



**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: Make Something Special for your Mother’s Day Brunch*

Celebrate mom by making a special side dish for your Mother’s Day Brunch. This recipe from *The Kitchn* for Chantilly Potatoes takes mashed potatoes to the next level.

This ingredient is where these French-style potatoes get their name: Chantilly cream, or crème Chantilly, is the French term for **classic whipped cream**. The cream gets folded into the potatoes before they bake, creating the most unbelievably light and fluffy texture. To really gild the lily, there’s a layer of golden brown, melted cheese on top. Here’s how to make them.

## Chantilly Potatoes

**Yield:** Serves 6 to 8

**Prep Time:** 5 minutes to 10 minutes

**Cook Time:** 30 minutes to 35 minutes

## Ingredients

* 6 tablespoons unsalted butter, plus more for the baking dish
* 2 1/2 pounds Yukon gold potatoes
* 2 tablespoons kosher salt
* 2 ounces Parmesan cheese, finely grated (about 1/2 cup)
* 1/2 cup whole milk
* 1 cup cold heavy cream

## Instructions

1. Cut 6 tablespoons unsalted butter into 12 pieces and let sit at room temperature to soften. Coat an 11x7-inch or other 2-quart baking dish with unsalted butter. Arrange a rack in the middle of the oven and heat the oven to 400ºF. Meanwhile, prepare the potatoes.
2. Peel 2 1/2 pounds Yukon gold potatoes and cut into 1-inch cubes. Place the potatoes and 2 tablespoons kosher salt in a large saucepan and add enough cold water to cover the potatoes by about an inch. Bring to a boil over high heat. Reduce the heat and simmer until the potatoes are very tender and can be easily pierced with a sharp knife with no resistance, 10 to 12 minutes. Drain and set aside until the potatoes are cool enough to handle but still warm. Meanwhile, finely grate 2 ounces Parmesan cheese (about 1/2 cup).
3. Pass the warm potatoes through a ricer or food mill into a large bowl. Add the butter and 1/2 cup whole milk and mix well until combined and the butter is melted.
4. Pour 1 cup cold heavy cream into the bowl of a stand mixer fitted with the whisk attachment. (Alternatively, use an electric hand mixer and large bowl.) Beat on medium-high speed to stiff peaks, 3 to 5 minutes.
5. Stir 1/3 of the whipped cream into the potatoes. Gently fold the remaining whipped cream into the potatoes with a rubber spatula. Gently transfer the potatoes into the prepared baking dish. Sprinkle the Parmesan over the potatoes in an even layer.
6. Bake until the potatoes are warmed through and the cheese is lightly browned, 20 to 25 minutes. Let rest 10 minutes before serving.

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

*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: Things you Didn’t Know About the Spanish Flu Pandemic*

As we hopefully emerge from the COVID-19 pandemic, it’s both interesting and eerie to look at the Spanish flu pandemic of nearly 100 years ago and see the parallels between then and now.

On March 4, 1918, the first cases were reported of the historic influenza pandemic of 1918, later known as Spanish flu. The flu would eventually kill 675,000 Americans and an estimated 20 million to 50 million people around the world. Here are facts from *Trivia Today* that you didn't know about the Spanish flu pandemic.

**It Didn’t Start In Spain**

The influenza broke out toward the final years of World War I, and European nations tried to keep the news of its spread quiet, so as to not create panic or hurt the national morale after the armistice. The only country who didn’t censor its news in such a way was Spain, who reported on the outbreak. Unfortunately, by reporting the truth, the country found its name associated with a deadly virus that killed vast numbers of people worldwide.

**The Spanish Flu Hit America Hard**

Although travel wasn't as frequent around World War I, many American soldiers were going to Europe and returning home. The flu struck the United States hard. Almost 700,000 fatalities were attributed to the Spanish Flu during this period. However, people socially distanced, schools, restaurants, and other businesses closed down for months at a time, and people were ordered to stay at home and shelter in place, too. Sound familiar?

**No One Knows When The Spanish Flu Began or Where**

There have been debates over the years on where the Spanish Flu originated. There are multiple origin theories including the Western Front in Northern France, China, and Kansas, where the outbreak first happened in the United States. It may have begun as early as 1916, and only reached full strength in the final year of the First World War.

**The War Helped Spread the Virus**

The Spanish Flu spread swiftly around the world, aided particularly by the movement of troops. Within a little over a year, it had infected up to 500 million individuals – a third of the world population – and killed up to 7 percent of the world's population. India was one of the hardest hit countries, with an estimated 18-20 million deaths.

**The Spanish Flu Was Most Deadly to Young Adults**

Seasonal influenza often targets the elderly and the youngest in the population. However, the highest number of fatalities from Spanish flu were young adults aged 20 to 40. One resident of Lancashire remembered that those who were very young or chronically sick seldom died of influenza, while athletic types and those who were physically fit did.

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*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 #3

# *Subject line*: *Lawns: An American Obsession*

Lawns are an American obsession. Since the mass proliferation of suburbs in the 1950s and '60s, these pristine carpets of green turf have been meticulously maintained by suburbanites, with grass length and other aesthetic considerations enforced with bylaws and by homeowner associations.

But consider this from *CNN Style*: for nature, lawns offer little. Their maintenance produces more greenhouse gases than they absorb, and they are biodiversity deserts that have contributed to vanishing insect populations. Residential lawns cover 2 percent of U.S. land and require more irrigation than any agricultural crop grown in the country. Across California, more than half of household water is used outside of the house.

If attitudes toward lawn care are shifted, however, these grassy green patches represent a gigantic opportunity. In 2005, a NASA satellite study found that American residential lawns take up 49,000 square miles (128,000 square km) -- nearly equal in size to the entire country of Greece.

According to environmental scientists, transforming lawns into miniature modular bio-reserves could not only boost biodiversity, but could cut water and gas consumption and reduce the use of dangerous lawn chemicals.

Yet the question for many homeowners remains: how?

In Western states such as California, Colorado and Arizona, droughts have led to restrictions on water usage, forcing many to reconsider their thirsty lawns. Some inventive families and landscape architects have transformed yards, producing oases of life for hummingbirds, bees and butterflies, by employing scientific insight, design and imagination.

Innovative models for lawns can benefit natural ecosystems, while providing a new dimension to the family home.

### Nationwide Trend

In Minnesota, homeowners have been offered rebates to replace lawns with flowering plants beloved by bees. Cities and municipalities, such as Montgomery County in Maryland, have also offered to pay families and homeowner associations to design gardens that collect storm water in water features and underground rain barrels.

Such policies can lead to big changes. Images of intensely irrigated lawns in Phoenix, ringed by the red sand of the Arizona Desert, were once a disturbing case study of America's lawn addiction. But in recent decades, the state has taken action, charging more for water in the summer and banning lawns on new developments. At the turn of the millennium, 80 percent of Phoenix had green lawns, now only 14 percent does.

Landscape architects are seeing families change their preferences, according to a recent poll by the National Wildlife Federation's (NWF) Garden for Wildlife initiative, which encourages Americans to design gardens with food, water and shelter for wild animals.

### Changing Tastes

Similarly, the nonprofit Green America has launched the Climate Victory Gardens initiative, which encourages people to plant "regenerative" food gardens. Inspired by the Home Victory Gardens that grew millions of tons of fresh fruits and vegetables during World War I and II. More than 2,300 families have started farming patches of garden to sequester carbon and increase soil fertility.

These gardens today represent around 3,600 acres. According to Green America, they have the potential over the next 10 years to capture the carbon equivalent to taking 70,000 cars off the road for an entire year.

### A Few Simple Rules

Even small changes can make a difference to the environmental impact of lawns. The "entry-level option" for families that still want room for their kids to play, is to inject more wildflowers into the turf. That includes plants that are typically viewed as nuisances.

The more advanced option means taller meadow or prairie-like native plants. These types of plants have root systems that better manage storm water runoff, in addition to absorbing more carbon.

In addition to being a beautiful space, gardens and lawns present opportunities for peaceful refuge, hosting and observing wildlife, learning and exploring, and connecting with neighbors and one's self.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. All of our products come with a lifetime installation warranty! Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp.**

**Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.**

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# Week #4

***Subject line: Simple Ways to Improve Your Memory***

Whether you want to be a Jeopardy! champion or just need to remember where you parked your car, here are things you can do right now to turn your mind from a sieve into a steel trap. Kathy Benjamin/*Mental Floss* offers these tips:

#### **1. Concentrate for 8 Seconds.**

These days we’re all about things being faster. That’s why this advice is invaluable: When you really need to remember something, concentrate on it for at least 8 seconds. That can seem like a long time when you're running around trying to get a million things done, but it is worth it. Studies have shown that 8 seconds is the minimum amount of time it takes for a piece of information to go from your short-term memory to your long-term memory.

#### **2. Don’t Walk Through a Doorway.**

We’ve all walked into a room and suddenly realized we can’t remember why we needed to be there in the first place. Don’t worry, you’re not getting more forgetful—chances are it was the act of walking through a doorway that made you go completely blank. Researchers found that participants in both virtual and real-world studies were far more likely to forget what object they had just placed in a container if they were asked right after walking through a doorway than if they carried the object the same distance in a single room. Scientists have yet to figure out why, but something about entering a new place seems to restart our memory.

#### **3. Make a Fist.**

If you’re having trouble remembering things at work, get a stress ball. The act of clenching your fist, if done correctly, can significantly improve your ability to recall information. Studies show that if you are right-handed, you should make a fist with your right hand before you try to memorize a piece of information. Then when you need to remember it, clench your left hand (the process is reversed for lefties.) Be sure to hold that position for a little while though; the study that discovered this had the participants squeezing for a good 45 seconds before letting go.

#### **4. Exercise.**

At this point we should just accept it that science considers exercise the cure for absolutely any problem, and memory is no different. The physical act increases alertness and oxygen supply to the brain and may even increase cell growth in the parts of your brain responsible for memory. One study found that right after light exercise, women were able to recall things better than they could before working up a sweat. And while a quick jog can help you out right now, it is even more effective over the long term. A different study found that women who kept fit over six months significantly improved both their verbal and spatial memory.

#### **5. Sleep.**

Studies have found that the processes your brain goes through while you're asleep actually help you remember information better the next day. Your brain is bombarded with stimuli when you’re awake, and it uses the time you are asleep to process everything. That's when it gets rid of unnecessary information and doubles down on remembering important things, like all that stuff in your biology textbook. Sleep is when it consolidates that information into a long-term memory. If you stay awake, your brain can’t go through this process.

#### **6. Use Crazy Fonts.**

We’re all font snobs to some extent. When it comes to books, newspapers, or the internet, we want everything to be clear and easy to read. But researchers have discovered that one of the best ways to remember something you’ve read is to read it in a weird font. The size and boldness makes no difference, although the harder it is to read, the better. When something is unfamiliar and difficult to read, you are forced to concentrate on it more, allowing you to remember it easier.

#### **7. Chew Gum.**

If you need to remember a piece of information for around 30 minutes, try chewing gum. Studies have found that people do better on both visual and audio memory tasks if they are chewing gum while they do them. Just the act of chewing seems to keep people more focused and improve concentration.

#### **8. Write Things Out.**

These days it’s far more common to type up almost all the writing you need to do on your phone or computer. Shopping lists are saved on your tablet, phone numbers and email addresses under your contacts—it’s hardly necessary to remember anything anymore. That is, until you forget your phone and realize you don’t remember if you need to pick up bread and eggs. In the future, if you want to recall something, write it out in longhand. It doesn’t matter if you never actually read back what you wrote: Studies have shown that just the act of writing something out allows you to recall it in a way that touching a keyboard does not.

#### **9. Know When to Turn the Music On—and Off.**

Many people like a bit of music playing while they work or study. And listening to music before you start reading something you need to remember does indeed give you better recall. But once you start work, take out those ear buds. Researchers have found that listening to almost any noise, including music, while studying is a distraction, and you will recall less of what you read in the future. It doesn’t matter if you love the music or hate it; it has the same distracting effect as someone yelling random numbers at you. It might seem strange at first studying in complete silence, but science says it pays off in the long run.

#### **10. Doodle.**

If you are sitting in a boring class or meeting, don’t be afraid to start drawing hearts and flowers in your margins. While it can look like doodlers are paying less attention than non-doodlers, in reality the act of drawing is helping to keep their brain active. Just sitting there when you are bored makes it easier for you to tune out and as a result you will remember less information. In studies, people who were given a doodling task while listening to a boring phone message ended up remembering 29 percent more of what was on the tape than people who just sat still and listened.

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**P.S.** **With our ZERO REGRETS guarantee you’ll love your new floors or we’ll replace them FREE!**