



**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*: Decluttering Strategies Minimalists Swear By

If you asked someone to sum up their style in just a few words, “modern-bohemian” or “contemporary-organic” sound like suitable answers. But “minimalist”?

Like any other style, minimalism is a scale. On one end of the spectrum, you have your Marie Kondos of the world—sticking solely to the essentials that spark joy—and, on the other end, you have low-key neat freaks who like collecting but hate clutter. No matter where you land on that line, being more conscious and considerate about the items that we own is an admirable pursuit.

To learn how to keep a happier and cleaner environment, *Domino* magazine turned to self-professed minimalists and superbly tidy homeowners for their advice.

## Commit to Timeless Materials

Part of the trick to perfecting minimalism is getting it right the first time. While most of us already tend to think of our furniture as a monetary investment, it’s also important to view big-ticket items as an aesthetic investment.

“I’ve found that natural furnishings and materials are timeless,” says Gosia Piatek, New Zealand–based fashion designer and founder of sustainable clothing brand Kowtow. In her 700-square-foot family home, for instance, you’ll find a sofa made from local wool and a pine-and-steel dining table. “You’ll rarely have to update those pieces because they wear beautifully over time.”

## Before You Buy More, Ask: “Does This Inspire Me?”

If a once-a-year walk-through isn’t enough, catch yourself regularly while you’re shopping. “I think it is important to check in with your space often and make sure that there are not things that have accumulated that are not functional or bring you supreme inspiration,” says self-professed minimalist and clothing designer Jesse Kamm.

Before you walk to the checkout line, ask yourself, Is this cheap Ikea coffee table really worth it? When I look at it, does it feel like me? If it’s not something you’d brag about to friends at a dinner party, wait for the real deal.

## Shop Vintage

Not everything in your home has to be clean, crisp, and new. Incorporating aged pieces sourced from local vintage and antique shops is a great way to tell a story within your space. Without veering from her pared-down aesthetic, photographer Amy Harrity’s zen San Francisco home is the perfect blend of flea market finds and modern pieces. Her word of advice? “Wait to find the pieces you love!” shares Harrity.

Fewer items with character will always beat out a ton of clutter that bores. “If there’s something I need, I look for it secondhand or I make it if it’s possible. For instance, if I need a new light in a corner of a room, I might look on Craigslist for three months before I find the right thing,” says Kamm. “This process is slow, but when I finally find the thing I am looking for, it often feels much more meaningful.”

## Schedule an Annual Purge

On January 1, whip out your agenda and mark down a day (or an entire weekend) to dedicate to clutter. We’re not talking spring-cleaning or tossing a few throwaway items in a donation bin: We’re talking a thorough purge. “It’ll help you stay organized and [ensure] everything in your home has a home,” adds Harrity.

## Do a Nightly Sweep Through

“It is easy to keep a neat space when there is very little to clutter it up,” suggests Kamm. Her hot tip? “Spend about 10 minutes each day putting things back in their place. When you do a bit each day, you’re more likely to stay on top of the organization. Plus, the OCD helps.”

It’s easy to forget what you own when you don’t see or touch it on a daily basis. Going around to each room—even if you’re just looking—will help you out when it’s time for your annual purge and you’re trying to prioritize what needs to go and what can stay.

*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:* Five Stretches You Should Do Every Day – Even If You Never Work Out

Just because stretching is a core pillar of fitness doesn’t mean it comes naturally to everyone who works out. Even if you don’t work out, you should still be stretching.

For people who don’t get much physical activity in—or just don’t pay much mind to stretching—hips are an important place to start limbering up. In fact, focusing on the back, hips, and shoulders can make a world of difference when it comes to decreasing everyday aches.

## What are the basic stretches everyone should try to do?

Adding stretching to your day doesn’t have to mean squeezing an hour of advanced yoga flows in your schedule. Here are a few simple moves that anyone can fit into their daily routine:

**Neck and shoulder rolls:** Slowly rolling your neck in one direction, then the other, is a simple but effective way to relax some of your stiffest muscles. When you’re done, move on to rolling your shoulders forward and backward.

**Forward folds:** Even if you can’t touch your toes, folding your body forward is a great move for loosening up your back. There are a few ways you can go into a fold: You can stand up and dive with your upper body toward the ground, sit down with your legs in front of you and reach towards your heels, or even just bend forward in your office chair. Make sure you’re folding at the crease of your hip instead of hunching your back.

**Kneeling hip flexor stretches:** Tight or injured hip flexors can cause pain in your back, your knees, and pretty much everywhere in between. After placing down a yoga mat or a folded towel to protect your knee, kneel on the side you want to stretch and step the other leg out in front of you. Keep your back neutral and your pelvis tucked in, then slowly lunge forward until you feel a nice stretch. You can either hold it for 30-60 seconds or pulse into and out of the stretch every few seconds for the same length of time. Repeat on the other side and stop if you feel any lower back pain or pinching.

**Butterfly poses:** You might be intimidated by yoga practitioners who seem comfortable in an extreme version of this pose, but it’s great for beginners looking to stretch their hip flexors, inner thighs, and back. Sit on the floor with your feet together and knees apart. If the pose is new to you don’t worry about making the stretch very deep—you can move your feet further away from your body to make things easier and stay seated straight up. For more intensity, start to bring those feet closer and fold forward.

**Behind the back chest openers:** This move releases tension in your shoulders and back. You can do it either seated or standing, all you need to do is bring your arms behind your back, interlace your fingers, and pull your shoulders back to stretch your arms backward.

## What if these stretches are too difficult?

The poses outlined above are a good place to start for most, but everyone is different and your results may vary. The most important thing is to not force your body into shapes that hurt.

“It’s okay to feel a little tingling when you stretch, but there should never be pain,” Watkins says. Ideally, stretching should be relaxing—and feel good. So if the poses outlined above sound out of your reach, take things slow and talk to a doctor if something hurts in more than an “oooh yeah, that’s the stuff” kind of way.

“Take your time and do what feels good for your body,” Watkins says. “Only you know what’s right.”

# *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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**Week #3**

# *Subject line:* Things You Probably Didn't Know About Bonnie and Clyde

On May 23, 1934, Bonnie Parker and Clyde Barrow took their last ride in a stolen car and died in a hail of bullets. To mark the anniversary of the death of the notorious lovers-turned-robbers, *Trivia Today* shares five surprising things you didn't know about Bonnie and Clyde...

**Bonnie Died Wearing a Wedding Ring—But it Wasn’t Clyde’s**

Six days before turning 16, Bonnie married high school classmate Roy Thornton. The couple separated because of his infidelity, and Thornton went to prison for armed robbery in 1929. Soon after, Bonnie met Clyde, and although the pair fell in love, she never divorced Thornton. On the day Bonnie and Clyde were killed in 1934, she was still wearing Thornton’s wedding ring and had a tattoo on the inside of her right thigh with two interconnected hearts labeled “Bonnie” and “Roy.”

**Clyde Chopped Off Two of His Toes In Prison**

While serving a 14-year prison sentence in Texas for robbery and automobile theft in 1932, Clyde decided he could no longer endure the brutal conditions at the notoriously tough Eastham Prison Farm. In an effort to force a transfer to a less harsh facility, Clyde severed his left big toe and a portion of a second toe with an axe. The self-mutilation, which permanently crippled his walking stride and prevented him from wearing shoes while driving, ultimately proved unnecessary as he was released on parole six days later.

**Their Robberies Didn’t Make Them Wealthy** Although often depicted as Depression-era Robin Hoods who stole from rich and powerful financial institutions, Bonnie and Clyde staged far more robberies of gas stations and grocery stores than bank heists. They were even known to break open gumball machines to steal the change. Although they had a reputation as major criminals, oftentimes their take only amounted to $5 or $10.

**"Souvenir" Hunters Flocked to The Scene of Their Death**

On May 23, 1934, a six-man posse led by former Texas Ranger captain Frank Hamer ambushed Bonnie and Clyde and pumped more than 130 rounds of bullets into their stolen Ford V-8 outside Sailes, Louisiana. After dozens of robberies and 13 murders in their name, Bonnie and Clyde's crime spree had finally come to an end. News spread like wildfire when Bonnie and Clyde died in a hail of bullets, and locals arrived at the scene to scavenge souvenirs. According to Jeff Guinn’s book **Go Down Together**, one man tried to cut off Clyde’s ear with a pocketknife and another attempted to sever his trigger finger before the lawmen intervened.

**The Car They Died in Is Displayed at a Casino**

Following the shootout that took the lives of Bonnie and Clyde, the bullet riddled Ford V-8 they had been driving was returned to its former owner before it was stolen, a woman named Ruth Warren of Topeka, Kansas. Eventually, Warren sold the car to Charles Stanley, an anti-crime lecturer who used it as a sideshow attraction. It ended up in Primm, Nevada, about 40 miles from Las Vegas, where it is now an attraction in the lobby of Whiskey Pete’s Casino, along with other Bonnie and Clyde memorabilia.

***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.**

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**Week #4**

***Subject line:* Memorial Day Traditions**

While the first commemorative Memorial Day events weren’t held in the United States until the late 19th century, the practice of honoring those who have fallen in battle dates back thousands of years, according to *History.com*. The ancient Greeks and Romans held annual days of remembrance for loved ones (including soldiers) each year, festooning their graves with flowers and holding public festivals and feasts in their honor.

## The holiday’s 'founder' had a long and distinguished career.

In May 1868, General John A. Logan, the commander-in-chief of the Union veterans’ group known as the Grand Army of the Republic, issued a decree that May 30 should become a nationwide day of commemoration for the more than 620,000 soldiers killed in the recently ended Civil War. On Decoration Day, as Logan dubbed it, Americans should lay flowers and decorate the graves of the war dead “whose bodies now lie in almost every city, village and hamlet churchyard in the land.”

According to legend, Logan chose May 30 because it was a rare day that didn’t fall on the anniversary of a Civil War battle, though some historians believe the date was selected to ensure that flowers across the country would be in full bloom.

After the war Logan, who had served as a U.S. congressman before resigning to rejoin the army, returned to his political career, eventually serving in both the House and Senate and was the unsuccessful Republican candidate for vice president in 1884. When he died two years later, Logan’s body laid in state in the rotunda of the United States Capitol, making him one of just 33 people to have received the honor. Today, Washington, D.C.’s Logan Circle and several townships across the country are named in honor of this champion of veterans and those killed in battle.

## It didn’t become a federal holiday until 1971.

American’s embraced the notion of “Decoration Day” immediately. That first year, more than 27 states held some sort of ceremony, with more than 5,000 people in attendance at a ceremony at Arlington National Cemetery. By 1890, every former state of the Union had adopted it as an official holiday. But for more than 50 years, the holiday was used to commemorate those killed just in the Civil War, not in any other American conflict. It wasn’t until America’s entry into World War I that the tradition was expanded to include those killed in all wars, and Memorial Day was not officially recognized nationwide until the 1970s, with America deeply embroiled in the Vietnam War.

## It was a long road from Decoration Day to an official Memorial Day.

Although the term Memorial Day was used beginning in the 1880s, the holiday was officially known as Decoration Day for more than a century, when it was changed by federal law. Four years later, the Uniform Monday Holiday Act of 1968 finally went into effect, moving Memorial Day from its traditional observance on May 30 (regardless of the day of the week), to a set day—the last Monday in May. The move has not been without controversy, though. Veterans groups, concerned that more Americans associate the holiday with first long weekend of the summer and not its intended purpose to honor the nation’s war dead, continue to lobby for a return to the May 30 observances. For more than 20 years, their cause was championed by Hawaiian Senator—and decorated World War II veteran—Daniel Inouye, who until his 2012 death reintroduced legislation in support of the change at the start of every Congressional term.

## Wearing a red poppy on Memorial Day began with a World War I poem.

In the spring of 1915, bright red flowers began poking through the battle-ravaged land across northern France and Flanders (northern Belgium). Canadian Lieutenant Colonel John McCrae, who served as a brigade surgeon for an Allied artillery unit, spotted a cluster of the poppies shortly after serving as a brigade surgeon during the bloody Second Battle of Ypres. The sight of the bright red flowers against the dreary backdrop of war inspired McCrae to pen the poem, "In Flanders Field," in which he gives voice to the soldiers who had been killed in battle and lay buried beneath the poppy-covered grounds. Later that year, a Georgia teacher and volunteer war worker named Moina Michael read the poem in Ladies' Home Journal and wrote her own poem, "We Shall Keep the Faith" to begin a campaign to make the poppy a symbol of tribute to all who died in war. The poppy remains a symbol of remembrance to this day.

Despite the increasing celebration of the holiday as a summer rite of passage, there are some formal rituals still on the books: The American flag should be hung at half-staff until noon on Memorial Day, then raised to the top of the staff. And since 2000, when the U.S. Congress passed legislation, all Americans are encouraged to pause for a National Moment of Remembrance at 3 p.m. local time. The federal government has also used the holiday to honor non-veterans—the Lincoln Memorial was dedicated on Memorial Day 1922.

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*President of Jimbo’s Floors*

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

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