



The Magnet Strategy

*What to do when Prospects leave
without buying*

A wide-angle photograph of a historic town street in Colorado. The foreground shows a paved street with several vehicles, including a blue pickup truck, a silver pickup truck, and a white SUV. People are walking on the sidewalks. The middle ground is dominated by multi-story brick buildings. One prominent building on the left has two clock faces on its upper facade. A building in the center has a sign that reads "SHERIDAN HOTEL". The background features steep, rocky mountains with patches of snow under a blue sky with scattered clouds.

Broadcasting from Beautiful Colorado

200th Skydive



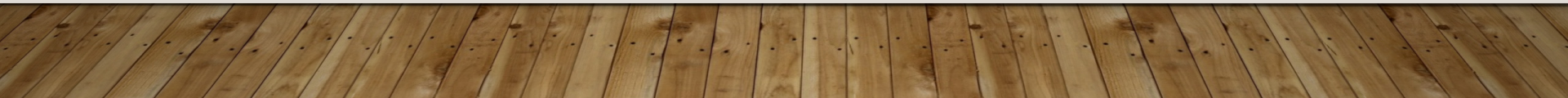
MEMBER SPOTLIGHT

MIKE KILDEA



- London is currently completely locked down, but Mike refuses to let that get in the way of implementing his core 3 strategies!
- He is printing his first round of neighborhood advisors himself because all printers are also closed.
- His newsletters will be hitting mailboxes right around the time London is expected to start opening back up.
- Mike has great things in store for his hardwood business! Londoners have a lot of pent-up interior design ideas just waiting for the opportunity to implement them!

MIKE IS OUR FIRST UK CLIENT



PATH-TO-PURCHASE FOR BIG TICKET PRODUCTS

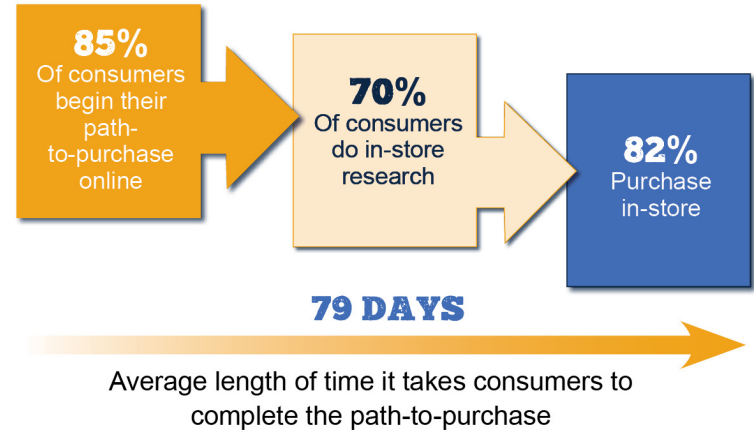


79 DAYS

Average length of time it takes consumers to complete the path-to-purchase



PATH-TO-PURCHASE FOR BIG TICKET PRODUCTS



What If You Subscribed Cathy Consumer To A 79-Day Follow
Up Campaign?

HOW TO GET THE **PERFECT** *FLOORS* for YOU and YOUR FAMILY



By **<<YOUR NAME>>

**<<YOUR BUSINESS>>

**<<PHONE>>

[Read this perfect floors guide to discover...](#)

- How to ensure your floor buying experience is a dream come true
- 4 costly misconceptions about floor covering
- 7 mistakes to avoid when choosing a floor covering store
- Which floor covering is best for you?
- How to get an iron-clad warranty
- 4 steps to getting the beautiful floor of your dreams...**WITHOUT** the stress!
- 5 tough questions to ask a floor dealer before buying

Provided as an educational service by **<<YOUR BUSINESS>>:
specialists in floor covering

**Address | **phone | ** Website

79-Day Follow Up Campaign



Days 1-79:

Cathy gets a series of emails, every 2-3 days



Day 80 and beyond:

Subscribe Cathy to the Neighborhood Advisor



90/10
Formula



VININGS FLOORCOVERING

The HOW TO GET THE **PERFECT FLOORS** for YOU and YOUR FAMILY

e-series



How to choose the right floor dealer

Good Morning, [First Name],

Scott with Vinings Floorcovering
with a tip to help you choose the
right flooring.

But first a quick reminder..

A couple days ago you requested my Free **"Perfect Floor" Guide**, which I emailed to you.

Have you read it yet? I promise it will help make buying floors a stress-free,



VININGS FLOORCOVERING

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PERFECT
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(4 of 4) avoid the online blues

Hi [First Name],

Scott here. Today we wrap up the topic of **4 Costly Misconceptions About Flooring.**

Misconception #4—The best way to buy flooring is to shop online

Not so. One of the worst places to go for floor covering is to the internet. There are several things that make the internet an extremely undesirable place to look for a flooring.



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**(5 of 7) Dude, where's
my floor?**

Hi [First Name],

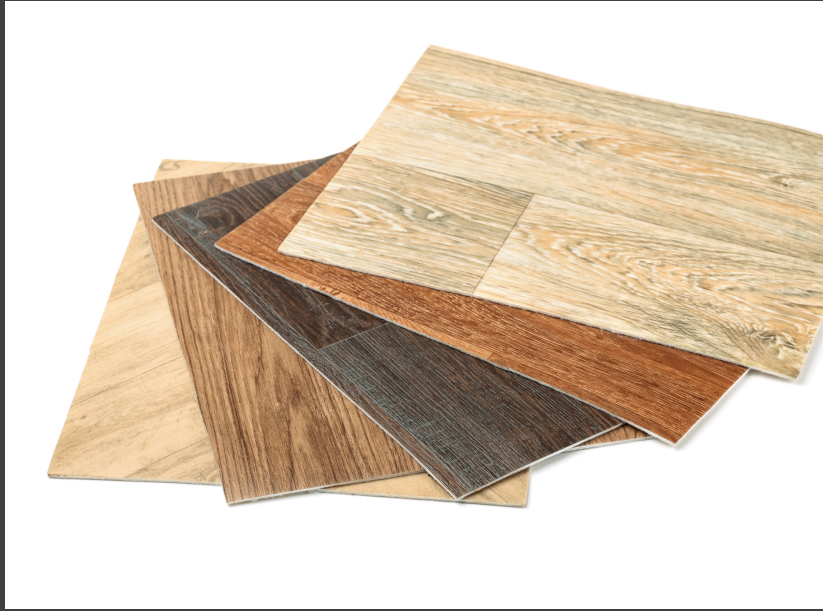
Most consumers don't realize how complicated the flooring business is. If a dealer doesn't have a good system for handling the dozens of behind-the-scenes tasks, you'll wind up with delays, the wrong product, a bad installation (or no installation scheduled), and on and on.

That's the topic of this
installment...





Shock And Awe Campaign



Sample Check Outs

Subscribe All Walk-ins To The Neighborhood Advisor



