



**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*: *Words that people constantly mispronounce*

It’s a universal feeling: The word is on the tip of your tongue when you suddenly second-guess the pronunciation. After an awkward pause in the middle of your sentence, you throw in a more basic synonym instead.

Doing your research ahead of time can help you avoid these tongue-tying situations, ensuring you sound intelligent while conversing with ease. According to Hailey Hudson as reported in *Ladders*, here are the nine words people most often mispronounce and the correct ways to say them.

## Niche

Niche is one of the most commonly mispronounced words in the dictionary. If you say “nitch,” you’re right on target — this is the traditionally accepted way to pronounce this word (which means, among other definitions, a specialized role). The pronunciation “neesh,” however, is becoming more mainstream.

## Epitome

Often read phonetically as “EP-i-tome,” this noun is actually pronounced “uh-PI-tuh-mee.” The word first appeared in print all the way back in 1520 and refers to a person or thing that’s the ideal example of a specific quality or type.

## Hyperbole

Hyperbole is a figure of speech that means an exaggeration. It’s pronounced “high-PER-buh-lee” — remarkably similar to epitome. But while it might seem clear once you see it written out, this is another tricky one: It’s not uncommon to hear people pronounce this word “HIGH-per-bowl.” Moral of the story? Every word is not as it seems. Here’s an example of a phrase that’s hyperbole: “He was running faster than the wind.”

## Mischievous

Feeling mischievous? If you announce it, make sure you say the word right. The correct pronunciation of this word is “MIS-chuh-vus.” However, many people say “mis-CHEE-vee-us” instead.

If you’re in the second group, you aren’t crazy. According to Merriam-Webster, the word was often spelled “mischievious” as long ago as the 16th century. Today, however, this alternate spelling and pronunciation are considered nonstandard. So “MIS-chuh-vus” it is.

## Segue

Often used as a music term, segue means to continue to what’s next without stopping. Although it doesn’t look like it, this word is pronounced “SEG-way.”

## Eligible

It’s tempting to pronounce this word as “ih-LEH-juh-bul.” But if you do, whoever you’re talking to will likely get confused: That’s how a totally separate word, illegible, is pronounced. Stick to “ELL-ih-ju-bull” so your conversation partner stays on track — you’re talking about whether somebody or something is qualified to participate, not whether you can read their handwriting.

## Applicable

“AH-plih-ka-bull” is the most commonly accepted pronunciation of this adjective. However, Merriam-Webster says “ah-PLIK-a-bull” is also allowable. In other words, whichever version comes out of your mouth first is acceptable — as long as the word is applicable to the topic at hand.

## Transient

You might not use this word in everyday conversation. Meaning “passing quickly into and out of existence,” this double-duty adjective and noun provide a prettier way to refer to things or people that are brief, temporary, or short-lived.

The correct pronunciation of “transient” is “TRAN-she-ent.” But “TRAN-zee-ent” is often used, too — so don’t worry if you slip up.

## Quinoa

Taking a lunch break? Make sure you know how to order what you want to eat. Quinoa is a nutritious grain that’s often substituted for rice in various dishes. The word comes from the Spanish language, drawing on the Quechua word “kinua.” And, good news, the pronunciation is actually pretty simple: “I’d like the grilled chicken on a bed of KEEN-wah.”

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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**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.**

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479 Park Ave., Yuba City, CA 95993

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**Week #2**

# *Subject line: Things we do that really confuse our dogs*

Dog behavior is extraordinarily flexible – this is why we can keep them in our homes and take them to cafes with us at the weekend.

Nevertheless, there are ways in which evolution has not equipped dogs for the challenges of living in our world, and puppies must learn how to cope.

Animal researchers tell us in The Conversation that these are some of the things we do they struggle to understand.

## 1. We Leave Them Alone

As born socialites, dogs make friends easily. Puppies are intensely interested in spending time with other dogs, people, and any species willing to interact with them socially. They usually play, rest, explore and travel with company. Yet we often leave dogs alone: at home, in kennels or the vet clinic.

In these situations, naive dogs can’t be sure we’ll ever return to collect them. Only after experience are they likely to expect a reunion, and even then, their experience depends on the context.

## 2. We Are Visually Driven

Dogs live in an olfactory world, while ours is chiefly visual. So, while TVs may offer a visual feast for humans, parks and beaches are an olfactory banquet for dogs.

An additional challenge is dogs move while investigating the world, whereas we often sit still. They may not relish the inertia we enjoy in front of a noisy, flashing light-box.

## 3. We Change Our Shape and Smell

Shoes, coats, wallets, briefcases, bags and suitcases: countless smells cling to these items after we take them into shops and workplaces, then back to our dogs. Cleaning products, soaps, deodorants and shampoos also change the scents our dogs are used to.

In their olfactory world, it must be puzzling for dogs to encounter our constantly changing smells, especially for a species that uses scent to identify familiar individuals and intruders.

## 4. We Like to Hug

How humans use their forelimbs contrasts sharply with how dogs do. We may use them to carry large objects a dog would have to drag, but also to grasp each other and express affection.

Dogs grasp each other loosely when play-wrestling, and also when mating and fighting. Being pinned by another dog hinders a quick escape. How are puppies to know what a hug from a human means, when that behavior from a dog might be threatening?

## 5. We Don’t Like to Be Bitten

Play-fighting is fun for many puppies and helps them bond with other dogs. Humans are much more susceptible to pain from playful puppy jaws than other dogs are, and so we can react negatively to their attempts to play-fight with us.

Dogs also “mouth” other dogs when playing, expressing affection and communicating everything from “more” to “please don’t” to “Back off!”. So, naturally, they try to use their mouths when communicating with us and must be puzzled by how often we take offense.

## 6. We Don’t Eat Food from the Bin

Dogs are opportunists who naturally acquire food anywhere they find it. In contrast, we present them with food in dishes of their own.

Puppies must be puzzled by our reaction when we find them snacking from benches and tables, in lunchboxes and kitchen bins. We should not be surprised when dogs unearth food we left somewhere accessible to them.

## 7. We Share Territories

We visit the territories of other dogs, bringing back their odors, and allow unfamiliar human and canine visitors to enter our dogs’ home. Dogs have not evolved to accept such intrusions and threats to their safety and resources.

We shouldn’t be surprised when our dogs treat visitors with suspicion, or when our dogs are treated with hostility when we bring them to the homes of others.

## 8. We Use Our Hands a Lot

Sometimes our hands deliver food, scratches, massages and toys. Other times, they restrain dogs, trim nails, administer ointments or tablets, and groom with brushes and combs that may pull hair.

No wonder some dogs grow to fear the human hand as it moves about them. We can make it easier for dogs to accept many types of hand-related activities if we train them to cooperate with rewards.

On the whole, dogs show a remarkable ability to adapt to the puzzles we throw at them. Their behavioral flexibility offers us lessons in resilience and how to live simply and socially. Our challenge is to understand the absence of guile and malice in everything they do.

*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!**

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**Week #3**

# *Subject line: How to strengthen your knees if you have aches and pains from running*

Knee injuries account for 28 percent of injuries in runners, according to data published in the Journal of Sports Science and Medicine.

That’s why strengthening the muscles that surround our knees is key to stability and injury prevention. The knee is involved in the full running gait cycle: When we flex it, the hamstrings contract; to extend it, the quadriceps come into play. All of these interconnected muscles need to be strengthened in order to protect that knee.

Running coach Ashley Mateo suggests these exercises in Running World magazine for keeping your legs strong and healthy.

**Squat**

Stand with feet just wider than hip-width apart, toes pointed slightly out, and hands clasped at chest. Sending hips back, then bend knees to lower down as far as possible while keeping your chest lifted. You should lower down until thighs are at least parallel to floor. Press through heels and engage glutes to return back to the starting position. Repeat. Do 3 sets of 10 reps.

### ****Reverse Towel Lunge****

Stand with feet hip-width apart with a towel or slider under right foot. Slide right foot back as you bend left knee, allowing left hip to flex, and lowering left knee to floor. Press left heel into the floor, then drive upwards to return to standing. Do 1 to 2 sets of 8 to 10 reps on each side.

### ****Single-Leg Deadlift****

Stand with feet hip-width apart. Lift right foot just off of the floor, making sure not to let right hip shift out to the side. With a microbend in left knee, hinge at hips as right leg lifts straight out behind you and lower chest toward the ground. Continue until chest and right leg are nearly parallel to the floor in a straight line. Pause, then squeeze glutes to return back to starting position. Do 1 to 2 sets of 8 to 10 reps on each leg.

### ****Lateral Lunge****

Start in a standing position, then step to your left foot way out to the left, send hips back and bend left knee until hamstring is about parallel to the floor as right leg stays straight. Push off the right foot and return to the starting position, then repeat on the left. Complete 20 total reps, alternating legs. Do 1 to 2 sets.

### ****Step Up****

Stand in front of a step or bench. Step up with right foot, then drive the left knee up toward your chest so hip and knee form a 90-degree angle. Return to start. That’s one rep. Do 8 reps on each side. Repeat for 3 sets total. Add a set of dumbbells for an extra challenge as you progress.

### ****Split Squat****

Stand a foot or two in front of a bench, box, or step. Reach right foot back and place the toes on the bench. Bend left knee to lower as far as you can with control. Push through left foot to return to standing. Do 2 or 3 sets of 8 to 10 reps per leg.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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**Week #4**

***Subject line: Things you didn’t know about Alaska***

On October 18, 1867, the U.S. formally took possession of Alaska after purchasing the territory from Russia. Here are things you probably don’t know about the largest state in North America according to Trivia Today.

**It reached 100 degrees in Alaska – Once**

Over 100 years ago, in 1914, Fort Yukon recorded an official temperature of 100 degrees, according to USA Today. Believe it or not, that mark of 100 degrees ties the all-time high temperature in the state of Hawaii. Not surprisingly, Alaska also holds the record for the lowest temperature ever observed in the United States. That bone-chilling figure of -79.8 degrees was recorded in the mountains of northern Alaska in 1971.

**Japan Attacked Alaska During World War II**

You thought Pearl Harbor was the only major attack on U.S. soil during World War II? Nope! The Japanese attacked Alaska during World War II. On June 6, 1942, the Japanese attacked Attu and Kiska, two of the Aleutian Islands, and held them for months, enslaving the small number of residents. American troops arrived to take back the islands, but they were woefully unprepared for the Alaskan climate. The ensuing battle lasted 15 days and resulted in the deaths of 2,650 Japanese and 549 Americans, a total higher than the attack on Pearl Harbor.

**Most of Alaska is Inaccessible by Car**

At least 75 percent of the state is unreachable by car. Instead, snowmobiles and bush planes are typically used for travel. Because many of the highways are only two lanes, there’s a law requiring drivers to pull over if at least five vehicles are behind them, to allow the faster traffic to pass.

**North America’s Strongest Earthquake Was in Alaska**

A 9.2 earthquake struck Prince William Sound off the Alaska coast on March 27, 1964, and was the largest ever recorded in North America. It lasted more than four minutes and produced more than 10,000 aftershocks in the ensuing days. Approximately 130 people died from the resulting tsunamis in Alaska, Oregon and California. Anchorage was severely damaged, and some communities southeast of the city saw the land drop by up to eight feet.

**The Purchase of Alaska Was a Real Bargain**

Alaska is home to the country’s best real estate bargain. In 1867, the United States bought Alaska from Russia for $7.2 million, which is a lot less than some celebrity homes these days. Some mocked the purchase because the land was considered worthless, so they called it “Seward’s Folly” after William Seward, the Secretary of State who brokered the deal. Those people who mocked it might have changed their minds if they had known gold and oil would be discovered years later, which produces billions in tax revenues each year.

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