



**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:* Things to do in March**

*The Best of This Life* suggests some fun things to do in March, a time when things can be dreary.

**Go fly a kite:** March is a very windy month and kite flying is such a fun activity that the whole family can enjoy, just remember it can still be very cold so bundle up!

**Start planning your backyard garden:** soon it will be time to start planting flowers, vegetables, and fruits; right now is the perfect time to coordinate what would be perfect to grow for your region and space availability.

**Learn a new cooking style:** hearty foods are great and comforting in the winter but it is so fun to try new foods and cooking styles, have a go at using more raw vegetables and herbs in your meals to add some zest that is complimentary of a spring palate.

**Spring clean your home:** taking a day to go through your home to give it a little extra attention is a great way to transition from one season to another.

**Change your clocks:** daylight saving time starts on March 13th so remember that clocks move forward by an hour!

**Learn a new language:** learning a new language is like giving your brain an energy drink that is great for you. It’s pretty amazing how quickly you can pick up conversational words in a different language.

**Celebrate Saint Patrick’s Day:** a wonderful day to learn more about Irish heritage and culture, this holiday has a little fun for everyone.

**Tell a joke:** March 19th is Let’s Laugh Day, a perfect excuse to share a dad joke or watch your favorite comedy.

**Celebrate Spring:** March 20th is the beginning of spring, pick up a bouquet of flowers and get ready for everything to be green again (soon)!

**Visit an indoor pool:** indoor pools are a great reason to pull out that swimming suit and start daydreaming of summer!

**Eat some greens:** March 26th is Spinach Day, that big salad or spinach smoothie is a perfect way to celebrate!

**Go through your wardrobe:** it may certainly be too early to put away your coats and scarves but pulling out all your warm-weather clothes lets you dream of what’s to come.

**Get your rain gear in order:** March can be very rainy; time to get those umbrellas and boots and go find some muddy puddles!

**Do something unexpected:** it is spring now, the time when everything comes alive again, start this new season by doing something totally out of the blue!

**Visit a park:** March 30th is Take a Walk in the Park Day, and it’s a great way to get outside and relax, especially after a busy work week.

We’re in the final stretches of winter, so if there’s any winter activities you haven’t done yet but want to take part in, now’s your chance! But if you’re ready to move on and look ahead to spring, March brings with it the hope of a new, warmer season ahead. Here’s to a great March! Pencil in some fun this month.

*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 #2**

# *Subject line*: 5 Things You Didn't Know About Albert Einstein

March 14th is the birthday of Billy Crystal, Michael Caine and Stephen Curry. But *Trivia Today* decided to focus on someone else born on this day: Albert Einstein. They dug up five facts you probably didn't know about Einstein.

Ready?

**He married the only female student in his physics class** Mileva Maric was the only female student in Einstein’s physics class at Zürich Polytechnic. She was passionate about math and science, and was an aspiring physicist in her own right, but she gave up those ambitions when she married Einstein and became the mother of his children. The marriage didn't last, and the couple eventually divorced.

**He Paid His First Wife His Nobel Prize Money for a Divorce** Anticipating winning a Nobel Prize, Einstein offered all his expected prize money to his first wife, Mileva Maric, so she would agree to grant him a divorce. The award added up to $32,250, which was more than ten times the annual salary of the average professor at the time.

**Einstein's Second Wife Was His First Cousin** Einstein’s second wife, Elsa, was not only his first cousin on his mother’s side, but also his second cousin on his father’s side. Cousins marrying each other wasn’t frowned upon at that time. Their fathers were cousins and their mothers were sisters. They both spent their childhood together, forming a strong friendship. As adults, they reconnected when Albert moved to Berlin for work. Elsa was living there with her two daughters. She had been recently divorced from her first husband. The two began a romantic relationship. Elsa didn't have to change her last name when she married Albert, as her surname was also Einstein.

**He Was Asked to be President of Israel** Einstein may not have been a religious man, but he was still connected to his Jewish heritage. As such, he was often heard speaking out against anti-Semitism. After the death of the head of state Chaim Weizmann in 1952, he was approached by the Israeli government to become the president of the nation. The 73-year-old wasted little time in declining the honor. “All my life I have dealt with objective matters,” Einstein wrote in a letter to the Israeli ambassador, “hence I lack both the natural aptitude and the experience to deal properly with people and to exercise official function.”

**His Brain Was Stolen After His Death** After Einstein's death in 1955 from an abdominal aneurysm rupture, an autopsy and several studies were conducted on Einstein's brain. Two interesting discoveries were made: first, Einstein's brain weighed notably less than the average human brain. His weighed 1,230 grams, while the average is 1,400 grams. Second, his parietal lobe (where mathematic thought resides) was 15 percent larger. The pathologist who conducted the autopsy later stole Einstein's brain and was fired from Princeton when he refused to return it (he later did bring it back, but not until 1998).

# *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 #3**

# *Subject line:* The 60-Second Migraine Massage a Neurologist Swears by for Instant Relief

When a migraine hits, all you want to do is to get rid of it—ASAP. The painful throbbing on one or both sides of the head, sensitivity to light, nausea, and vomiting are enough to make you want to curl up into a ball and wish the tension would just go away. Tiffany Ayuda reports in *Prevention* magazine that peppermint essential oil may do to the trick.

Sara Crystal, MD, a neurologist, headache specialist, and medical advisor at Cove, a healthcare company that provides prescription treatments for migraine sufferers, says the most common migraine triggers are stress, changes in sleep cycle, hormonal imbalances, and caffeine overuse. Eating chocolate, aged cheese, and foods with MSG, nitrates, and additives could also cause a migraine. But people develop migraines for a variety of reasons.

“The causes of migraines are largely genetic. Each person has a personal trigger. That is why there's no one-size-fits-all treatment for migraines,” she says.

While there isn’t a silver bullet, doctors recommend over-the-counter medications, prescription drugs, or natural remedies for migraine treatment. And one of those natural remedies involves doing a migraine massage with peppermint essential oil. Dr. Crystal says menthol, which is the active ingredient in peppermint essential oil, has been proven to help relieve headaches. In fact, a 2015 study from Frontiers in Neurology suggests that topically applying a menthol-based gel, such as those with peppermint essential oil, could significantly reduce headache intensity. Here’s how to give yourself a migraine massage:

1. Dilute a few drops of the peppermint essential oil into another oil carrier, like coconut oil.
2. Massage the oil into the temples and forehead, working in circular motions with the index and middle fingers.
3. Continue for a minute.

If the massage is too painful, Dr. Crystal recommends adding a few drops of peppermint essential oil on a tissue and breathing deeply into it or dabbing some of the oil onto a cold compress and applying it to your forehead. Dr. Crystal also likes using a roll-on migraine-relief stick for easy application.

***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:* How to Get Rid of Black Mold Naturally

Black mold can be dangerous to your health, mainly causing respiratory issues. But in severe cases and for people with pre-existing health conditions, black mold can lead to pneumonia. When you suspect a mold invasion, you might want to invest in a mold testing kit to see what type of mold spores you’re working with and call in an expert to help with removal. But in the short-term, *Country Living* offers some natural home remedies (made with things you likely already have on-hand) that will help eradicate mold.

## ****The Tea Tree Oil Solution****

Tea tree oil is often used to keep spiders away, but it’s also one of the safer options for getting rid of black mold. It’s a natural fungicide that can work as a cleaning product, and it has the strength to prevent mold spores from coming back.

Combine 1 teaspoon of tea tree oil to 1 cup of water and increase the quantity ratio from there. Shake it up and pour it into a spray bottle to maximize coverage. (You can also use a dampened towel if you don’t have a spray bottle.) Once applied to the moldy area, leave it to dry for an hour, and then wipe away with a microfiber cloth or dry towel. Make sure to wear protective gloves. Even though it is a natural solution, it can still irritate your skin.

## ****Grapefruit Seed Extract****

Grapefruit seed extract is great to have on hand for various healthcare remedies and also for cleaning solutions and potions. What makes it good at battling black mold? Its main compounds are polyphenols, known as limonoids, and naringenin, which help when killing bacteria in laundry, cleaning carpet spills (that could lead to mold growth!), and for disinfecting and sterilizing spaces. When the extract is used to fight black mold, the acids continue penetrating growth and prevent mold spores from returning.

Mix about 10 drops of grapefruit seed extract oil to every 1 cup of water you use. The best way to saturate the affected area is to use a spray bottle. Let the solution sit for as short as 10 minutes or as long as an hour, depending on how bad the situation is, and then wipe away any remaining residue.

## ****Baking Soda****

Baking soda is one of the greats. It's a safe substance to have around your kids and pets, and it's also effective at preventing mold and absorbing mildew odors.

Stir together a mixture of 50/50 baking soda and water until it forms a paste. This concoction is best used to remove lighter mold stains and prevent future growth. After applying it to the problem area, use a small brush to scrape away any mold-stained spots. Next, combine 2 tablespoons baking soda with 2 cups of water, mix it up, and pour it into that trusty spray bottle. Give it one more shake before spraying it over the area you just cleaned. Let it dry into a protective layer to prevent future mold growth.

## ****Vinegar****

White distilled vinegar is an affordable, natural solution to removing black mold. Its antibacterial acidic characteristics are exactly what you need to get the job done.

Pour the undiluted vinegar into a spray bottle to apply to the area, or just go for it and pour that vinegar right onto the mold stains. Use a disposable towel and wipe away the mold. If that doesn’t work, grab an old toothbrush and go to town on the problem zone. Allow time for this to dry, and then use a damp towel to wipe the area clean one more time.

## ****Hydrogen Peroxide****

Mix one part 3% hydrogen peroxide with 2 parts water in a spray bottle. You can also soak a towel in this solution and wipe it directly over mold growth. Let the solution sit for up to 10 minutes, and then scrub the area with a small brush or toothbrush. Wipe any remaining mold away with a towel and let the area dry.

## ****Lemon Juice****

Although this might not be the strongest weapon against black mold, it's probably something you have in the kitchen. It’s also totally natural, and who doesn’t like the smell of freshly squeezed lemons? It will definitely smell better than the mildew/mold growing in your shower—but then again, what doesn't?

Juice three to five lemons and pour over affected area. Let it sit for five minutes, and then wipe it away with a damp towel. As with some of the above methods, you can use a toothbrush to scrub at the problem zone if you feel like the towel isn't working well enough. For optimal cleaning, mix lemon juice with any dish or hand soap you have in your home plus a little water. The soap will add a little extra heft to the mold-removal process.

*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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