



**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:* Five things you didn’t know about Arlington National Cemetery**

On November 11, 1921, exactly three years after the end of World War I, the Tomb of the Unknown Soldier was dedicated at Arlington Cemetery in Virginia. This cemetery is steeped in a treasure trove of rich history. Here are five facts from Trivia Today that you may not know.

**One Crypt Remains Empty at the Tomb of the Unknown Soldier**

In 1921, the Tomb of the Unknown Soldier was built for an unidentified World War I American soldier who was exhumed from an American cemetery in France. The tomb was engraved with the words: “Here rests in honored glory an American soldier known but to God.” Three other graves alongside the tomb hold the remains of unknown soldiers from World War II, Korea, and Vietnam. One of those crypts was exhumed in 1998, and the remains were identified as Air Force officer Michael Joseph Blassie, who was killed during the Vietnam War in May 1972. His remains were then moved to Jefferson Barracks National Cemetery in St. Louis, Missouri. Officials decided to keep the crypt vacant and replaced its cover with one that says: “Honoring and Keeping Faith with America’s Missing Servicemen 1958-1975.”

**The Cemetery Grounds Were Owned by a Relative of George Washington**

George Washington Parke Custis, the first president’s adopted grandson, originally owned Arlington estate which is now the hallowed grounds of Arlington National Cemetery. Custis initially thought about naming the 1,100-acre property Mount Washington, but named it Arlington, which was the name of the Custis family’s estate in Virginia. Custis did however honor his grandfather's legacy by building the Arlington House as a memorial to his adopted grandfather. The mansion still stands today and can be found on the grounds of the cemetery.

**Sentinels Guard the Tomb of the Unknown Soldier**

Twenty-four hours a day, rain or shine, soldiers from the 3rd U.S. Infantry Regiment, known as "The Old Guard," stand watch over the Tomb of the Unknown Soldier. The Tomb Guards, also called Sentinels, are chosen for this prestigious and highly selective post only after rigorous training and a demanding series of examinations. The Old Guard has held this distinguished duty since 1948.

**The First Person Interred on the Grounds was not a Service Member**

Mary Randolph, a cousin of the wife of George Washington Park Custis, died on January 23, 1828, and was buried on the estate, which predated any servicemen interred there. She was the author of “The Virginia House-Wife; Or, Methodical Cook,” which was one of the most popular housekeeping and cookbooks published in the 19th century. As an interesting bit of trivia, Mary Randolph was descended from John Rolfe and Pocahontas on her mother’s side.

**More than Two Dozen Funerals Are Held Daily**

More than 400,000 active-duty service members, veterans, and their families are buried in the sprawling 624-acre grounds of Arlington National Cemetery. A total of 27 to 30 funerals are held each day during the week and between six and eight burial services are performed on Saturdays.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. Who is the next person you know who needs new flooring right now? Can I count on you to pass my name along to them? You’ll be doing them a tremendous favor by referring them to a professional they can trust. Plus, you’ll be rewarded for your referrals! Thank you!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #2**

# *Subject line:* The best way to reheat pizza (and some things you should never do)

Order pizza, and there’s a good chance it’s gone within hours. Something about that round wheel of dough, melted cheese, warm tomato sauce, and seemingly countless topping possibilities is simply irresistible. If only pizza would stay that way forever.

Still, it’s hard to resist the temptation of a leftover slice as you rummage through the fridge for food the next day. Maybe you like cold pizza—there’s no shame in that—but if you’re looking to reheat pizza in a way that restores some of that fresh-pizza magic, you’ll need to know what you’re doing.

So, *Popular Science’s* DIY team tracked down the most popular strategies, bought a whole lot of pizza, and put them to the test. They sought the ultimate method—"The Way”.

## How they did it

*PopSci* is based in New York City, so they tested each method with the thin-crust style of pizza the Big Apple is famous for. If you’re reheating Chicago-style deep-dish pizza or another variety, your results may vary.

The slices they used (both plain cheese and adorned with various toppings) spent 12 to 48 hours in the fridge. Reheating frozen pizza is a whole other ballgame, and we can’t speak to that here.

## Here are the best of the methods tested

### Reddit’s favorite

The official reheating method of the /r/pizza subreddit, this calls for placing your cold pizza on a non-stick pan (you may be tempted to try this with a cast-iron pan, but they found a standard non-stick pan worked best), and cooking it for two minutes over medium-low heat (or until the bottom of the slice is crispy). Then, pour two drops of water (less than a teaspoon) into the pan as far from the pizza as you can get. Cover the pan with a lid and turn the heat to low. Cook it for another minute.

##### *The results*

The crust was crispy, the cheese (thanks to the steam from the water circulating under the lid) melted perfectly, and the slice was the perfect temperature to be eaten immediately.

### Hot tray in a hot oven

Put a baking tray in your oven and heat it to 500 degrees Fahrenheit. If you don’t want to clean the tray later, you can line it with foil. Once the oven has reached the proper temperature, use an oven mitt to take the hot tray out and put your slices on it. Place the tray on the middle rack and cook it for five minutes. If your oven runs hot or your ‘za is a little too crisp for your liking, cook it for the same amount of time at 450.

##### *The results*

The PopSci team had to let the pizza sit for a minute or two to cool down before they could eat it, but when it passed between their lips, they experienced excellent crispiness, melty cheese, and a slice that was almost as good as new. For what it’s worth, one author considers this the best way to reheat pizza.

### Air fryer

If you want to reheat pizza in an air fryer, we’ve got you. Put a slice of pizza into a cold air fryer, turn the heat to 400 degrees and let it cook for five minutes. They put it directly on the air fryer tray, no foil, and it didn’t make too much of a mess. The drip tray caught any excess, too. This combination of heat and time worked best for us, but given the variety of available air fryers, you may find your sweet spot lies somewhere between 360 and 400 degrees, cooked for four to eight minutes.

##### *The results*

This is by far the fastest of the top-tier methods. You won’t have to wait for a pan or oven to heat up—just pop it in the air fryer and go. Five minutes later, you’ve got a crisp, bubbly, delicious slice. There are some downsides, though: you can really only heat one slice at a time, and more fragile ingredients (such as vegetables), may begin to burn after five minutes. At eight minutes, even at 360 degrees, the whole crust was burned. So don’t delay getting it out of the fryer and onto your plate.

*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

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**Week #3**

# *Subject line:* Ways grocery stores get you to spend more money

With the holidays around the corner and big family meals in your future, you’re probably going to be spending time at your local grocery store. *Allrecipes* tells us that grocery stores use tried and tested tactics to entice you to spend more money without you even noticing it (until, of course, you're checking out). Learning to recognize these strategies will help you lower your grocery bill and make you a savvier shopper all around.

### 1. Large carts

Consider this: the larger the shopping cart, the more items you can fit into it. More items in your cart can easily add up to a higher grocery bill.

### 2. Long aisles

Strolling down a long supermarket aisle to find the right item gives you time to spot items you didn't know you needed, and to load them into your cart.

### 3. Popular foods in the middle of the aisle

The reason for long aisles applies here, too: If you're halfway down the aisle before you find what you're looking for, you've already passed plenty of potential distractions.

### 4. Eggs and dairy at the back of the store

Why put essentials like milk and eggs at the back of the store? Because shoppers will pass much more inventory than if these items were at the front of the store. In other words, good luck to shoppers who think they're just going in to buy milk or eggs!

### 5. Produce at the entrance

In addition to being pricier than processed food on average, colorful fresh produce simply looks enticing. Some say the sight of it's enough to put shoppers in a good mood, making them want to buy more.

### 6. Freshly baked goods near the front of the store

A store bakery with its bread, muffins, croissants, and cookies will strike chords of comfort and nostalgia with shoppers, lifting their spirits. Its placement near the store's entrance is no coincidence, as it sets the tone for a positive shopping experience.

### 7. Expensive items at eye level

Again, it's all about what shoppers can see. Placing pricier items right in the average shopper's line of vision helps them stand out, while generic and less expensive items tend to sit lower on shelves.

### 8. Displays at the end of aisles

Companies will pay to have their products featured on the shelves at the end of aisles, known as end caps, as shoppers will take note of this prime real estate. Plus, end caps are designed to prompt shoppers to purchase multiple items.

### 9. Foods paired together

As with end caps, stores will set up other displays to get shoppers to buy more by grouping similar items together, such as chips and salsa or all the components of a charcuterie board.

### 10. Impulse purchases near the registers

The checkout line is your last chance to raise your bill, so stores take advantage of the area near the registers to sell you all the little things you didn't think you needed: gum, mints, magazines, chocolate, drinks, and so on.

### 11. Prices ending in .99 or .95

Ending a price tag with .99 or .95 convinces shoppers that the item costs considerably less than if it were rounded up, as we read prices from left to right.

### 12. Marketing sales as bundles

If you see a sign that advertises a "two for $5" or "three for $10" kind of sale, read the fine print. Often, you can buy just one item and still get the sale price.

### 13. Many deals aren't drastic

A sale sign will inevitably get your attention but do a quick price check before you purchase something just because it's on sale. These discounts aren't as drastic as you may think, so notice the original price to decide whether buying something on sale actually behooves you.

### 14. Pricy prepared foods

When a store takes the time to prepare foods to sell in the deli section, you can guarantee these items will cost more than if you would prepare them yourself.

### 15. Music to set the mood

Soothing music slows you down, so you can stroll through the store at your leisure. In theory, more time in the store should result in more sales, and research from the American Marketing Association suggests that grocery stores do in fact generate more dollars when they play music with a slower tempo.

### 16. Seasonal items

Stores have to get rid of seasonal items like holiday candy or decor, which is why you'll often find them displayed where shoppers will notice them.

### 17. Free samples

Tasting a free sample at the grocery store certainly comes at no cost to you, but it can entice you to buy a product that you may not have even noticed otherwise.

*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!**

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**Week #4**

# *Subject line*: Four really small things that say a lot about you

Ever been asked to say a few things about yourself? Perhaps you said you’re a good communicator, attentive to details, or a team player. The point being, we all define ourselves in a certain way.

Here’s the paradox, though; It’s not what you say that is an accurate representation of who you are, but rather what you show yourself to be. That’s how people judge you. They respond to the image you project. Leah Njoki in Your Tango tells us it’s critical to focus on what you do rather than what you say.

### 1. How you keep time.

There’s a lot to be said about people who don’t keep time. It screams inefficiency, unreliability, and disorganization. A person who is always late doesn’t do a very good job of managing their responsibilities and their overall lives.

Failing to keep time is terrible, but it’s worse when other people are involved. You see, when you’re consistently late for meetings, it shows you don’t respect others. Because you put your needs before them, steal their time, and disturb their experience.

It might seem like a small act, but it signals self-respect, discipline, and integrity. When you’re tardy, though? Sadly, no one will want to hang around you because you can’t be trusted to keep your word. Being late is essentially breaking a promise.

If you want to keep time and avoid the overwhelm that comes from rushing all the time, overestimate the time required to arrive at a meeting. For example, leave home 15 minutes earlier.

### 2. How you engage in a conversation.

A conversation is the most basic way of human interaction — one that speaks volumes about us. Here’s why; when you talk to someone, they pick up on your tone of voice and the contents of the conversation. And whatever they pick up on makes them know who you really are.

But there’s one vital element of conversations we normally overlook — asking questions. Asking questions can improve the quality and engagement of your discussions in a big way.

This means you should ask more questions. Often you think you’ll come across as being offensive but in fact, if you want the other person to be relaxed and to open up more, ask more questions.

Be genuinely present, give them your full undivided attention. Put away your phone, don’t yawn or get distracted.

### 3. How you dress.

The fashion industry is worth about 1.5 trillion dollars for a reason. Let’s face it; humans are visual. Why do you think the hype around designer outfits, make-over shows, and online shopping never seem to fizzle? Some may argue this is vain but dressing well can influence your social standing significantly.

This is clearly evidenced by a study conducted by a team in the UK and Turkey. Upon completion, two things became apparent: A) Your clothes create your impressions, and B) your clothes can make a massive difference to what people think about you — even without knowing you.

Although the study was conducted on male clothing, it’s relevant across all genders. The outcome is clear, one of the best ways to make an impression – good or bad – is with the clothing you choose to wear. There are tons of websites dedicated to this, so if you’re wanting to change the impression you make, google the style of clothing that will best give off the desired impression.

A benefit of immaculate dressing with classic style is that it speaks well of your character. By the image you present, your personality shines through and draws people to you, which in turn ignites a spark of self-esteem and gives you incredible confidence.

### 4. How you improve yourself.

If your classmates from elementary school met you today, what would they say? Would your current self surprise them? Or would you be exactly how they knew you? The truth is, school pushes us to be better, to aim higher and demands more from us.

But when we’re done riding that wave, most people lay down their tools and call it a day. They stop developing, growing, and challenging themselves for a higher and better life.

The underlying message behind improving yourself says you hold yourself in high regard, you expect more from yourself, and are excited about your life. How awesome is that? This is why you must never stop improving yourself.

Changing these little things takes time because habits become ingrained in you from an early age. All you need is to make small changes, and over time, the compound effect will transform you.

But no matter how long it takes, it’s worth it. When you’re intentional about the image you project to others, it can have a significant impact on your own life.

*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!**

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