



**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*: *Incredible foods that were discovered by accident*

It’s often said necessity is the mother of invention, but when you look at how some of our favorite foods came into being – cheese puffs, Nashville hot chicken, chimichangas – we would vouch that curiosity, clumsiness and error is the most guaranteed formula. Here are the products and dishes that nearly didn’t happen per *MSN Food* reporter Miriam Carey.

## Buffalo wings

Can’t imagine a world without buffalo wings? You only have to look back 60 years, as the accidental invention of deep-fried spicy wings served with celery and blue cheese dip can be almost indisputably traced to The Anchor Bar in Buffalo, New York, in 1964. Teresa Bellissimo had meant to order chicken necks, but instead received a shipment of wings and so thought up a new dish to avoid wasting them.

## Chocolate brownies

There are a few claims on the invention of the crispy-on-the-outside, gooey-on-the-inside creation that is the chocolate brownie. But the story favored by many and cited in Betty Crocker's Baking Classics, is that home economist Mildred Brown Schrumpf in Bangor, Maine was baking a chocolate cake and it deflated.

## TV dinners

Despite earlier attempts to crack the ready-meal market, it wasn’t until Swanson Foods made a royal business blunder that left it with 520,000 lbs (2,356 tons) of excess turkey after Thanksgiving in 1953, that TV dinners successfully made it into American homes. Annoyed bosses requested staff think up a way to avoid wasting it. A ready meal that looked like a TV was the answer.

## Popsicle

Did you know, the inventor of the Popsicle, the much-loved summertime treat, was an 11-year-old child? In 1905, Frank Epperson left a cup of soda with its stirring stick in it on the porch overnight and when he went outside the next morning it had frozen. Frank called his invention the ‘Epsicle’, because it was like an icicle, and later made it for his own kids who called it ‘Pop’s ‘sicle’. The catchy name was patented in 1923.

## Ice cream cones

It was a moment of thinking-on-your-feet that led to the invention of the ice cream cone, which some might go as far as saying ice cream is incomplete without. It was at the St. Louis World’s Fair, in Missouri, in 1904, when Syrian concessionaire Ernest Hamwi decided to roll up some zalabia, which are crisp, waffle-like pastries, to help out a neighboring ice cream vendor who ran out of bowls.

## Chocolate chip cookies

In Massachusetts, in the 1930s, restaurant-owner Mrs. Wakefield is said to have been baking cookies, and discovered she'd ran out of an ingredient so substituted in Nestlé semi-sweet chocolate. The cookies were thought to be so delicious, Nestlé provided Ruth with a lifetime supply of chocolate in exchange for being able to print the recipe on its packet.

## Chimichangas

Tex-Mex favorite the chimichanga was reportedly invented by Monica Flin at her Tucson restaurant, El Charro Café, Arizona, in 1922. She accidentally dropped a burrito into the frying pan and when hot oil splashed up, she was about to swear, but stopping herself because her young nieces and nephews were around, yelled "chimichanga!" instead.

*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 #2**

# *Subject line: Expensive decorating mistakes designers won’t make again*

Some lessons in life are learned the hard way. Often, making a mistake is the best way to figure out what not to do in the future. When the stakes are high and the outcome is costly, you tend to remember an experience and grow from it, with the hope (in theory) that you’ll never repeat it again.

Well, this same sentiment applies to decorating your home. Seemingly trivial design decisions can turn into expensive issues fast—and often, these things could have been avoided with a little bit of planning, prep, or research. Curious about what rookie mistakes might cost you major moolah in the long run? In *Apartment Therapy* magazine, a handful of interior designers shared their insight on the pricey decorating mistakes they’ve made in the past. Hopefully, you can vicariously learn through them!

## Not Checking Out Big-Ticket Furniture Items in Person

It might seem like a hassle or an extra step in the decorating process, but it’s always worth taking the time to visit a furniture showroom or a brick-and-mortar store (once they’re open) to see a piece in real life before buying it, if possible.

Many companies often charge restock fees and won’t pay for return shipping either, so it’s always a good idea to know exactly what you are getting before it shows up on your doorstep. You could save yourself a substantial amount time and money in the long run this way, even if you have to shell out a little cash upfront for a sample or waste an hour window shopping.

## Forgetting to Test Paint Colors in Different Lighting Situations

Whether it’s sunlight streaming into your windows or the color of your light bulbs, lighting can alter the color of your paint.

For best results, you should test paint on all of the walls you plan on painting in a given room or rooms before committing to a color. Remember to look at swatches at different times of day, too, so you can see how the sun and artificial lighting will impact the look of the shade.

## Not Measuring Furniture Before Buying It

Nothing is worse than falling in love with a furnishing only to discover that it’s the wrong size for your home. Take out that measuring tape and blue painter’s tape and map out the exact dimensions of your desired new purchase to help you understand how it will work in your space.

Better yet, measure twice just to be sure you have the right dimensions. Consider recording those numbers in a note on your phone to reference later. If you don’t have a specific piece in mind, measure the spot in your room that you’d ideally want to fill. That way, if you’re shopping for a piece at an outdoor tag sale or later at a store, you won’t have to guess at what a proper sized piece would be.

## Leaving Your Design Plan up in the Air

Sure, you may be head-over-heels in love with an expensive sofa, but blowing your entire decorating budget on a single piece of furniture isn’t a very smart idea—particularly if you haven’t taken the time to make a design plan before your start shopping.

Your design plan doesn’t have to include a fancy drawing or mood board. It can be as simple as a Pinterest board, a list of items you need, and a price point that you need to stay under for the entire project that’s itemized out for particular furnishings, give or take a bit.

## Buying White or Pale Upholstered Furniture

If you’re thinking about ordering a sofa or armchair upholstered in very light-colored fabric, you might want to reconsider. Save yourself the headache and always go with something with a little color or pattern.

*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 #3**

# *Subject line:* Jobs That Will Pay Off If You’re Not Afraid of Dirty Work

We all have our dream jobs in mind, but the truth is that those jobs don’t always pay the best. In fact, it’s often the dirty jobs and the less-glamorous careers that are the most lucrative.

If you’re looking for a job that pays well and you’re willing to get your hands a little dirty, *Money Talks News* and *Wisestep* say these are some jobs paying more than $50,000 a year that you might want to consider. Sure these are dirty tasks, but if you can swallow your pride and maybe hold your nose — these jobs can provide substantial income.

**Garbage collector**

Many garbage collectors have the tough job of collecting trash by working long shifts while also ensuring that they do not get hit by the raging traffic while working out in the street. This is also the main reason why trash collecting is ranked as one of the toughest and high paying dangerous jobs in the world.

Garbage collectors also have to work through the year be it in rain, snow or hail. Although the job can be disgusting, it pays well for the employee. It is calculated that most garbage collectors get paid at least $60,000 annually.

### Oil rig worker

The life of an oil rig worker can be very harsh and tiring since their whole work-life includes living in an offshore oil rig structure in the middle of the sea and also working long 12-hour days and being subjected to intense heat.

Even with the physically demanding work, many oil rig workers are paid a large amount. The starting salary is $40,000 per year and it can be even higher if the employee has a degree or some other certifications.

**Crime scene cleanup**

Crime scene cleaners are people who have the tedious and disgusting task of cleaning the crime scene after the necessary investigation is done. The only bright side here is the crime scene cleaner salary. They are able to make a whopping amount of $75,000 per year and they have flexible work hours.

**Embalmer**

Having the job of a mortician or as an embalmer requires a large amount of concentration and patience. Embalmers are the professionals who prepare the dead body for the funeral and the last rites. The main duties of an embalmer include replacing the blood with embalming fluid and also to ready the dead body for display with necessary makeup.

This is a highly dangerous job as they are constantly involved with life-threatening diseases and infections from the dead body. These workers are paid at least $60,000 a year for their services.

*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!™**

**Week #4**

***Subject line: The Four Virtues of Stoicism Make You More Likable***

*Inc* *Magazine* tells us that stoics believe in four basic virtues:

**Wisdom:** Making informed decisions. Making logical decisions, not emotional ones. Exercising discretion. Being resourceful. Doing the right thing, even when the right thing is the hardest thing.

**Courage:** Persistence. Endurance. Industriousness. Confidence. Courage isn't the absence of fear, or anxiety, or, on the flip side, desire. Courage is the ability to do the right thing *in spite of* fear, anxiety, or desire -- to be the kind of person you want to be no matter what may come your way.

**Moderation:** Self-restraint. Self-discipline. Self-control. Humility. The ability to delay gratification and make choices that place long-term goals over short-term satisfaction.

**Justice:** Treating people fairly. Treating people equitably. Acting with integrity. Giving more than you take. As Epictetus said, "Seeking the very best in ourselves means actively caring for the welfare of other human beings."

Being stoic won't make you likable; embracing the Stoic virtues will make you more likable. Most people want to work for a boss who makes informed, logical decisions -- decisions that he or she can justify. Most people want to work for a boss who cares more about *doing* right than *being* right. Most people want to work for a boss who stays cool in a crisis.

And everyone wants to work for a boss who treats people fairly and equitably -- and who gives more than he or she takes.

The same is true in a broader sense. Think of someone you like, respect, and admire.

The words "cold," or "clinical," or "emotionless" don't come to mind.

The people you like, respect, and admire remain positive in the face of adversity. They remain empathetic and thoughtful in the face of conflict. They're humble in the face of incredible success. They help other people because seeing other people succeed makes them happy.

Want to be more likable? Don't be stoic. Be a Stoic. And in the process, you'll also be more successful: Stoics know what kind of person they want to be, and make decisions that help them become that kind of person.

Regardless of what comes their way.

*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!**