



**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*: *Who Wins in the Name Game*

## From dating to job prospects, a name has remarkable power over the path of its owner’s life, according to Cody Delistraty of The Atlantic magazine.

Not being able to pronounce a name spells a death sentence for relationships. That’s because the ability to pronounce someone’s name is directly related to how close you feel to that person. Our brains tend to believe that if something is difficult to understand, it must also be high-risk.

In fact, companies with names that are simple and easy to pronounce see significantly higher investments than more complexly named stocks, especially just after their initial public offerings when information on the stock’s fundamentals are most scarce. People with easier to pronounce names are also judged more positively and tend to be hired and promoted more often than their more obscurely named peers.

There are more variables at play than just pronunciation, though. In competitive fields that have classically been dominated by men, such as law and engineering, women with sexually ambiguous names tend to be more successful. This effect is known as the Portia Hypothesis (named for the heroine of Shakespeare’s The Merchant of Venice who disguises herself as a lawyer’s apprentice and takes on the name Balthazar to save the titular merchant, Antonio). A study found that female lawyers with more masculine names—such as Barney, Dale, Leslie, Jan, and Rudell—tend to have better chances of winning judgeships than their more effeminately named female peers. All else being equal, changing a candidate’s name from Sue to Cameron tripled a candidate’s likelihood of becoming a judge; a change from Sue to Bruce quintupled it.

Names work hard: They can affect who gets into elite schools, what jobs we apply for, and who gets hired. Our names can even influence what cities we live in, who we befriend, and what products we buy since, we’re attracted to things and places that share similarities to our names.

A name is, after all, perhaps the most important identifier of a person. Most decisions are made in about three to four seconds of meeting someone, and this “thin-slicing” is surprisingly accurate. Something as packed full of clues as a name tends to lead to all sorts of assumptions and expectations about a person, often before any face-to-face interaction has taken place. A first name can imply race, age, socioeconomic status, and sometimes religion, so it’s an easy—or lazy—way to judge someone’s background, character, and intelligence.

These judgments can start as early as primary school. Teachers tend to hold lower expectations for students with typically black-sounding names while they set high expectations for students with typically white- and Asian-sounding names. And this early assessment of students’ abilities could influence students’ expectations for themselves.

On this year’s French baccalaureate, an exam that determines university placement for high school students, test-takers named Thomas (for boys) and Marie (for girls) tended to score highest. These are, you will note, typically white, French, middle- or upper-class names. One could imagine these students were given the advantage of high expectations and self-perception, whether or not they had the money and support that comes with the socioeconomic background associated with those names.

People change their names for different reasons. Angelina Voight became Jolie to estrange herself from her father and Natalie Hershlag became Portman to maintain her family’s privacy. The inclusion of a middle initial in formal correspondence is a strong identifier of intelligence (even though the New York Times claims it’s a dying trend). But what if parents from disadvantaged circumstances gave their children “advantaged” names? Could just a name really have that great of an effect on a person’s career and future?

A 2004 study showed that all else being equal, employers selected candidates with names like Emily Walsh and Greg Baker for callbacks almost 50 percent more often than candidates with names like Lakisha Washington and Jamal Jones. Work experience was controlled and the candidates never met face-to-face with the employer so all that was being tested was the effect of the candidate’s name. The researchers concluded that there was a great advantage to having a white-sounding name, so much so that having a white-sounding name is worth about eight years of work experience. “Jamal” would have to work in an industry for eight years longer than “Greg” for them to have equal chances of being hired, even if Jamal came from a privileged background and Greg from an underprivileged one. (Perhaps that’s why mega-celebrities can get away with giving their children peculiar names. A résumé with the name North West probably wouldn’t do as well as James Williamson—unless Papa Kanye called up the boss.)

*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!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2

# *Subject line: Weird Science and Animal Facts Your Kid Will Enjoy*

Kids are curious creatures who delight in asking oddball questions and learning funny, weird, or gross facts about the world around them. And for that reason, it’s always good to arm yourself with a few lesser-known bizarro science facts to keep on hand for the next time you’re on a video chat with your nephew or your best friend’s daughter and need something to spice up the conversation.

So LifeHacker found 25 of them for you.

1. A sneeze can travel up to 100 mph. (That beats a cheetah, which can only run approximately 50-80 mph).
2. Scientists believe it rains diamonds on Saturn and Jupiter.
3. A polar bear’s skin is black (and its fur is hollow and transparent).
4. A cloud can weigh over a million pounds.
5. If you tickle a rat, it will let out tiny giggles (although they’re too high-pitched for humans to hear). They also jump for joy, which is cute, for a rat.
6. Snails have, like, thousands of teeth.
7. Three percent of the ice in Antarctica is made of penguin pee.
8. Cats can’t taste anything sweet.
9. Hibernating turtles breathe through their butts.
10. The sun is more than 100 times wider than the Earth.
11. A shrimp’s heart is in its head.
12. Human teeth aren’t as sharp as shark teeth, but they are as strong.
13. Humans don’t just have unique fingerprints; we each have a unique tongue print, too.
14. Wombats produce cube-shaped droppings that resemble a freshly baked loaf of bread.
15. Octopuses have blue blood.
16. There is no wind on the moon.
17. An African elephant can produce enough poop in seven hours to outweigh a full-grown human.
18. Speaking of which, “elephant dung coffee” is not only a thing, it’s reportedly the world’s most expensive brew. Coffee beans are fed to elephants, who then digest them and poop them back out. The beans are plucked from the dung, washed (phew!), roasted, and the resulting taste is described as “chocolate malt cherry and a little bit of grass”—without the usual bitter aftertaste coffee is known for.
19. Anatidaephobia is “the fear that somewhere, somehow, a duck is watching you.” (Maybe more of a “fauxbia” than a phobia, but interesting to ponder, nonetheless.)
20. A bolt of lightning can be five times hotter than the surface of the sun.
21. The average moderately active person will take enough steps in their lifetime to walk around the entire Earth five times.
22. There are more than one million ants for every human on Earth...and I’m sure it’s fine.
23. Fish can cough (but not sneeze or cry).
24. You can’t burp in space. Because there’s no gravity to separate the liquids and solids from the gases in our digestive system, if you burp in space, you just throw up in your mouth.
25. Unless you’re a frog, I guess, because frogs can’t vomit. It may, instead, throw up its entire stomach.

Go forth and share this knowledge with a favorite child in your life—or your mom, partner, or a friend.

*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.**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #3

# *Subject line: The Cicadas are Coming!*

Parts of the country are experience a “cicada storm” this summer. Billions, yes billions, of Brood X cicadas are going to emerge in the eastern United States after 17 years underground. Here are amazing facts about cicadas from Smithsonian magazine:

Cicadas are chunky, noisy insects with bright red-eyes, so if they’re emerging in your area you can expect to be well aware of them. The raucous four to six week-long event rages until all the participants die and litter the forest floor.

When the soil about eight inches below the surface reaches 64 degrees this spring, cicadas from Brood X will start to claw their way towards the light. They’re expected to emerge by the billions across 14 states, with the epicenter in the District of Columbia, Maryland and Virginia.

Brood X is one of 15 broods of periodical cicadas—groups that emerge from the ground on the same time cycle—in the U.S. Twelve of those broods operate on 17-year cycles and the other three poke their heads above ground every 13 years.

Cicadas are not locusts. Locusts are a type of short-horned grasshopper and belong to the order Orthoptera along with all other grasshoppers and crickets, while cicadas are Hemipterans which are considered “true bugs” and include aphids and planthoppers.

The 13- or 17-year lifespan of periodical cicadas is one of the longest of any insect, but only a tiny fraction of that time is spent above ground. The rest of a periodical cicada’s life is spent underground as a nymph feeding on liquid sucked from plant roots. Over their many years beneath the soil, the nymphs shed their exoskeletons, a process known as molting, five times.

Once topside, the nymphs climb up into the trees where they proceed to plant themselves on a branch and transform into winged adults by once again shedding their exoskeletons. At first, the red-eyed adults are a ghostly white with soft, curled-up wings unfit for flight, but their bodies soon harden and turn black and the now rigid wings can finally float the chunky two-inch bug into the air.

By emerging all at once in densities of up to 1.5 million per acre, cicadas manage to overwhelm predators, from songbirds to skunks, who quickly get too full to take another bite of the buzzing buffet.

Nearly 3,400 species of cicada exist worldwide and the majority of them conduct their emergences every two to five years.

A full-scale cicada emergence like the one coming for the eastern U.S. can reach a deafening crescendo as millions of males all call for mates at the same time. The amorous din can reach roughly 100 decibels, which is just shy of standing three feet from a chainsaw.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #4**

***Subject line: Reduce Brain Fog and Improve Clear Thinking***

Ever get that cloudy-headed feeling? Have difficulty concentrating or just can’t find the word you’re looking for? In *Pocket* magazine, Thomas Oppong suggests giving up these things to promote mental clarity.

#### **1. Give Up Clutter**

Mess creates stress.

There’s a strong link between your physical space and your mental space. Clutter is bad for your mind and health. It can create long-term, low-level anxiety.

We are all looking for ways to create more meaningful lives with less to distract us.

Get rid of clutter at your office, on your desk, in your room, and you will send a clear message of calm directly to your brain.

Start decluttering today in small, focused bursts. You’re not going to clean up your entire space in a day, so start small to make it a daily habit that sticks.

Set yourself up for success by making a plan and targeting specific areas you’re going to declutter, clean up, and organize over a prolonged period of time.

#### **2. Multi-Tasking Doesn’t Work**

The ability to multi-task is a false badge of honor. Task switching has a severe cost.

Your concentration suffers when you multitask. It compromises how much actual time you spend doing productive work, because you’re continually unloading and reloading the hippocampus/short term memory.

Research shows that task switching actually burns more calories and fatigues your brain – reducing your overall capacity for productive thought and work.

Commit to completing one task at a time.

Remove potential distractions (like silencing your mobile, turning off email alerts) before you start deep work to avoid the temptation to switch between tasks.

#### **3. Use the 3-to-1 Method**

Narrow down your most important tasks to 3, and then give one task your undivided attention for a period of time.

Allow yourself to rotate between the three, giving yourself a good balance of singular focus and variety.

#### **4. Don’t Sit Still**

Sitting still all day, every day, is dangerous. Love it or hate it, physical activity can have potent effects on your brain and mood.

The brain is often described as being “like a muscle”. Its needs to be exercised for better performance.

Research shows that moving your body can improve your cognitive function. 30–45 minutes of brisk walking, three times a week, can help fend off the mental wear and tear.

What you do with your body impinges on your mental faculties. Find something you enjoy, then get up and do it. And most importantly, make it a habit.

#### **5. Stop Consuming Media and Start Creating Instead**

It’s extremely easy to consume content.

You are passive. Even relaxed.

But for each piece of unlimited content you consume, it stops a piece of content you could have created.

Limit your mass media consumption. Embrace the creation habit. Start paying attention to the noise that you let seep into your eyes and ears.

Ask, “Is this benefitting my life in any way?” “Does all this information make me more prone to act? Does it really make me more efficient? Does it move me forward in any significant way?”

**Let creation determine consumption.**

Allow curiosity to lead you to discover and pursue something you deeply care about. Make time to create something unique.

The point is to get lost in awe and wonder like you did when you were a child. When you achieve that feeling from a certain activity, keep doing it!

Share your authentic self with the rest of us.

*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!**