. If only they knew (bacon).

### ****8. Ask the presenter to go back a slide****

This will immediately make you look like you’re paying closer attention than everyone else is, because clearly they missed the thing that you’re about to brilliantly point out. Don’t have anything to point out? Just say something like, “I’m not sure what these numbers mean,” and sit back. You’ve bought yourself almost an entire meeting of appearing smart.

### ****9. Step out for a phone call****

You’re probably afraid to step out of the room because you fear people will think you aren’t making the meeting a priority. Interestingly, however, if you step out of a meeting for an “important” phone call, they’ll all realize just how busy and important you are. They’ll say, “Wow, this meeting is important, so if he has something even more important than this, well, we better not bother him.”

### ****10. Make fun of yourself****

If someone asks what you think, and you honestly didn’t hear a single word anyone said for the last hour, just say, “I honestly didn’t hear a single word anyone said for the last hour.” People love self-deprecating humor. They’ll laugh, value your honesty, consider contacting H.R., but most importantly, think you’re the smartest looking person in the room.

*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**