



**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*: *What the Color You Wear Says About You*

Take a good look at your wardrobe. Are there any colors that stand out? Do you have a particular color that you tend to choose over others? Well, that might say something about who you are, according to *Stars Insider* magazine.

Color psychology shows us that colors have an impact in different areas of our lives, so it's natural that the colors we wear have something to do with who we are as individuals.

## Black

The color of elegance, seriousness, and intelligence, black also signals prestige, power, and authority. People who wear black are often more concerned about their personality rather than their appearance. They tend to be competent and insightful.

## Blue

Blue is the color of loyalty, intelligence, efficiency, and trust. It's not by chance that it's a favorite when going to a job interview, or that so many uniforms have this color. People who regularly wear this color are often calm, kind, courteous, and sometimes even shy.

## Red

Red is the quintessential color of passion and romance. It conveys power and vibrancy. People who like to wear red are usually exciting and energetic.

## White

White is associated with purity and innocence, but also freedom and new beginnings. People who wear white are usually organized, optimistic, and even somewhat perfectionists.

## Yellow

We associate yellow with the sun, which means light, happiness, and laughter. It also increases concentration (think traffic signs). Yellow is the color of active, creative, and uplifting people.

## Gray

Gray is all about balance and maturity. This color is fairly subtle and tranquil. Those who like to wear gray prefer not to draw excessive amounts of attention to themselves, and to keep a more low-key presence.

## Orange

Orange is a fun, cheerful, and energetic color. People who wear orange are usually the life of the party. They tend to be lively and friendly.

## Brown

People who wear brown are usually reliable, and stable. They're also strong, intelligent, and rational.

**Purple**

We tend to associate purple with luxury and wealth, as it has been used for centuries by royals and the clergy. But the color is also associated with mysticism and spirituality. People who wear purple are usually creative, dreamy, passionate, and emotional.

*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 #2**

# *Subject line: Easy Ways to Cut Down on Sugar*

Most of us eat far more sugar than is healthy. On average UK adults consume around 50g (12.5tsp) a day of “free sugars” – added sugar and those found in honey, syrups and fruit juices – when the recommended intake is no more than 30g (about 7tsp). Meanwhile American adults eat and drink an average of 77 grams (about 18tsp) of sugar per day, over three times the recommended amount for women. We all know a high sugar diet is linked with weight gain and tooth decay, but the problem is sweet things taste delicious, so trying to eat less can be pretty tricky. Nevertheless, you can achieve your goal of reducing your sugar intake with these easy tips from nutritionist Angela Dowden in *Love Food* magazine.

## Eat whole fruit for your sugar fix

Sugars found in whole fruits and vegetables are generally less harmful as they come with fiber and nutrients. They're also bound within plant cells, so they're less concentrated and release more slowly. Lactose, the natural sugar in dairy, is a healthier sugar too (but many dairy products have extra sugar added, so they're not off the hook either).

## Don’t fall for the “healthier” sugar hype

Whether it comes as granules or as syrup, it’s still a source of free sugars that can harm your teeth and ply you with extra calories. Agave syrup, rice syrup, coconut sugar and palm sugar all sound healthier by virtue of being natural. But they're still as much sugar as plain old caster or dark brown sugar.

## Know your food labels

In the US, food labels are required to give added sugar content per serving, which makes it easier to track what you're consuming. UK food labels don't break out "free" or added sugar – they only give a figure for total sugar – but there's still a rough rule of thumb you can use to check if you're getting too much. A product is "high" in sugar if it has more than 22.5g of sugars per 100g and "low" in sugar if it has less than 5g per 100g. For foods with traffic lights as a guide, you'll be looking to minimize those reds.

## Go slow and steady

Small steps are usually more successful when you’re weaning yourself off sugar. For example, if you still have sugar in your tea or coffee, reduce it by quarter of a teaspoon every couple of days. Cut the number of cakes, cookies and other sugary foods you eat equally slowly. Eventually, very sweet foods won’t taste as appealing as they once did.

## Say no to sugary drinks

If there’s one source of sugar you should definitely try to ditch it's full-sugar soft drinks. One 500ml bottle of Coke contains 53g (13.3tsp) sugar, which is 1.8 times your daily limit and provides 210 empty calories. Sugar-sweetened beverages are linked to obesity in both children and adults, research shows.

## Try healthy ices

Switch sugar-laden ice cream or popsicles for frozen red grapes or banana slices – chunks of frozen banana make fab one-ingredient “nice" cream if whizzed in a sturdy blender too.

## Don’t skip meals

Make sure you eat regularly spaced meals. Structured eating helps ensure your blood-sugar levels stay steadier, with less pronounced energy slumps and a reduced likelihood of sugar cravings.

*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

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**Week #3**

# *Subject line: 10 Places That Will Pay You to Move There in 2021*

The U.S. is a country on the move. Many Americans relocated during pandemic-ravaged 2020 due to a job loss or fear of catching the virus. Millennials and people in the upper middle class also are relocating. Moving and storage giant U-Haul identified Tennessee, Texas and Florida as the three top destinations for American movers in 2020.

Meanwhile, cities and towns left out of the boom are working to lure workers and families to migrate there, hoping to boost their populations and grow their economies. Some dangle offers of thousands of dollars to entice workers — often workers who do their jobs remotely.

*MoneyTalks News* says these U.S. cities and states are offering financial incentives to newcomers.

## West Virginia

West Virginia recently rolled out a program to attract remote workers. It offers $12,000 over two years, workspace and free use of outdoor rental gear which approved applicants can use to enjoy the state’s many outdoor recreation opportunities.

## Tulsa, Oklahoma

Eligible applicants must be able to relocate to the Tulsa area in the 2021 calendar year and either have full-time remote employment or be self-employed outside of Oklahoma. Accepted applicants will get $10,000 upfront and desk space at a co-working space in downtown Tulsa. You must be at least 18 and eligible to work in the U.S.

## Topeka, Kansas

Get up to $15,000 — and maybe even a $1,000 bonus from Jimmy John’s Gourmet Sandwiches. How? Rent or buy a home in Shawnee County, Kansas, within a year of moving there and being hired in the area or working remotely for an employer located outside the county.

**Northwest Arkansas**

The Life Works Here initiative of the Northwest Arkansas Council offers relocating workers $10,000 and a bicycle (to explore the miles and miles of trails in the region) or annual membership to a local arts or cultural institution. The council is investing more than $1 million to attract top talent to the region.

## Newton, Iowa

To take part in the Newton Housing Initiative, buy or build a new home and get either $5,000 (for homes worth $100,000 to $179,999) or $10,000 (for homes valued at $180,000 and over). Home values don’t include the price of the land in the city, which is 35 miles east of the state capitol, Des Moines.

## Natchez, Mississippi

A move to this small, historic city on the Mississippi River can earn a remote worker up to $2,500 in relocation reimbursement plus $300 per month for a year.

## The Shoals in Alabama

Get $10,000 in installments to live and work remotely in the Shoals, which comprises the Florence-Muscle Shoals metropolitan area in northwest Alabama.

## Mankato, Kansas

You can get a good start on living the small-town life with a free building lot in this north-central Kansas community of about 900.

## Lincoln, Kansas

This rural agricultural community with fewer than 2,000 residents overlooks the Saline River. Lincoln is offering free lots that range from 14,000 square feet to 35,000 square feet. The lots are ready for construction and are located in a residential development with streets, water and sewer.

*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!**

**Week #4**

***Subject line: Scams That Prey on the Elderly***

Many scams are universal, from the IRS imposter who calls and threatens to arrest you if you don’t pay your taxes, to phishing emails that trick you into sending sensitive data or downloading malware onto your computer. **But some types of fraud target older adults specifically or affect them disproportionately**, says Miriam Cross at Kiplinger's Personal Finance.

Older adults may fall for certain scams because they are in the habit of answering calls from unknown callers, open junk mail rather than tossing it in the trash, or are not as practiced with the privacy settings on social media as younger generations.

Here are six scams that you and your parents should watch out for.

## Sweepstakes or Lottery

You hear by phone, mail or online that you have won—or have the potential to win—a jackpot. But you need to pay a fee, or cover taxes and customs duties, to receive your prize, perhaps by prepaid debit card, wire transfer, money order or cash. Or, the scammer may send you a bogus check that you need to deposit before sending a portion back. **Even if the contest carries a legitimate name, stay away from schemes that require you to pay to claim your prize.** This was the third-most-reported scam in 2018, according to calls received by the Senate Aging Committee’s Fraud Hotline (IRS impersonation and robocalls took the top two spots).

## Tech Support

A so-called tech support representative calls and claims that your computer is infected with a virus. Once you hand over remote access, they dig into your personal files or request payment for their services. **Seek tech support only from the contact information provided with your devices.** In 2018, people age 60 and older were about five times more likely to report losing money to these scams than were younger people, with a median loss of $500, according to the Federal Trade Commission.

## “Grandchild” in Need

Your “grandchild” calls—perhaps in the middle of the night, startling you awake—sounding frantic, because he needs fast cash to deal with a medical emergency, a travel disaster or to get out of jail. He begs you not to alert his parents. The con artist on the other end of the line may have extracted enough details about your grandchild from the internet, such as his or her name, city and school, to weave together a believable story, and may explain away a distorted voice by claiming a bad phone connection or broken nose**. Hang up and call your grandchild or an in-the-know relative to check in.**

## Romance

You get a message on an online dating site or through social media that says something like “Don’t you remember me? I’m your second-grade crush. You look so good.” The seducer may spend weeks or months building a relationship over phone and e-mail, then **ask for money—perhaps to help him or her travel to you or to deal with medical issues.** Some victims can lose hundreds of thousands of dollars—and the dream a scammer created for them.

## Social Security

Someone claiming to be a Social Security staffer contacts you and tries to extract money or personal details. He or she may pretend there is a problem with your account, that your Social Security number has been suspended because of suspected illegal activity, or that you’re owed a cost-of-living benefit increase. Worse, **the caller may threaten your benefits, suggest you’ll face legal action if you don’t provide information, or pressure you to send money.** If you’re not sure whether a call is legitimate, don’t rely on your caller ID; hang up and call 800-772-1213 to speak with a real representative.

## Natural Disasters and Contractors

Fake contractors will go door-to-door offering fix-it services, often capitalizing on a recent natural disaster in the area. They will ask for instant payment via cash or check, promise to start working the next day, and then disappear. Ignore their offers and **search for contractors on your own.**

*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!™**