



**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* |

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| ***Floor Decor***363 Boston Post RoadOrange, Connecticut 06477203-298-4081 |

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| **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 |

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| Anchor

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| ***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.** |

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| *Happy Thanksgiving*!  |

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|  | 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** |

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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*: *Train your brain*

By the time you finish this article, your brain will be different -- according to *Fast Company*.

The reason for this cerebral shift is *neuroplasticity—*or the brain’s ability to change and restructure itself. Every time the brain processes new information, neurons fire, new pathways form, and the malleable brain alters its shape and structure.

## What is neuroplasticity?

In a nutshell, neuroplasticity is the brain’s ability to learn and adapt. Until relatively recently, experts believed that our brains were fixed by the end of adolescence and that, in terms of neurons, it was all downhill from there. But the latest research has proved the opposite: that our brains can actually grow and change throughout adulthood. That is, if we treat our neural pathways right.

## 9 techniques to “rewire” your cognitive pathways:

**1. Feed your brain**

Your brain makes up only a tiny proportion of your total body weight, but it uses up a quarter of everything you eat. If you want enhanced neural pathways, you’ll need an enhanced diet. That means grabbing snacks like walnuts, blueberries, and avocado during the day. Vitamin D and magnesium are top priorities if you want to promote neuroplasticity.

**2. Take naps**

Obviously, a good night’s sleep of between seven and nine hours will always set you up for a better brain day. But a short afternoon nap of around 20 minutes will elevate your neuroplasticity potential even further. A short nap encourages the growth of dendritic spines, which act as crucial connectors between the neurons in your brain.

**3. Don’t let the workday linger**

Like muscle-building, neuroplasticity needs downtime in order to do its work properly. Managers should embed and enforce a “close the day” ritual that prioritizes reflection and gratitude for small wins. An end-of-day Slack message saying “Thanks for the great ideas in the brainstorming session today, everyone. See you tomorrow,” can help the team feel valued. Putting a hard stop to the stresses of the day in a way that also boosts endorphins creates perfect conditions for neuroplasticity. Bonus: it also sends the signal that it’s OK to “leave” work and unplug for the evening.

**4. Expand your vocabulary**

Try to learn one new word every day. According to experts, this simple act will spark a multitude of new neural pathways, both visual and auditory. (Give it a few months and it’ll make you unstoppable at Scrabble too).

**5. Use the “wrong” hand**

Non-dominant hand exercises are excellent for forming new neural pathways, as well as strengthening the connectivity between existing neurons. For instance, if you’re right-handed, try brushing your teeth with your left hand – and then try it while balancing on one leg for a double neuroplasticity bonus.

**6. Learn to juggle**

Juggling is frequently cited as an excellent means for improving neuroplasticity. Keep a small set of balls in your work drawer for a brain boost whenever you have a few spare seconds between tasks. The better you get, the bigger the benefits.

**7. Play chess**

Embrace chess – a game that has endless potential for neuroplasticity. Chess players have significantly more grey matter in their anterior cingulate cortex than those unfamiliar with en passant and castling. And you don’t even need another player or a board in order to reap the mental benefits. Simply log onto chess.com for a quick blast whenever you have a few minutes. (You don’t need to finish a game to get the neurological boost.)

**8. Do mnemonic drills**

Teaching yourselfmnemonic devices, like formulas or rhymes, can enhance connectivity in your prefrontal parietal network, paving the way to new, positive pathways in your brain.

**9. Be mindful, as a team**

One of the best things you can do to promote neuroplasticity in a work force is to incorporate regular group meditation. There are multiple online options available to get you started. Not only does it help with the positive brain rewiring process (while expanding several useful parts of the brain), it also results in team members reacting to problems with an increased sense of calm, passion, and awareness. Neuroplasticity at its finest.

*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 #2**

# *Subject line: Five things you didn’t know about Neptune*

On September 23, 1846, German astronomer Johann Gottfried Galle discovered the planet Neptune, the eighth planet in our solar system. To celebrate this landmark event in astronomical history, here are five things *Trivia Today* tells us about the planet Neptune...

**The Discovery of Neptune is still a Controversy** The first person to have seen Neptune was likely Galileo, who marked it as a star in one of his drawings. However, since he did not identify it as a planet, he is not credited with the discovery. That credit goes to French mathematician Urbain Le Verrier and the English mathematician John Couch Adams, both of whom predicted that a new planet – known as Planet X – would be discovered in a specific region of the sky. When astronomer Johann Gottfried Galle actually found the planet in 1846, both mathematicians took credit for the discovery.

**Neptune is the Coldest Planet in the Solar System** The temperatures on Neptune can dip down -221.45 degrees Celsius (-366.6 °F). That’s almost three times the coldest temperature ever recorded on Earth (-89.2°C; -129°F), which means that an unprotected human being would flash freeze in a second!

**Neptune's has the Fastest Wind Speeds in the Solar System** Neptune's winds can reach speeds of up to 1,500 miles per hour, faster than the speed of sound. Scientists are puzzled exactly how an icy cold planet like Neptune can get its cloud tops to move so fast. One idea is that the cold temperatures and the flow of fluid gasses in the planet’s atmosphere might reduce friction to the point that it’s easy to generate winds that move so quickly.

**Neptune Has Dark Rings** Neptune has five rings, all named after people involved in the discovery of Neptune (Galle, Le Verrier, Adams, Arago, and Lassell). The rings are not bright like Saturn's, so it's difficult for people to spot the rings even with powerful telescopes. The rings may be the remnants of a moon that was destroyed in an inner orbit, possibly by Neptune's gravity.

**Voyager 2 Is the Only Earth Spacecraft to Visit Neptune** Despite all the probes and telescopes that have been launched from Earth, the only spacecraft that has ever visited Neptune was NASA’s Voyager 2. Voyager 2 made its Neptune flyby on August 25, 1989, passing within 1,860 miles of the planet’s north pole. Voyager 2's data showed geysers on Triton (Neptune's moon) and dispelled the notion that the moon was all ice; it also proved the theory that Neptune has rings. Voyager 2 also viewed Neptune’s “Great Dark Spot,” the rotating storm system which has since disappeared, according to observations by the Hubble Space Telescope.

*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 #3**

# *Subject line: Hypothetical questions that give your brain a workout*

The art of conversation is changing. Sometimes we are so connected to our screens that we forget to “connect” with those around us. It’s time to change this.

Once in a while, it’s nice to sit down, relax, and just talk. But chatting can quickly get boring when you stick to small talk. After all, there is only so much to say about the weather. Luckily, posing a couple of **hypothetical questions** can quickly turn a dull chat into an invigorating conversation.

Whether serious or silly, hypothetical questions are a great way to get an interesting conversation started. They create an open environment where people can share their inner thoughts and feelings. You get to know the person you are talking to better since these “What if…?” questions force you to think and use your imagination.

Save your small talk for the strangers you meet while in line at the supermarket. Try out these hypotheticals the next time you want to have a real conversation.

## Hypothetical Questions

1. If you had the chance, would you want to be pain-free for the rest of your life?

2. Would you take a $70k/week job offer where you get paid to sit in a pitch-black room and do nothing for 20 hours a day?

3. What would I hear if I asked a group of people who know you for five adjectives to describe you?

4. Which place on the planet would you never want to live, and why?

5. Which famous person’s body would you take over if you were a zombie?

6. What would you do if you could go back in time and learn something sooner, and how would it change things?

7. Would you rather forget about yourself or forget about anyone else?

8. Will you be able to give up 30 years of your life in exchange for allowing a stranger to die?

9. Would you take something that removes your body’s need for sleep if it was given to you?

10. Would you rather have to say anything that comes to mind all the time or never have to say anything at all?

11. Which mask would you like if you had to wear one for the rest of your life?

12. What music would you prefer if you could just listen to one song for the rest of your life?

13. What show would you like if you had to be trapped in a TV show for a month? And who would you be if you were a character?

14. We can select a single color that our eyes can see before we are born. What color would you like to choose?

15. Every day, 12 new things arrive in your house, all of which begin with a letter you choose. Which letter would you pick?

16. What would you choose if you had the option of living for seventy years and being incredibly happy or living forever and being unhappy?

17. How would you handle a situation at work where you were asked to execute a task that went against your morals?

18. Would you like to be the President of the United States or the Head of State of a Monarchy? Where would you rule if you were a monarch?

19. What would you eat if you could only eat one food for the rest of your life?

20. Do you think you could persuade a coworker to see your point of view on a strategy’s direction? If that’s the case, how would you persuade them?

*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!**

**Week #4**

***Subject line: America’s Most Scenic Road Trips***

From the dramatic California coast to history-lined thoroughfares of New England, there are countless scenic drives across the country — and some stellar standouts — *Travel & Leisure* has picked the best road trips in the U.S.A. with heart-stopping views.

Here are 5 of our favorites from the list, and a way you can find more!

## Hana Highway, Maui

The T-shirts all say: *I survived the road to Hana*. It can take more than two and a half hours to travel the 52 miles from Kahului to Hana, as you snake past steep sea-cliffs lush with blooming mango trees, buy banana bread from roadside stalls, and pull over for Jurassic vistas. In tiny Hana, a town on eastern Maui, a cinder cone shields the red sand beach where nudists and endangered monk seals bake idly in the sun.

**Stop:** Drive past Hana to where the road ends (or becomes unpassable, according to most rental car contracts) to visit the Pools of Oheo, a gently cascading, seven-tiered gulch at Haleakala National Park.

## Blue Ridge Parkway, The Carolinas and Virginia

The nearly 500 miles of blacktop twisting through the Great Smoky Mountains and Shenandoah national parks was built for travelers seeking Appalachian overlooks. It's a panoramic drive for all seasons, with undulating slopes of color in autumn, a bounty of forest canopy in summer, and ski resorts in winter. The parkway has become a paradise for birders: with over 50 resident species, it boasts more diversity than the entire continent of Europe.

**Stop:** In the mines of the mineral-rich Appalachian Mountains, visitors can pan for emeralds, amethyst, rubies, topaz, and even gold.

## Lake Shore Drive, Chicago

The rock stars of American architecture line up like soldiers facing Lake Michigan, starting north at Hollywood and reaching south through Jackson Park, spanning 26 miles. The downtown buildings are showstoppers, from the blocky staircase of the Willis Tower — formerly the Sears Tower and tallest building in the world — to the Belle Époque elegance of Burnham and Root's Rookery, to the stark post-Bauhaus boxes of Mies van der Rohe. It is the greatest architecture road on earth.

**Stop:** In Millennium Park, visit the iconic Cloud Gate sculpture.

## 17-Mile Drive, California

The so-called 17-Mile Drive spanning California's Monterey Peninsula clocks in at less than 10 miles long. On a privately-owned strip off Highway 1, stretching from the towns of Pacific Grove to Carmel, the road runs through the Del Monte forests belonging to the exclusive Pebble Beach golf community. With surf-beaten cliffs and colonies of harbor seals, it also boasts spectacular sunsets over the Pacific that residents say are worth the $10.25 entry fee to use the private road.

**Stop:** The Monterey Bay Aquarium has sunlit kelp-forest tanks, a petting pool, and a million-gallon tank with giant sharks and sea turtles.

## U.S. 1, Florida Keys

Leaving the mainland for the 120-mile-long island chain of Florida's Keys, travelers enter a paradise of beach bars, water sports, and Parrotheads (Jimmy Buffett fans). From Key Largo to Key West, the overseas highway strings the islands together like beads, running past lighthouses, underwater coral reef parks, and across 7 Mile Bridge — one of the longest bridges in the world.

**Stop:** On the docks at Islamorada, travelers can hand-feed bait fish to tarpon more than six feet long.

For more scenic road trips from Travel & Leisure, [Click Here](https://www.travelandleisure.com/trip-ideas/road-trips/americas-most-scenic-roads). <https://www.travelandleisure.com/trip-ideas/road-trips/americas-most-scenic-roads>

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**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.**