



**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*: Avoiding the Most Overrated Tourist Attractions

After travel restrictions and safety concerns due to the pandemic, any long-awaited travel plans you have for this summer should be worth every moment. The last thing you want as a traveler is to discover that you’ve wasted time and money only to be thoroughly underwhelmed.

All too often, the hype is bigger than the attraction. This leads to overcrowding, scammers, and often miserable experiences that could have been better spent at more underrated tourist spots. From *Lifehacker’s* Meredith Dietz, here are some popular destinations that are overrated—and some travel ideas that are worth your while.

## The most overrated tourist destinations

### ****The Mona Lisa, Paris****

The Louvre is the most-visited museum in the world, and it has plenty of fine art to offer. However, if your main draw is visiting Leonardo Da Vinci’s Mona Lisa, prepare to be let down. Not only is the painting much smaller than most people imagine, but the crowds around it don’t exactly make for the best artistic appreciation. For less chaotic museums in Paris, try out the Musée d’Orsay and Musée Picasso.

### ****Sacred Monkey Forest, Ubud****

Wild monkeys can be found all over Bali, so there’s no reason to contribute to this overwhelming, zoo-like park. It’s overcrowded with tourists, and since the monkeys here have become used to humans, they’re known to be overly aggressive. You may be interested in researching the ethics of any animal-centered attraction (like with elephant rides in Thailand). If you’re trying to see wild monkeys while in this region, consider Mount Batur or the Uluwatu Temple.

### ****The Taj Mahal, Agra****

Although this structure is undeniably magnificent, this is another one of those attractions where it’s so crowded that you won’t be able to appreciate where you are. From sunrise to sunset, there isn’t really a secret hour of the day where you won’t be overwhelmed.

### ****Pisa, Italy****

After getting your precious pic of you pretending to prop up the leaning tower, Pisa is generally seen as too touristy and out-of-the-way, when the rest of Italy has so much more to offer.

### ****The Temple Bar, Dublin****

Also the name of Dublin’s nightlife capital, this Temple Bar specifically refers to the frequently-photographed pub with iconic red walls. It’s worth strolling around the cobblestone neighborhood, but the bar itself is an overpriced and overcrowded tourist trap.

### ****Jemaa el-Fna (the famous Marrakesh market), Morocco****

Marrakesh, Morocco is worth a spot on your bucket list. The iconic market, however, is best to speed through before getting out of the main square and into the old city. Chances are you look like a tourist, in which case this market is going to be a suffocating slew of vendors yelling at you. Make sure to keep an eye on your belongings as you pass through, since this place is known for pickpockets.

### ****Stonehenge, England****

Stonehenge gets a reputation as “overrated” because it’s fairly difficult to visit. You’ll have to devote a whole day away from London, and once you arrive, you’ll find that tourists aren’t able to get all that close to the iconic rocks.

### ****Hobbiton, New Zealand****

New Zealand is worth a visit for many reasons, but these tourist trap hobbit houses are not one of them. The Lord of the Rings fans should do their research to visit more of the natural beauty that New Zealand provided as a major filming location of their favorite films. Unfortunately, Hobbiton-specific tours are pricey, fast-paced, and jam-packed.

### ****Arashiyama Bamboo Grove, Kyoto****

This bamboo garden is no doubt jaw-dropping, but once again, the sheer number of tourists around you might make it hard to take in your surroundings. Consider visiting one of Kyoto’s smaller, underrated bamboo-clad pathways like Kodaiji Temple.

### ****Geneva, Switzerland****

Although Lake Geneva offers stunning views and fun water activities, this city is so expensive, it’s hard to budget more than a day here.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #2**

# *Subject line:* Plants that Naturally Repel Mosquitoes

There are some plants that mosquitoes don’t like, due to their potent smell. The oils of some of these plants are used to formulate natural mosquito repellents, but there’s also some preliminary research to suggest that some live plants can also help keep at least some mosquitoes away.

If you’re out doing a bit of weeding, or flipping burgers on the grill, try crushing the leaves of these plants and rubbing the oils on your skin to get the most protection.

Want to try growing your own mosquito-resistant garden? Here’s what you should plant, according to *Apartment Therapy*.

## Citronella Grass

The essential oil from citronella grass is used to make those insect-repellent candles you’ve probably come across at a summer barbecue. Make sure you’re buying the tall spiky grass Cymbopogon nardus, not “citronella plant” (Pelargonium citrosum), which is actually a type of geranium that smells similar to citronella but doesn’t contain the same mosquito-repelling oils. Citronella grass prefers partial sun and moist, loamy soil, so water every day if you’re growing it in a container. It is a perennial in tropical climates but can be grown as an annual in colder places.

## Basil

Basil essential oil is being studied for its mosquito-fighting properties, and anecdotal evidence says just growing it helps keep mosquitoes at bay. But even if it doesn’t have any impact on mosquitoes, you’ll still be able to make fresh homemade pesto, so why not give it a try? Basil likes full sun and moist soil, so water daily during the height of summer, especially if planting in a pot.

## Lemon Balm

This member of the mint family gets its distinctive scent from citronellal, an oil that contains some of the same properties as citronella, including an ability to repel mosquitoes. It’s incredibly easy to grow—almost too easy. Lemon balm is a perennial that can quickly become invasive and take over your whole plot, so it’s best planted in a container. Give it full sun to part shade and don’t forget to water.

## Peppermint

Peppermint essential oil has been shown to repel mosquitoes. A cousin of lemon balm, peppermint has essentially the same care requirements: give it lots of sun and water and contain it in a pot unless you want to grow lots of mint and nothing else in your flower bed. You can also use the leaves of both peppermint and lemon balm to brew tea.

## Lavender

Anecdotal evidence and some tests on lavender essential oil suggests that mosquitoes do not love it. Some natural living gurus even suggest drying the lavender flowers and making sachets to ward off mosquitoes. Either way, you really can’t go wrong growing lavender because it’s so gorgeous. It prefers full sun and drier soil; water once or twice a week during the growing season. Lavender is a perennial, so expect it to come back yearly.

## Catnip

Nepetalactone, the essential oil that gives catnip its distinctive smell, has mosquito-repelling properties. Catnip (another member of the mint family) grows best in full sun and well-draining soil, but it will put up with partial sun and just about any type of soil. Once established, the only thing you really need to do to care for it is to pinch off the flower heads when they appear, since catnip spreads quickly by seed and can easily take over.

# *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.**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #3**

# *Subject line:* Weird Facts About the Human Body

The human body is one of the weirdest things around. We’re full of all kinds of squishy fluids, we got our start as a single cell, and we each have a skeleton inside of us. But the weirdness doesn’t stop there: Here are strange facts from *Lifehacker* about the human body that you probably never realized.

**Babies Have More Bones Than Adults**

You may have heard that a person has 206 bones. That’s sort of true: Most adults have somewhere around that number. You’ll never know exactly how many you have since a lot of them are little bitty bones like sesamoids in your finger joints.

Babies, though? They have even more. The average baby has about 300 bones. That’s because a lot of things that are one bone in an adult are actually multiple separate bones, joined by cartilage, in little ones. Take the skull, for example: babies’ “soft spot” is just the cartilage in between some of the head bones that haven’t fused together yet.

**Humans Glow**

Do you think bioluminescent animals, like anglerfish, are cool? Good news: You glow too, in a similar process called biophoton emission. The chemical reactions in our cells throw off tiny amounts of light that scientists have been able to capture with ultra-sensitive cameras. You can’t see the glow with the naked eye, though—it’s a thousand times weaker than what we can detect.

**Your Appendix Isn’t Useless**

It turns out that our appendix, far from being a useless lump of flesh, is full of tissues associated with the immune system. The current thinking is that it may serve as a backup storage site for our “good” gut bacteria, the better to replenish them after something like a bout of diarrhea.

**Why Do We Get Goosebumps?**

Have you ever seen a bird on a cold day with its feathers all ruffled up so it looks like a little puffball? Or a squirrel, doing much the same thing with its fur? That’s what your body is doing when you get goosebumps: Standing up each of your body hairs to better trap air underneath them to keep you warm.

It doesn’t work very well, of course, since we don’t have that much body hair. But if you look closely, you’ll notice that each goosebump is located at a hair follicle. There is a tiny muscle, the arrector pili (literally, “stander-up of hair”) that contracts to pull the hair upright.

**Why Does Only Half of your Nose Work?**

When you get a cold and have a stuffy nose, you may notice that only one nostril is stuffed up at a time, and which nostril that is changes throughout the day. That’s because we only breathe through one nostril at a time, even when we’re healthy. (The nostril that’s stuffed is just the one that happens to be resting at the moment.)

This is called the nasal cycle, and you can prove it to yourself by putting a hand under your nose. You’ll probably feel your breath more on one side than the other; if you feel it in both, you’ve caught the cycle during its transition. Wait a little while and feel again.

**Humans Have Stripes**

Tiger stripes aren’t just for tigers; human skin has a similar stripey pattern. We just can’t usually see it.

Our stripes, called Blaschko lines, are formed as our cells are dividing and our body is growing in utero. These rows of cells, including skin cells, look identical and are thus not visible as stripes—most of the time. But certain rashes will follow the lines, making them visible, and sometimes they can be seen under powerful-enough ultraviolet light.

**Why Doesn’t Your Stomach Digest Itself?**

If your stomach has so many enzymes and acids that it can digest a piece of meat, why doesn’t it digest itself? Well, it turns out that it kind of does. The cells lining your stomach reproduce quickly to replace the cells that get destroyed in the course of their daily jobs. We end up with a new stomach lining about every three days.

**Are We All Related?**

You probably think you’re so different from everyone else, but genetically all humans are extremely similar. Even though you might describe an unrelated person as not sharing any of your DNA, the truth is that all humans have about 99.9% of their DNA in common. All the differences between you and a stranger are in that other 0.1%. While we’re at it, you share about 98.8% of your DNA with a chimp.

## You Make Enough Saliva Each Year To Fill A Bathtub Or Two

Our bodies make a lot of, well, stuff. How much? A lot. You make 0.7 liters of saliva per day, or more than a water bottle’s worth. Over the course of a year, you could fill a bathtub or two.

**Gravity Makes You Shorter**

Gravity really is keeping you down. When astronaut Scott Kelly returned from space, he was two inches taller than his twin. Most of us are a tiny bit taller in the morning than we are by the end of the day.

**Teeth Are Not Bones**

As funny as it is to joke about our teeth as “outside bones” or “luxury bones” (since you have to pay extra to insure and care for them), teeth are actually not bones at all.

What are they, then? They’re teeth! They’re their own thing. Teeth have a coating called enamel (the hardest substance in the human body), are made of dentin underneath, and have a pulp full of nerves and blood vessels on the inside. Bones, by contrast, have fatty marrow and/or something called “spongy bone” on the inside, and the outside of the bone is coated in a membrane. Bone is full of collagen and blood vessels; the hard parts of teeth have neither.

***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

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**Week #4**

# *Subject line:* The Seven Deadly Sins of Raising a Teenager

The mistakes we make with our teenagers are different than the ones we make with little kids. They’re not worse, necessarily, but now your kid will notice and never shut up about it. So avoid these common and devastating screw-ups from *Lifehacker*, and your child will have nothing to talk about in therapy. Except all the other mistakes you made.

## Not giving them a way out of dangerous situations

Most stupid things teenagers do are reversible with time—if they flunk out of 11th grade, they can get a GED; if they get thrown in jail for stealing a car, their record will be wiped clean when they turn 18—but some common teenage issues are life or death. Accidents (mostly car accidents), homicide, and suicide are the top three causes of death among teenagers in the U.S., so teaching your teenager to recognizes these situations and know they can turn to you if they need help is important. Consider having the tough conversations. Make sure your teen knows you’ll offer them a judgment-free ride home at any time of night so they don’t get in a car with someone who is driving drunk. Make sure they can come to you if the usual angst of teenagerhood starts to seem like something worse. And make sure you uphold your part of the bargain.

## Helicopter parenting

Parents try to hold on tight as their kids get older, but it’s not going to work. Like it or not, your teen is setting sail to a secret country you can’t visit, and your only job is to stand on the dock waving and saying “bon voyage.” Helicoptering your teenager, babying them, not letting them make their own mistakes, leads to dependent, half-formed adults, resentment, and potentially years of expensive therapy. And guess what? They’ll leave anyway. If unprepared when they do, more serious trouble may await them in their adulthood.

## Minimizing their problems

The day-to-day obstacles of adolescence are ridiculous compared to grown adult problems, but as satisfying as it might seem in the moment, it does not help to tell your teen things like, “You think you have problems? Try paying a mortgage.”

Unless you know otherwise, don’t assume your kid is overstating their reactions to the drama and angst of adolescence. Sure, the devastating, world-ending fight with their best friend will probably be forgotten in a couple days, but the emotions your teen is feeling are real in the moment. “Wow, that must feel awful,” is a much better response than, “Pfft, big deal.” This response can also lead to a much more productive conversation.

It comes down to having empathy and remembering what it felt like when you were a teenager. That’s the key to avoiding most of these mistakes, by the way.

## Not having their back

When your kids start navigating the world outside of your house, conflicts that have nothing to do with you are inevitable. Whether it’s beefs with friends or broken chemistry with teachers, remember to always be on their team. This doesn’t mean that everything they do is right, it means to let them know that you support them even through correcting their mistakes.

## Not respecting their identity

If your kid is piling on affectations and fashion choices you don’t approve of, try to let it go. They’re not doing it to be annoying. Teenagers are a mess; neither their brains nor bodies are fully formed, but they’re expected to act semi-human, so they try on different identities to figure it all out. It might be weird and disturbing to watch your once-sweet little girl or boy rocking spikes and eyeliner, but unless they’re into something legitimately harmful, just roll with it. You didn’t keep wearing JNCO jeans into adulthood, right? Your teens will most likely drop whatever style they’re into before long, so ask yourself who it’s hurting for your kid to dye their hair black. If the answer is “no one” (and it almost always is) let it go. Say, “It’s a phase, it’ll pass;” (but only to yourself, not to them).

## Getting the authorities involved

Unless someone is in immediate physical danger, calling the police will rarely work out well for you or your children.

## Not savoring it

No matter how frustrating it can be to raise a teenager, remember: It’s a time of wonder and exploration, too, and it goes by very fast. Like the “terrible twos” that came before, it will be over before you know it, and you’ll wish you could go back, if just for a day.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. When you buy floors from us, you are protected by our Installer professionalism guarantee!**

**Our installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths.**

**You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!**

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