**Boomerang Campaign**

**Prospect Follow Up Email Sequence**

**NOTE: This email campaign is designed to be used in conjunction with the "Boomerang Campaign" direct mail campaign.

The Boomerang Campaign is designed for prospects who have visited your store, or had you visit their home, but have not yet made a buying decision.**

**Day 0 for this sequence is the day a prospect leaves your store without making a buying decision. The deadline is 30 days out. Be sure the deadline on your direct mail pieces is exactly 30 days out from day 0 as well.**

**Tweak these to fit your business. You can send all of them out, or select a handful to send.**

**Email #1: Day 0**

**Subject line: A Shameless Bribe, [First Name]**

Hi [First Name],

Jim Armstrong, owner of Jimbo's Floors here.

Recently you visited my store, and I want to give you my sincere thanks for stopping by.

Of course, it won’t surprise you to learn that I hope that when you finally make your decision to invest in flooring that you’ll choose us!

**To make your decision easier, I’m going to offer you a “shameless bribe.”**

But before I tell you about that, you need to know that when you buy flooring from Jimbo's…

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

**You are protected by my “ZERO Regrets Guarantee”…*you'll love your new floors or I’ll replace them FREE!***

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Here’s how the “Zero Regrets Guarantee” works:

If at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret.

I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Here's Your Shameless Bribe!
\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

Even though I offer the finest products and outstanding, “World Class” service, I’m not above offering a bribe to get you as a client.

Nope.

So here it is:

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors within 30 days of the email date.

We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

**What to do right now—**Bring this email to Jimbo's Floors and take advantage of my “shameless bribe,” and all the other powerful benefits you will enjoy as my personal client.

You can also call me at 123-456-7890 and speak to me directly.

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

 **P.S.** You are protected by my “ZERO Regrets Guarantee.” You'll love your new floors or I'll replace them free within 30 days of purchase.

**P.P.S.** Don’t Delay or you’ll miss out on my shameless “bribe.” Bring this email to Jimbo's Floors within 30 days of the email date.

You’ll get an ADDITIONAL $50 off for orders of $3000 or more ($25 off if it’s less than that). You get this on top of any other discounts or specials I happen to have on your selection.

**P.P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #2: Day 3**

**Subject line: re: did you see this?**

[First Name],

Jim Armstrong owner of Jimbo's Floors here. A couple of days ago I sent you an important message offering you a shameless bribe.

I wasn't sure if you got it, so here it is again just in case you missed it.

Jim

**Message I Sent Earlier:**

Hi [First Name],

Jim Armstrong, owner of Jimbo's Floors here.

Recently you visited my store, and I want to give you my sincere thanks for stopping by.

Of course, it won’t surprise you to learn that I hope that when you finally make your decision to invest in flooring that you’ll choose us!

**To make your decision easier, I’m going to offer you a “shameless bribe.”**

But before I tell you about that, you need to know that when you buy flooring from Jimbo's…

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

**You are protected by my “ZERO Regrets Guarantee”…*you'll love your new floors or I’ll replace them FREE!***

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Here’s how the “Zero Regrets Guarantee” works:

If at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret.

I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Here's Your Shameless Bribe!
\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

Even though I offer the finest products and outstanding, “World Class” service, I’m not above offering a bribe to get you as a client.

Nope.

So here it is:

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors within 30 days of the email date.

We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

**What to do right now—**Bring this email to Jimbo's Floors and take advantage of my “shameless bribe,” and all the other powerful benefits you will enjoy as my personal client.

You can also call me at 123-456-7890 and speak to me directly.

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

 **P.S.** You are protected by my “ZERO Regrets Guarantee.” You'll love your new floors or I'll replace them free within 30 days of purchase.

**P.P.S.** Don’t Delay or you’ll miss out on my shameless “bribe.” Bring this email to Jimbo's Floors within 30 days of the email date.

You’ll get an ADDITIONAL $50 off for orders of $3000 or more ($25 off if it’s less than that). You get this on top of any other discounts or specials I happen to have on your selection.

**P.P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #3: Day 6**

**Subject line: bad news**

**Hi [First Name],**

**It's me, your friend Jim Armstrong with an important warning.**

**While most floor dealers are honest and ethical, there are some who are less than ethical. I don't want you to be victimized by these scammers, so here's a tip to help you.**

**How To Choose A Floor Covering Dealer**

They way to learn about a company is to ask specific questions and listen carefully to the answers. Here are five tough questions to ask any dealer before you agree to anything:

### 5 Tough Questions To Ask A Floor Covering Dealer Before You Agree To ANYTHING

**1. Do you offer a Zero Regrets guarantee? If I’m not happy with the flooring will you replace it free in the first 30 days?**

At Jimbo's Floors, we offer a "Zero Regrets Guarantee." You'll love your new floors, or we'll replace them free in the first 30 days.

**2. Do you have a lifetime warranty on all your installations? And can I see it in writing?**

Everything we sell at Jimbo's comes with a written, Lifetime Installation warranty.

**3. Do you have an installer professionalism guarantee?**

At Jimbo's we have an "Installer Professionalism Guarantee."

Our installers are neat, clean, well-groomed, and professional. 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!

**4. Do you offer “Stain Proof” carpet?**

Remember: there are no warranties that guarantee carpets to be “stain proof.” If the dealer says yes, they are either incompetent or dishonest. Find another dealer.

**5. Can I see a list of references?**

This is probably the most important question. References are simply the ONLY way you can tell ahead of time if you are working with an honest, competent dealer. If they balk, or refuse, find another dealer.

And above all, get all of these in writing.

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**Your Shameless Bribe Expires In 24 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

As I said in my last message, I want to "bribe" you to become a Jimbo's client!

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Don’t Delay or you’ll miss out on my shameless “bribe.” Bring this email to Jimbo's Floors. You’ll get an ADDITIONAL $50 off for orders of $3000 or more ($25 off if it’s less than that). You get this on top of any other discounts or specials I happen to have on your selection.

Your Shameless Bribe expires in 24 Days!

**P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #4: Day 10**

**Subject line: how's your headache, [First Name]?**

**Hi [First Name],**

**Here's how to end the headache of buying new floors:**

**Option #1—**Take two aspirin every four hours while you schlep from store to store, website to website, wading through the thousands of options, trying to figure out what’s what, losing sleep worrying about ACCIDENTALLY choosing a product that won’t match your décor, or look different once it’s installed, or fall apart in a year (in spite of the promises made by the company).

**OR…**

**Option #2—Call me!!**

I've sent you several messages offering you a “shameless bribe” to gain you as a new client. Since I still haven’t heard back from you, I figure you’re still in the decision-making process.

I don’t want you to miss this chance to experience my fun, stress-free, “headache” free, *World Class Installation Service*!

**I Make The Entire Process Fun, Easy and “Headache” Free!**

Unfortunately we’ve all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System.

I specialize in amazing my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”!

Here’s what you’ll enjoy during my World Class Installation System:

**Free Design Audit—**This 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.

**Installer professionalism guarantee—**Jimbo's Floorsinstallers fully trained and qualified. (NOTE: If your installers are certified, add that here.)

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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**Your Shameless Bribe Expires In 20 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #5: Day 14**

**Subject line: predatory tactics**

Hi [First Name],

I've sent you several messages offering you a "Shameless Bribe" to buy your flooring from Jimbo's Floors.

Since I still haven't heard from you, I'm sure you're still in the "shopping" process. So here's another tip to help you in your search.

Unfortunately there are a lot of floor dealers who are less than ethical. I DON'T want you to get ripped off by these scam artists.

So over the next few installments I'm going to share **"4 Predatory Sales Tactics."** By being aware of these, you can keep from being taken advantage of by unethical dealers.

## Predatory sales tactic #1—Bait and Switch

Here’s how it’s done: you pay for a high-quality carpet, but the dealer secretly installs a lower quality carpet of the same color and style. It’s extremely difficult for the average person to tell that this has been done. UNTIL…about 6-12 months have passed. Then you begin to notice wear patterns, fraying or other problems with the cheap carpet.

The same thing is done with carpet padding and hard floors.

Another bait and switch tactic is to advertise a ridiculously low price to get you into the store, but when the “salesperson” visits your home to measure, the price is suddenly inflated. Then the “salesperson” uses high-pressure tactics to get you to buy at the higher price. Dealers who engage in this kind of deceptive practice hire “salespeople” who are nothing more than con-artists, and who are masters at manipulating and pressuring people.

This is why it’s critical that you work with a local dealer you can trust. Always get a list of references from past clients.

In the next installment I'll discuss a predatory tactic where some dealers cut costs to increase their profits…at YOUR expense.

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**Your Shameless Bribe Expires In 16 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #6: Day 16**

**Subject line: predatory sales tactics part 2**

Hi [First Name],

Jim Armstrong here. Today we're continuing with **4 Predatory Sales Tactics** used by many floor dealers. By being aware of these, you can keep from being taken advantage of by unethical dealers.

## Predatory sales tactic #2—Using untrained installers to cut costs

Buying floor covering is different than buying other interior decorating items such as sofas, lamps or tables. Why? Because when you buy a sofa, you simply bring it home and set it in your living room—you don’t “install” the sofa.

Floor covering has to be installed: it’s literally “manufactured” at your home. So when you buy floor covering, you’re really buying two things: the floor covering itself, and the installation.

Unfortunately, unethical dealers try to save money by hiring “cheap” labor to do their installations. Here’s how it works:

They offer super low prices or ridiculously discounted “specials” to lure people into their store. Well, all of their overhead remains the same: rent, utilities, and their cost for the floor covering. NONE of these costs can be reduced.

So how do they “pay” for super-discounted price offers? They don’t. Instead, they make YOU pay by hiring unqualified installers and/or pressure them to rush through the job.

Some common problems encountered with unqualified, unprofessional installers:

* They show up late, or not at all (lack of professionalism).
* They are not trained in good customer service. Many times they are rude or simply don’t communicate well with the home owner.
* Since they are underpaid, they have to rush through your job and hurry on to the next so they can complete as many jobs as possible.
* Damaged floor covering
* Damage to your home

At Jimbo's Floors you are protected by our "Installer Professionalism Guarantee."

Our installers are neat, clean, well-groomed, and professional. 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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**Your Shameless Bribe Expires In 14 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Don’t Delay or you’ll miss out on my shameless “bribe.” Bring this email to Jimbo's Floors.

You’ll get an ADDITIONAL $50 off for orders of $3000 or more ($25 off if it’s less than that). You get this on top of any other discounts or specials I happen to have on your selection.

Your Shameless Bribe expires in 14 Days!

**P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #7: Day 19**

**Subject line: predatory sales tactics part 3**

Hi [First Name],

Jim Armstrong here. Today we're continuing with **4 Predatory Sales Tactics** used by many floor dealers. By being aware of these, you can keep from being taken advantage of by unethical dealers.

**Predatory sales tactic #3—Making false or misleading claims**

One way this happens is when a “salesperson” claims that a carpet is “stain proof.” Modern science has helped us make carpets that are pretty amazing at resisting stains.

However, we still haven’t reached the point where we can make carpet “stain proof.” And because of this, NONE of the manufacturer’s warranties make this claim. They all say “stain resistant.”

If you ever hear a salesperson call a carpet “stain proof,” they either lack training, or they are unethical. Either way, find another store.

Another misleading claim is “invisible seams.”

Here’s the rule of thumb for seams: short pile or “looped” carpets tend to show seams more than deep or “cut” pile.

In order to make the sale, a dishonest or incompetent salesperson will promise “invisible seams” even with short or loop pile carpet. It’s only after the carpet is installed that you find out you weren’t told the truth.

A competent, ethical dealer will give you an honest assessment about the visibility level of seams for the different styles you are considering. That way you can make an informed decision BEFORE the carpet is installed.

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**Your Shameless Bribe Expires In 11 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #8: Day 20**

**Subject line: predatory sales tactics part 4**

Hi [First Name],

Today we conclude our discussion of **4 Predatory Sales Tactics** used by many floor dealers.

## Predatory sales tactic #4—Not honoring their warranty

Warranties protect you in three ways:

1) **Defect Warranty.** Sometimes even the best manufacturers send out a product that has a defect.

One mark of a quality manufacturer is not that they never accidentally send out a defective product, it’s that they replace it at no cost to the client. This is called the “defect warranty” and it simply protects you in case this happens.

No matter what you’re buying (toaster, TV, computer, floor covering, etc.), any honest, ethical company will replace it or fix it if it’s defective. This is just good, old-fashioned business decency, and it’s how I operate Jimbo's Floors.

2) **Installation warranty.** Floor covering is installed or “manufactured” at your home.

No two installations are the same. It’s a complicated process that requires a lot of training. Installers are human beings, and because floor installations are so complex, even the best installers can make a human “error” sometimes.

But YOU shouldn’t have to pay for the error. The installation warranty protects you in case a mistake is made during the installation.

3) **Stain Warranty.** Stain Warranties work a little like an “insurance policy” if you accidentally spill something on your carpet that won’t come out.

There are different “levels” of stain warranty. A typical stain warranty might last five years, but many stores give you the option to purchase 10 year, 15 year, and even lifetime warranties.

Warranties are critical! I believe in warranties and offer them on all my products. You should never, ever buy floor covering without getting a written warranty beforehand.

Virtually every dealer offers some kind of warranty or “guarantee.” But here’s the problem…

**WARNING:** Unethical, bait-and-switch, “discount” dealers might offer a warranty to get you to buy, but if a problem comes up they simply refuse to honor the warranty that you paid for.

In the next installment I'll explain how they do this.

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**Your Shameless Bribe Expires In 10 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #9: Day 21**

**Subject line: don't be a victim of the "delay game"**

Hi [First Name],

Your friend Jim Armstrong here. In the last installment we discussed how Unethical, bait-and-switch, “discount” dealers might offer a warranty to get you to buy. But if a problem comes up they simply refuse to honor the warranty that you paid for.

One way they do this is by playing…

**The “Delay Game”**

Here's how the Delay Game is played.

You buy a laminate floor from a dealer and several weeks after the installation you notice that the joints are coming apart. You call the dealer and the following happens:

* They don’t return your repeated phone calls & messages.
* After finally getting a hold of a manager, they make an appointment to “inspect” the floor, but never show up.
* Your follow up calls are ignored.
* After many missed or delayed appointments, they finally “inspect” the floor, promise to get back to you, but never call.
* They say it’s a “manufacturing problem,” so you call the manufacturer and they say it’s an “installation problem.” They pass the buck back and forth for weeks.
* They offer to send you a few hundred dollars in order to make you go away. You refuse.
* They begrudgingly agree to replace the floor at no charge, but the installers never show up.
* The installers finally show up, but they inform you that the cost to “re-install” will be $500. You tell them that the dealer said “no charge.” They refuse to do the work without getting paid. More delays. More stress.

This process typically drags on for weeks or months, all the while your floor that you paid a lot of money for is NOT getting fixed. Keep in mind that this is done **deliberately**. You see, unethical, bait-and-switch, “discount” dealers **know ahead of time** that because of their low price they simply cannot afford to honor their warranties.

So they play a numbers game. If they get ten warranty claims in a month, they know that if they play the “Delay Game” long enough, eight of the customers will simply give up and go away. Now they only have to pay for two warranties! Not a bad deal…for them.

**The “Delay Game” is especially frustrating when the big-box, “Mega-Depots” play it.** These stores are HUGE corporations, and have layer after layer of bureaucracy, and lots of lawyers. Trying to get them to honor a simple agreement can be like dealing with the federal government: a hair-pulling nightmare.

Finally, in desperation, you hire an attorney (more money out of your pocket), and FORCE them to honor the warranty that you paid for, and you get your floor fixed. (Hopefully they get it right this time, otherwise you get to play the “Delay Game” again!)

In this case, did the warranty protect you? Well, in a way it did, because you eventually got your floor fixed. But what a nightmare! Wouldn’t it be better to work with a local, honest dealer that backs up their warranties out of simple ethics rather than legal threats?

This is another reason it’s critical that you work with a local, reputable company you can trust. Always get a list of references from past clients. References are simply the **ONLY WAY** you can know ahead of time that you’re dealing with an honest company. If they refuse to provide references, find another store. Period.

**Click Here** to see what real people have to say about Jimbo's Floors.

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**Your Shameless Bribe Expires In 9 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #10: Day 23**

**Subject line: [First Name], it's me, open up**

**Your "Shameless Bribe" expires in 7 days!**

Hello [First Name],

Jim Armstrong here with another tip to help you turn your floor buying experience into a dream come true, instead of the nightmare you hear about so much.

I've found that there are many costly misconceptions that most consumers have when it comes to flooring. By knowing about these, you can help insure that you'll invest in the best flooring for your taste and lifestyle.

And that you'll get years of enjoyment from floors you love, rather than have to live with a decision you'll regret.

## Misconception #1—The company that offers the lowest advertised prices offers the greatest value.

No. Low price does not equal good value. Price is what you pay, but value is what you get. Many consumers choose a floor covering store based on price and only later discover that they didn’t get good value.

There are many things that go into providing good value:

* Quality materials. No bait-and-switch.
* Iron-clad warranty that is not only in writing, but the dealer stands behind it out of a sense of ethics rather than threats of legal action.
* Knowledgeable sales consultant who can help you narrow the thousands of options to the one that’s best for your unique situation.
* A stress-free, World Class installation process.
* Friendly and reliable communication from the dealer’s staff during the selection and installation process.
* Your calls are returned promptly and NOT ignored.
* Expert installation by trained installers who conduct themselves as professionals in your home.
* A beautiful finished product that you can be proud of.

The “discount” dealer who offers the lowest price has to “pay” for that low price by cutting out value. Ultimately this means that YOU pay.

That’s why it’s critical that when you choose a floor covering store, always look at overall value rather than simply the price tag.

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**Your Shameless Bribe Expires In 7 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Don’t Delay or you’ll miss out on my shameless “bribe.” Bring this email to Jimbo's Floors.

You’ll get an ADDITIONAL $50 off for orders of $3000 or more ($25 off if it’s less than that). You get this on top of any other discounts or specials I happen to have on your selection.

Your Shameless Bribe expires in 7 Days!

**P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #11: Day 24**

**Subject line: Not created equal**

**Your "Shameless Bribe" expires in 6 days!**

Hi [First Name],

Jim Armstrong here. Today we continue with the topic of ***7 Costly Misconceptions About Flooring***.

By knowing about these, you can help insure that you'll invest in the best flooring for your taste and lifestyle. And that you'll get years of enjoyment from floors you love, rather than have to live with a decision you'll regret.

## Misconception #2—All floor covering dealers are the same

No. Many floor covering companies carry products that look the same or have the same name. This leads to one of the biggest misconceptions in the industry: “all dealers are the same.” Based on this misconception, many consumers to make a decision based on price alone. This causes several problems.

**First**, many products may look and feel identical, but are vastly different in quality. Knowing the type of materials used in the product, face weight, density, and construction are a critical. An honest dealer will educate you on the differences and help you select the right product.

**Second**, dealers may offer the same product, but have vastly different warranties. Or one dealer honors its warranty while another plays the “**Delay Game**.”

**Third**, two stores may offer the same product, but the installation quality at one store may not good. Remember what I said earlier: floor covering is “manufactured” in your home. It’s not like buying a sofa. A lousy installation means you wind up with a lousy finished floor, even if you paid extra for high-quality products. Ask to see the certification paperwork of all installers. And ask to see a list of references.

**Fourth**, a reputable dealer will take the time to help you find the product that’s best for your unique situation rather than just try to “sell” you flooring. It’s the difference between dealing with a “sales person” and working with a Trusted Advisor.

We want to be your Trusted Advisor. At Jimbo's Floors we have a process called a “**Free Design Audit**” where we take you through a series of questions that helps narrow the thousands of options to the one that works best for you. This also saves many hours of fruitless shopping and takes the stress out of buying. It makes the process fun!

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**Your Shameless Bribe Expires In 6 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

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This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

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Your Shameless Bribe expires in 6 Days!

**P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #12: Day 25**

**Subject line: re: your warranty**

**Your "Shameless Bribe" expires in 5 days!**

Hi [First Name],

Jim Armstrong here. Today we continue with the topic of ***7 Costly Misconceptions About Flooring***.

By knowing about these, you can help insure that you'll invest in the best flooring for your taste and lifestyle. And that you'll get years of enjoyment from floors you love, rather than have to live with a decision you'll regret.

## Misconception #3—All warranties and guarantees are the same

No. For example, two stores may have the same product, but one store offers a 5-year stain warranty and the other offers a 10-year stain warranty.

Also, installation warranties are very different. Many stores offer only a 1-year installation warranty (or NO installation warranty). I offer a LIFETIME installation warranty at all products sold at Jimbo's Floors

I also offer a Zero Regrets Guarantee. You’ll love your new flooring or I’ll replace it free within the first 30 days.

But always keep in mind that most stores have some kind of warranty. The question is, will they honor their warranty if there’s ever a claim? Or, will they play the “Delay Game” and hope you give up and go away, and force you take legal action to MAKE them honor their warranty?

The only way you can know ahead of time is to work with an honest, local dealer, and ALWAYS get a list of references.

**Click Here** to see testimonials from real, live clients of Jimbo's Floors.

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**Your Shameless Bribe Expires In 5 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

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You’ll get an ADDITIONAL $50 off for orders of $3000 or more ($25 off if it’s less than that). You get this on top of any other discounts or specials I happen to have on your selection.

Your Shameless Bribe expires in 5 Days!

**P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #13: Day 26**

**Subject line: Misconception #4**

**Your "Shameless Bribe" expires in 4 days!**

Hi [First Name],

Jim Armstrong here. Today we continue with the topic of ***7 Costly Misconceptions About Flooring***.

By knowing about these, you can help insure that you'll invest in the best flooring for your taste and lifestyle. And that you'll get years of enjoyment from floors you love, rather than have to live with a decision you'll regret.

## Misconception #4—You should choose the flooring material THEN locate a dealer

No. This can be a problem for two reasons.

First, there are literally thousands of products on the market. Trying to sift through all of them can take weeks. Work with a dealer who has your best interest in mind and who can help you do the sifting. This will save you many frustrating hours and make the process less stressful.

Second, there are so many new and improved products coming out that it’s really a full time job just keeping up with it all.

You might select a product to solve a flooring challenge, not aware that there is another product that will do a much better job for the same money.

My sales staff and I dedicate hundreds of hours each year educating ourselves on the industry so we can make the best recommendations to you.

A competent, professional dealer will ask lots of questions to help determine the best flooring for you.

We use the **“Free Design Audit”** to take you through a series of questions. Based on your answers, we can quickly narrow your search to the best floor covering for YOU.

The best way to find floor covering is to choose a dealer you can trust and work with them to help find the flooring that’s best for you.

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**Your Shameless Bribe Expires In 4 Days!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

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Jim Armstrong***

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You’ll get an ADDITIONAL $50 off for orders of $3000 or more ($25 off if it’s less than that). You get this on top of any other discounts or specials I happen to have on your selection.

Your Shameless Bribe expires in 4 Days!

**P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #14: Day 27**

**Subject line: Beware of "cheap price" quotes**

**Your "Shameless Bribe" expires in 3 days!**

Hi [First Name],

Jim Armstrong here. Today we continue with the topic of ***7 Costly Misconceptions About Flooring***.

By knowing about these, you can help insure that you'll invest in the best flooring for your taste and lifestyle. And that you'll get years of enjoyment from floors you love, rather than have to live with a decision you'll regret.

## Misconception #5—The company that quotes you the lowest price is the company you should choose

No. There are two problems with this approach.

First, there are many dishonest, unethical dealers who will quote low prices up front in order to get your business. Then they make you “pay” for the low price in several ways:

1. They install a lower quality product than you originally paid for, but don’t tell you. (This is called bait-and-switch.) It’s virtually impossible to tell that they’ve done this until 6-12 months later when the carpet begins to show wear and/or fall apart.
2. They cut corners on installation costs by hiring improperly trained installers.
3. They don’t honor their written warranties. If you ever make a claim, they play the “Delay Game” because they can’t afford to honor their warranties. They hope you will give up and go away. The only way you can get them to honor the warranty that you paid for is to take legal action.

The second problem is that many dealers through their advertising have promoted the myth that price is the only consideration.

(This is especially true of the big-box, “Discount,” “Bargain Corral,” “Mega-Depot” stores.)

While price is important, overall value is even more important. Remember these critical items that go into creating overall VALUE:

* Quality materials. No bait-and-switch.
* Iron-clad warranty that is not only in writing, but the dealer stands behind out of a sense of ethics rather than threats of legal action.
* Knowledgeable sales consultant who can help you narrow the thousands of options to the one that’s best for your unique situation
* A stress-free, World Class installation process
* Friendly and reliable communication from the dealer’s staff during the selection and installation process.
* Your calls are returned promptly and NOT ignored.
* Expert installation by trained installers who conduct themselves as professionals in your home.
* A beautiful finished product that you can be proud of.

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**Your Shameless Bribe Expires In 3 Days!**

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**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Don’t Delay or you’ll miss out on my shameless “bribe.” Bring this email to Jimbo's Floors.

You’ll get an ADDITIONAL $50 off for orders of $3000 or more ($25 off if it’s less than that). You get this on top of any other discounts or specials I happen to have on your selection.

Your Shameless Bribe expires in 3 Days!

**P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #15: Day 28**

**Subject line: How to avoid the online blues**

**Your "Shameless Bribe" expires in 48 Hrs!**

Hi [First Name],

Jim Armstrong here. Today we continue with the topic of ***7 Costly Misconceptions About Flooring***.

By knowing about these, you can help insure that you'll invest in the best flooring for your taste and lifestyle. And that you'll get years of enjoyment from floors you love, rather than have to live with a decision you'll regret.

## Misconception #6—The best way to buy flooring is to shop online

Not so. One of the worst places to go for floor covering is to the internet. There are several things that make the internet an extremely undesirable place to look for a flooring.

**1. You have no idea if the person on the other end of the line is ethical.**

We have many clients who, before coming to us, used an online dealer and were promised certain prices and products, only to have something different installed or have the price change. Not to mention endless delays.

**2. You have no idea if the “sales person” is experienced.**

On the Internet, you’ll be working with an eighteen-year-old telemarketer in most cases. Floor covering transactions, are very complicated, and online dealers are notorious for causing delays and making mistakes.

**3. They do not care about developing a long-term relationship with you.**

They will treat your purchase as a one-shot deal, with no consideration given to providing good service so they can earn your referrals and repeat business.

At Jimbo's Floors, 84% of our business comes from repeat and referral clients. We depend upon repeat and referral business for our livelihood, so we have a vested interest in making sure that you are head-over-heels thrilled with the service you receive.

**5. Warranty claims are a nightmare.**

We all hope that making a warranty claim won’t be necessary. But when it becomes necessary, you really need the warranty to be honored.

Getting most online dealers to honor their warranty is a time-consuming, frustrating ordeal. You will most likely wind up playing the **“Delay Game.”**

**6. They have no relationships with installers.**

Because online dealers sell to anybody living anywhere, it’s impossible for them to keep control of the installation. They might say they have “trained installers in your area,” but these are nothing more than sub-contractors.

These sub-contractors work for many different dealers, so they have no real loyalty to the online dealers. And since the online companies lure consumers in with “cheap price” offers, they cut corners by underpaying their installers. This causes the installers “rush” through the job, and makes them very reluctant to return to correct mistakes. They simply can’t afford it.

**7. Also, the Internet is not regulated.**

These days anybody can put together a website quickly and easily using the software that’s available. Sometimes these “businesses” are nothing more than installers working out of their garages to create a “company” via a website. Many of these are fly-by-night, here-today-and-gone-tomorrow dealers.

This platform is geared toward perking interest. These are people who don’t have existing relationships, and who don’t work via referral. Unfortunately, they try to commoditize the industry.

Choosing floor covering is the largest decorating decision you will make in your life, and it needs to be taken very seriously. It’s not like shopping for the best price on a table lamp.

You need to consider that the lack of regulation on the Internet allows them to offer anything they want to you the consumer just get their phone to ring.

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**Your Shameless Bribe Expires In 48 Hrs!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

***At Your Service,
Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

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Your Shameless Bribe expires in 48 hrs.!

**P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #16: Day 29**

**Subject line: what you can't get over the phone**

**Your Shameless Bribe Expires in 24 Hrs!**

Hi [First Name],

Jim Armstrong here. Today we continue with the topic of ***7 Costly Misconceptions About Flooring***.

By knowing about these, you can help insure that you'll invest in the best flooring for your taste and lifestyle. And that you'll get years of enjoyment from floors you love, rather than have to live with a decision you'll regret.

## Misconception #7—Any honest floor dealer should be able to give you accurate prices over the phone

No. Here’s why.

There are four items that must be reviewed before a dealer can give you an accurate price quote:

**1. Kind of flooring.**

**2. Size of the rooms.**

**3. The shape of the rooms.**

**4. Any “special needs” that can affect the installation.**

Any dealer who does not review these four items is basically guessing at the price.

At Jimbo's Floors, we review all four items before giving you our written, guaranteed, “No Surprises” price quote.

This means that the price we quote is the price you get. Period. If we make a mistake and under price something, WE pay for it, not you.

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**Your Shameless Bribe Expires In 24 hrs!**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

See you soon!

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Jim Armstrong***

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Your Shameless Bribe expires in 24 hrs!

**P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**

**Email #17: Day 30**

**Subject line: it ends today, [First Name]**

**Today Is The Last Day To Claim Your "Shameless Bribe!"**

[First Name],

This is Jim Armstrong. Disappointed.

I’ve sent you messages offering a “shameless bribe” to gain you as a client. Plus all the other EXCLUSIVE benefits I offer my clients that no other store does.

I’m truly saddened that I haven’t heard back from you.

In hopes that I still might gain you as a client, I am sending you this final message.

**Get an ADDITIONAL $50 Off!** Bring this email to Jimbo's Floors TODAY. We will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.)

This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

***Still Hoping I Might Hear From You,***

***Jim Armstrong***

***Yuba City's Flooring Guru***

***Jimbo's Floors/123 Main St., Yuba City***

**P.S.** Your Shameless Bribe expires today!

Bring this letter to Jimbo's and get an additional $50 off for purchases over $3,000! ($25 off purchases below that amount.)

**P.P.S.** You are protected by my "Zero Regrets Guarantee…you'll love your new floors or I'll replace them FREE!"

**P.P.P.S.** Check out what this person had to say about Jimbo's Floors...

(Testimonial goes here. Use different testimonials for each email if you can.)

**You can also have a link to audio or video testimonials on your website.**