



**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.

|  |  |  |
| --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | |  | | |
| |  | | --- | |  | | |  |  | | --- | --- | | |  | | --- | |  | | | |  | | --- | | ***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*: Don’t Buy into the New Year Detox

After spending the past month enjoying one-too-many cookies, peppermint mochas and spiked eggnogs, eliminating last year’s dietary sins seems like the perfect start. Supplements, coffee enemas, juice fasts, heat wraps and teas all promise a new, detoxified body, but do they actually work?

The *Food Network* tells us that detoxing is a rare medical need that’s been turned into a billion-dollar industry. Over the last decade, pills, juices, bars and shakes have been promoted as a magical formula to do everything from improving your health and digestion to getting you back into your skinny jeans.

More often than not, detox diets are nothing but liquid calories that lack the major nutrients our bodies need to function optimally. Participating in one of these cleanses often results in not consuming enough calories, which can leave you grumpy, hungry, and craving sugar, fat and carbs. In other words, starving yourself for a three-day juice fast may backfire in additional weight gain once completed.

Fasting doesn’t support the body’s natural detox pathway. Our bodies are designed to clean from the inside, detoxing unwanted material daily through our liver, lungs and kidneys. Eating foods rich in vitamins, minerals, antioxidants and fiber will help your body’s detox pathway function optimally — more than any pill or supplement could.

Follow these five simple tips for a healthy start to the new year.

**Eat whole foods**

A diet consisting of fruits, vegetables, legumes, nuts and seeds is full of the nutrients needed to support metabolic processes. In addition to an overall balanced diet, you can include certain foods that aid and promote the body’s natural detoxification process. Artichokes, avocados, beets, broccoli, Brussels sprouts, cabbage, cauliflower, celery, leafy greens, garlic, green apples, lemon and lentils should get the job done.

**Focus on fiber**

A balanced diet containing whole, plant-based foods makes it easy to reach the 25-38 grams a day recommendation for fiber. Foods high in fiber include raspberries, blackberries, dried figs, avocado, asparagus, broccoli, chickpeas and oatmeal. If you are not used to a high-fiber diet, introduce these foods slowly and to prevent any intestinal discomfort.

**Stay hydrated**

Fluids help flush out our system and maintain energy and focus. Since it can be more challenging to get in enough water during the colder months, remember that all liquids count. Try hot green or herbal tea, warm lemon water, broth or broth-based soups to help reach your hydration goals.

**Get moving**

Breaking a sweat naturally eliminates impurities through the skin. Exercise stimulates our blood circulation and lymphatic system, which moves fluid through our liver and kidneys for filtration. While running, walking and biking are great aerobic activities, anything that allows you to move your body works. The key is finding a form of movement you enjoy and sticking with it.

**Take a probiotic**

New research is showing that bacteria found in our gut plays an important role in how our body functions in connection with overall health. Taking a daily probiotic helps ensure we have enough good bacteria to properly digest food and keep things moving.

*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:* Seated Exercises to Keep You Limber at Your Desk

When seasons change, it can feel like it’s time to double down on work and school. But hours spent glued to a desk chair shouldn’t come at the cost of your fitness.

But never fear, *Popular Science* magazine reports that there are a few simple exercises you can do from your chair to keep your body limber and your muscles in good shape.

## Seated leg lifts and calf stretches

This exercise will tone your quads and stretch your calves, all while engaging your core. You’ll get a full lower-body workout without getting up from your seat.

* Sit in your chair with a straight spine and your shoulders pulled back. Rest your arms on your desk.
* Keeping one leg in place with your foot flat on the ground, raise the other leg so that it’s parallel to the ground. Make sure your posture doesn’t change. You should feel the muscles in your quad working, and maybe your abs as well.
* Slowly flex the foot of your raised leg until it’s perpendicular to your leg, stretching your calf. Hold for 10 seconds, then unflex.
* Lower your leg and do the move on the other side.
* Repeat until you’ve done 10 lifts on each leg.

## Arm circles

This movement is perfect for toning your arms, shoulders, and upper back. Depending on how you choose to position your hands (palms up, down, or facing behind you) and how large your circles are, you can target different muscle groups. Add 2- to 5-pound weights if you feel you need greater resistance.

* Sit up straight with your shoulders back.
* Hold your arms out so that they’re parallel to the floor with your palms in the desired position. Don’t lock your elbows; they should be in a straight line with your body.
* Keeping your arms taut, circle them forward 10 times. Your palms should stay facing their original direction. Keep your circles medium size (about the radius of a watermelon).
* Reverse the movement and do 10 circles backwards.
* Try repeating this exercise but with varied circle sizes. Go as tight as a softball, or as wide as your shoulder can rotate, while keeping proper form.
* Try the same number of reps with different hand positions: palms up, palms down, and palms facing behind you.

## Neck look-backs

All those hours spent peering at your screen will do a number on your neck and back. This not only affects your posture but also the strength of your muscles. A strong, straight neck is important to prevent injury, whether you’re lifting heavy boxes or doing some light yoga.

* Sit up straight with your shoulders pulled back, feet planted on the ground, and your head facing forward.
* Slowly turn your head to look over one shoulder, raising your chin so that your gaze is elevated. Make sure to keep your posture straight.
* Hold for five seconds before returning to your original position.
* Repeat on the other side.
* Do three sets.

## Stomach hollows

Your core consists of all the muscles near and around your belly button: your lower back, obliques, and abdominal. A strong and healthy core is important for everything from good posture to running to weightlifting. Try this seated ab workout to hit the most crucial spots.

* Sit up straight and look forward.
* Exhale deeply and pull in your stomach. Imagine a string pulling your belly button towards your spine.
* Keep pulling in as far as you can go and hold for 10 seconds. Remember to breathe.
* Slowly release until you’re back in resting position.
* Repeat 10 times.

## Overhead presses

Another one for the arms and shoulders, this feels pretty similar to raising the roof on the dance floor. The key difference is to keep all your muscles tight and engaged to ensure that the move is actually working them out. Add a book or a medicine ball to ramp up the difficulty.

* Sit up straight with shoulders back.
* Raise and bend your arms so that your hands are near the top of your head with your palms facing the ceiling.
* Slowly push and extend your arms upward while squeezing your biceps, triceps, shoulders, and core. Don’t lock your elbows once you get to the end of the motion.
* Slowly bring your arms back down to the bent position and repeat 10 times.

*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:* Got Too Much Stuff? Here Are Some Purge Tips

## Most of us have no problem admitting that we have more than we need.

## The difficulty lies in the next steps: How to get rid of it? What room to tackle first? Should we toss, regift, donate, recycle, repurpose, sell? It’s enough to drive a person to lie down and wait until the impulse to tidy passes.

## This gentle advice from TED speakers will tell you how to look at the excess in your life, figure out what can go, and restore some order to your space.

## Tip #1: Realize that more stuff does not equal more happiness.

Have you ever looked in your kitchen cabinets and wondered why you have so many mugs or cups, yet you use so few of them? Most of us acquire stuff because we think the more options we have, the more satisfied we’ll be. Turns out, we’re wrong.

In fact, a surplus of choices can end up making us less happy. We may get paralyzed by the sheer proliferation (like deciding which of 100 yogurts to buy at the store), plagued by regret about what we didn’t choose — and then we blame ourselves when our choices disappoint.

In your life, think about the daily decisions that bog you down. Is it figuring out what gym clothes to pack? What necklace to wear? Which yogurt to bring to work? Pare down your options to the three or four you turn to most frequently and give away the rest (or put them in a box — [except the yogurt!] see tip #5).

## Tip #2: Commit to 30 days — yes, 30 days — of tidying every day.

It is satisfying to spend a blitz weekend organizing and cleaning your home — but inevitably, the clutter and chaos creep back in. Maybe it’s time to adopt a daily decluttering habit? Start by trying this new habit for 30 days in a row.

You could decide you’ll purge one drawer, shelf, rack or equivalent space every day for a month. Or you could simply promise to always return items to their original places — scissors to drawer; jeans to dresser — for the next 30 days.

## Tip #3: Listen to what your clutter is trying to tell you.

The stuff piling up in your home might be a sign there’s something you need to mentally unpack as well.

Look at the things you’ve piled up and think back to when they crossed the line from unwieldy to just plain unmanageable. Does it line up with an unresolved event or period in your life?

And if you don’t come up with anything, that’s OK. There are times when a stack of books is just a stack of books.

## Tip #4. Attack the stress of cleaning with some advance planning.

Let’s just say it together: “Cleaning is stressful.”

In fact, memories of the tension caused by your last bout of cleaning could be dissuading you from doing it again. Not only does stress make us feel out of control and unsettled, it also causes our bodies to release cortisol, which clouds our judgment.

Before you embark on a tidy-a-thon, ask a family member or friend to talk you through it and help you anticipate potential hiccups. Do you have all the supplies — cleaning products, trash bags, giveaway boxes and labels — you need? Where will you put the stuff you’re getting rid of? Could your work be impeded by the weather, pets, kids? If so, how can you contain their impact? Set up your firewalls, gather your resources — and then get started.

## Tip #5: Put everything you don’t need in a box — and forget about it.

Is there a bag or box of stuff that’s sat untouched in your home for a year or more? Instead of beating yourself up about it, use it as a shortcut to a more stripped-down life.

Is there something you’ve contemplated shedding but the thought “Wait! I might need this someday!” stops you from following through? Do this: Put it in a box, tape it shut, and place the box in a closet or corner. Set a notification in your calendar for 12 months from that date. If you haven’t opened your box by the time you get the reminder, discard it.

## Tip #6: Elevate your attitude toward cleaning.

Rather than regarding tidying as a chore to be dreaded and rushed through, try to view it as worthwhile labor needed to maintain a place where you can live and thrive. Choose gadgets befitting this important task. If the shabby bucket of sponges and brushes under your sink makes your heart sink, upgrade them. Plus, when your tools give you joy, you’ll be more likely to use them.

## Tip #7: Turn down the volume on your inner nitpicker.

When you’re done with your cleaning and organizing, there’s a chance it may not measure up to your expectations — your space still looks more real life than *Real Simple* and you think, “Why did I even bother?”

While the last steps of cleaning usually consist of putting away your supplies and discards, add a PS to your process: Take a minute, gaze around, and appreciate what you’ve accomplished.

*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 #4**

***Subject line:* Things You Didn't Know About the Frisbee**

On January 23, 1957, the Wham-O toy company produced their aerodynamic flying disks that would soon become known as the Frisbee. From *Trivia Today*, here are five interesting things about the Frisbee that you probably didn't know.

**Ivy League College Kids Got the Ball Rolling with Frisbees**

The early origins of Frisbee tossing began in the 1920s when, for fun, students at Ivy League colleges began to toss around the empty tins of the pies and cookies that were delivered to their schools by the Frisbie Baking Company of Bridgeport, Connecticut.

**The Name "Frisbee" Began as the Catch-Phrase for an Incoming Toss**

The college students who embarked in their new-found game would yell "Frisbie!", the name of the baking company, to alert the catcher of an incoming toss. The spelling of the name of the now-classic game has since been slightly modified to a double "e" at the end rather than the original "ie," as was the name of the Connecticut-based baking company.

**The Son of The Sealed Beam Headlight Inventor Created the Plastic Version of The Frisbee**

The game with flying tins captured the attention of Walter Frederick Morrison, the son of the inventor of the sealed beam headlight for automobiles. In 1948, Morrison took his interest in the Frisbee and combined it with his interest in aviation and plastic to create what we now know as the modern plastic Frisbee. His plastic version of the disc was originally carved out of a block of "Tenite," a type of cellulosic thermoplastic material that he used to form his flying disc.

**Toy Company Wham-O Eventually Bought the Rights to The Frisbee Invention**

In 1955, nearly a decade after he came up with the plastic version of the Frisbee, Morrison sold the invention to Wham-O, an American toy company. Two years later, Wham-O introduced it to the public as the "Pluto Platter." The name was in reference to the dwarf planet Pluto—Americans were highly captivated with UFOs at the time, and the disc resembled images of flying saucers. A year later, Wham-O altered the toy and introduced it to the public as the "Frisbee." It was an instant hit and continues to be a popular game. And while several other toy manufacturers make plastic flying discs, only Wham-O makes the authentic "Frisbee."

**$400,000 Was Spent By the US Navy to Study the Frisbee's Motion**

In 1968, the US Navy spent approximately $400,000 to study the Frisbee's motion and ability to remain suspended in the air. They used wind tunnels to measure the Frisbee's lift. Both spinning and non-spinning tests in wind tunnels were conducted to quantify the impact of spin on aerodynamic forces. Since then, many other wind tunnel studies have been conducted using the Frisbee.

*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