



**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*: Easy, Romantic Valentine’s Dinner

For all the couples who prefer a cozy night in to making reservations out for Valentine's Day, here is recipe from Delish that is a step above your usual weeknight dinner, without being crazy-hard to make.

**Creamy Tuscan Chicken**

Be sure to have some crusty bread on hand because this sauce is KILLER. When it comes to chicken breast recipes, it’s hard to beat this one.

**Ingredients**

1 tbsp. extra-virgin olive oil

4 boneless skinless chicken breasts

Kosher salt

Freshly ground black pepper

1 tsp. dried oregano

3 tbsp. butter

3 cloves garlic, minced

1 1/2 c. cherry tomatoes, halved

3 c. baby spinach

1/2 c. heavy cream

1/4 c. freshly grated Parmesan

Lemon wedges, for serving

**Directions**

1. In a skillet over medium heat, heat oil. Add chicken and season with salt, pepper, and oregano. Cook until golden and no longer pink, 8 minutes per side. Remove from skillet and set aside.
2. In the same skillet over medium heat, melt butter. Stir in garlic and cook until fragrant, about 1 minute. Add cherry tomatoes and season with salt and pepper. Cook until tomatoes are beginning to burst then add spinach and cook until spinach is beginning to wilt.
3. Stir in heavy cream and parmesan and bring mixture to a simmer. Reduce heat to low and simmer until sauce is slightly reduced, about 3 minutes. Return chicken to skillet and cook until heated through, 5 to 7 minutes.
4. Serve with lemon wedges.

Pair with a simple pasta or some crusty bread and some fresh asparagus, you can’t go wrong. Happy Valentine’s Day!

*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:* Stop These Common Email Mistakes

Email has been around for decades, and even though a lot of companies are moving to communication platforms like Slack, it’s not going away anytime soon. You’d think years of using the tool would make us proficient, but email is considered one of the biggest time wasters at work. Consider these tips reported in *Fast Company*:

## Using All Caps in Your Subject Line

Skip the all-caps subject line. It’s the internet equivalent of yelling, and no one likes to be yelled at. Scammers and people trying to spam your inbox use these techniques, and they’re no longer effective.

While all caps are bad, a completely lowercase subject line is also bad. Emails that were started with a lowercase letter got a reply 28.4 percent of the time, compared to a 32.6 percent response rate for those with proper subject capitalization, according to research by Boomerang.

## Unclear Subject Lines

Avoid putting something generic in the subject line, such as “Hi.” And don’t forget to change the subject line if the conversation shifts. Emails that are sent to a large group of people can often have a subject drift.

## Not Using Cc and Bcc

It’s tempting to send emails with every recipient in the “to:” section, but using the “cc:” and “bcc:” fields can convey information without having to write it.

Adding people on an email in the ‘to:’ heading notes that input is expected, while ‘cc:’ informs recipients that they are being brought into the loop but that no action is required. ‘Bcc:’ lets recipients know that their involvement as bystanders is in secret.

## Writing Too Much or Too Little

While writing a short email is good, it depends on the topic of the message. A big mistake is when people don’t appropriately convey the complexity of topic. Don’t be glib about a serious topic; make sure the gravity corresponds with the length of the email you’re sending. But don’t send 5,000 words if all you want is to get some pizza together.

## Not Closing an Email with an Expression of Gratitude

When appropriate, close your email with an expression of gratitude, such as “Thanks” or even better “Thanks in advance.” These sign-offs increase response rate by 36 percent compared to other methods, according to Boomerang.

## Sending Emails on a Monday

While it’s not wrong to send an email on Monday, people are not always in the best mood, and they’re more prone to making mistakes. Monday is the first day to start waking up early after the weekend, and people make more mistakes in their email; that affects the response rate and reflects badly. If you have to send an important email on Monday, take time to make sure it’s mistake-free.

The Boomerang study found that Monday is when people are the most negative in their subject lines, and negative emails are the least likely to get a response.

## Expecting an Immediate Response

Even though sending an email is a quick and immediate process, getting an immediate reply is not guaranteed. Many people have conflated email and text messaging, and they are not the same thing. When you’re sending a non-urgent email to a coworker, it’s important to remember that they might have other things to do that may be more of an urgent issue or may not have even seen your original message yet. Living in a culture of increased instant gratification is resulting in us becoming more accustomed to it and has made people increasingly impatient.

# *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!™**

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**Week #3**

# *Subject line:* Science Proves a Truth About Dogs

You know how your heart melts whenever a pup raises its eyebrows? That’s no accident, according to Peter Hess in *Inverse* magazine. While research on non-human animals has long suggested that facial expressions are involuntary, it turns out dogs may be different, and like humans, able to control their facial expressions to get what they want. Are you really surprised?

In a 2017 study published in the journal Scientific Reports, researchers tested whether dogs illustrated the “audience effect.” They found that dogs reacted with more noticeable facial expressions when humans were around than when there were no humans around, suggesting that dogs use facial expressions to voluntarily communicate.

A team of researchers at the University of Portsmouth Dog Cognition Centre devised an experiment to investigate whether dogs’ facial expressions are subject to audience effects, which simply means that they wanted to see whether dogs made different faces when they thought they weren’t being watched. This would suggest that they’re voluntarily controlling their facial expressions, changing what we know about animal behavior.

The alternative, that dogs are simply making involuntary faces that express their excitement, sadness, or anger, has been the standard view. To test these two possible explanations, researchers presented dogs with four different conditions:

* paying attention to the dog while giving it food
* paying attention to the dog but not giving it food
* giving the dog food but not paying attention
* not paying attention or giving food

Food is stimulating for dogs — as most of us know — so the researchers wanted to tell whether dogs’ reactions to food changed depending on a person’s attentiveness. This would test whether the dogs behaved differently with a person paying attention to them, and if they did, it would suggest that the differences in facial expressions are voluntary.

If dogs make faces involuntarily, they’d be expected to make the same faces when they get food alone or around people. But as you may have guessed by now, that’s not how it played out.

The authors found two main things: “First, human attentional state affected the production of dogs’ facial expressions,” they write. “Dogs produced significantly more facial expressions when the human was oriented towards them, than when the human had her back turned to the dog.” Second, and almost more interestingly, they found that the visibility of food did not affect the dogs’ behaviors.

“So, while dogs produce more facial expressions when the human is oriented towards them and in a position to communicate, the visibility of non-social but arousing stimulus (the food) did not alter their facial movements in the same way,” write the study’s authors.

## Is your dog manipulating you?

It’s impossible to say if your dog is messing with your head, but this study suggests it. And it definitely provides evidence that the faces your dog makes are less about the food you have in your hand and more about getting you to do what it wants.

“Our study highlights that a non-social stimulus which has been proven to be arousing for dogs, does not have any effect on the production of their facial expressions,” write the authors.

Your dog may love you, but it’s also probably manipulating you. Let’s be real, though: You knew it in your heart all along.

***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.**

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**Week #4**

***Subject line:* The Truth About Hydration**

## The 8x8 rule has become a health goal for many. But when it comes to healthy skin, eyes and having bags of energy, the research tells another story, as reported in The Guardian by Amy Fleming.

Have you drunk enough water today? You might want to refill your bottle because if you wait until you feel thirsty, you may already be dehydrated. No one is sure where this advice came from, but it’s all over the internet.

“Nowadays this is not considered sensible,” says Stuart Galloway, an associate professor in physiology, exercise and nutrition at the University of Stirling. “As humans, we have this homeostatic system, so when we need water, we feel thirsty.” Drinking when you are thirsty, he says, maintains your body’s water level within about 1-2 percent of its ideal state. “For most people, this is absolutely fine. Even for athletes, a loss of around 1 percent is considered to have negligible impact upon performance. So, although thirst may not kick in until you have lost some body water, this is not necessarily a bad thing.”

As we get older, our sense of thirst can get fuzzier and that is when dehydration can become a threat. It is a similar story for children, too. So perhaps the advice to drink water before you feel thirsty was originally aimed at parents and the elderly, but now healthy adults are putting away gallons of water in a quest to be their best selves.

There is a dearth of facts when it comes to hydration. Pharmaceutical companies aren’t interested in researching the benefits of a free resource and dehydration isn’t a pressing public health issue requiring government funding. This leaves a profitable grey area for the drinks industry to exploit.

Water is, it would have us believe, a purifying fast-track to glowing skin, bright eyes and bags of energy. Galloway says detoxing with water is “a load of rubbish. Your kidneys do a very good job of sorting out what you need to retain and what you need to get rid of.”

Will water make your skin better? While dehydration isn’t good for your skin, says Bav Shergill, a consultant dermatologist and honorary senior lecturer at the University of Manchester, “Once you hit a certain level of fluid intake, providing you are healthy, any excess water will be peed out.”

Dehydration is said to be the most common cause of headaches and in 2015, Burls wrote a critical appraisal of the evidence. She concluded: “Chronic mild dehydration may trigger headaches. Increased water intake could help. A small trial shows modest benefit; however, a larger, methodologically sound, randomized controlled trial is needed to confirm efficacy.” There is that grey area again.

In the US, popular advice is to drink eight, 8-ounce glasses of water – about 2 litres – a day: the “8x8 rule” that originated from a recommendation by the nutritionist Dr Fredrick J Stare in 1974 (he actually suggested six to eight glasses).

How much you need to drink is governed by how active you are, the weather and your physiology. Tellingly, if you seek water-consumption advice from a quietly reputable US source such as Harvard Medical School, instead of the 8x8 rule, you get “four to six cups” a day for healthy adults and all beverages count, even diuretics such as coffee, tea and booze. Don’t they make us pee more so we end up dehydrated?

In 2016, Galloway tested the hydrating potential of a range of drinks and found a liter of beer was no less hydrating than a liter of water. Similarly, a liter of instant coffee, containing 212mg of caffeine, was as hydrating as water. Milk was even more hydrating, and effective as a hydration solution for people with diarrhea. While not a green-light to binge on high-calorie drinks, it’s good to know that a cup of tea or half a lager still count as water intake.

How many of us are seriously dehydrated? No one knows. If we’re ingesting enough water, he adds, we should probably be going to the loo “somewhere between five and seven times a day.”

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