



**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*: 50 Ways to Slightly Improve Your Life

## Whether it’s taking fruit to work being polite to rude strangers or taking up skinny-dipping, here’s a half-century of ways from The Saturday Magazine Team at The Guardian to make life better, with little effort involved.

**1** Exercise on a Monday night (nothing fun happens on a Monday night).

**2** On the fence about a purchase? Wait 72 hours before you buy it.

**3** Tip: the quickest supermarket queue is always behind the fullest trolley (greeting, paying and packing take longer than you think).

**4** Bring fruit to work.

**5** Consider going down to four days a week. It’s likely a disproportionate amount of your fifth day’s work is taxed anyway, so you’ll lose way less than a fifth of your take-home pay.

**6** Everyone has an emotional blind spot when they fight. Work out what yours is and remember it.

**7** Plant spring bulbs, even if they’re just in a pot.

**8** Send a voice note instead of a text; they sound like personal mini podcasts.

**9** Keep a bird feeder by a window, ideally the kitchen. It’ll pass the time when you’re washing up.

**10** Always bring ice to house parties (there’s never enough).

**11** Get the lighting right: turn off the overhead one, turn on lots of lamps (but turn off when you leave the room).

**12** Sharpen your knives.

**13** Feeling sluggish at work? Break tasks into small steps and take breaks.

**14** Buy a cheap blender and use it to finely chop onions (it saves on time and tears).

**15** Keep your children’s drawings and paintings. Put the best ones in frames.

**16** Set aside 10 minutes a day to do something you really enjoy – be it reading a book or playing Halo.

**17** Don’t be weird about how to stack the dishwasher.

**18** Reuse all plastic bags – even bread bags. Much of the packaging you can’t reuse can be taken to larger branches of supermarkets for recycling.

**19** Take a photo of the tag you are given when leaving your coat in a cloakroom.

**20** Can’t sleep? Try a relaxing soak with lavender bath oil before bed.

**21** Add the milk at least one minute after the tea has brewed.

**22** Laugh shamelessly at your own jokes.

**23** It might sound obvious, but a pint of water before bed after a big night avoids a clanger of a hanger.

**24** Start a Saturday morning with some classical music – it sets the tone for a calm weekend.

**25** Look closely.

**26** Set time limits for your apps. Just go to the settings on your smartphone and add a limit – for example, if you have an iPhone turn on Screen Time.

**27** If possible, take the stairs.

**28** Always be willing to miss the next train.

**29** Eat meat once a week, max. Ideally less.

**30** Be polite to rude strangers – it’s oddly satisfying.

**31** Ask questions and listen to the answers.

**32** Connect with nature: stand outside barefoot for a few minutes – even when it’s cold.

**33** Join your local library – and use it.

**34** Go for a walk without your phone.

**35** Eat salted butter (life’s too short for unsalted).

**36** Stretch in the morning. And maybe in the evening.

**37** If you’re going less than a mile, walk or cycle. About half of car journeys are under two miles, yet these create more pollution than longer journeys as the engine isn’t warmed up yet.

**38** Sleep with your phone in a different room (and buy an alarm clock).

**39** Send postcards from your holidays. Send them even if you’re not on holiday.

**40** Instead of buying new shoes, get old ones resoled and buy new laces.

**41** Buy a plant. Think you’ll kill it? Buy a fake one.

**42** Don’t have Twitter on your phone.

**43** If you find an item of clothing you love and are certain you will wear forever, buy three.

**44** Try taking a cold shower (30 seconds to two minutes) before your hot one. It’s good for your health – both physical and mental.

**45** Text to say thank you.

**46** Read a poem every day. Keep a compendium, such as A Poem for Every Day of the Year, by your bed.

**47** Take out your headphones when walking – listen to the world.

**48** Buy secondhand.

**49** Buy in person!

**50** Learn how to floss properly.

*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 #2**

# *Subject line:* Shakespearean Phrases You Didn’t Know You Know

William Shakespeare devised new words and countless plot tropes that still appear in everyday life. Famous quotes from his plays are easily recognizable; phrases like "To be or not to be," "wherefore art thou, Romeo," and "et tu, Brute?" instantly evoke images of wooden stages and Elizabethan costumes. But an incredible number of lines from his plays have become so ingrained into modern vernacular that we no longer recognize them as lines from plays at all. Here are phrases you use but may not have known came from the Bard of Avon according to *Mental Floss*.

#### **"Wild Goose Chase" // *Romeo and Juliet*, Act II, Scene IV**

"Nay, if our wits run the wild-goose chase, I am done, for thou hast more of the wild-goose in one of thy wits than, I am sure, I have in my whole five. Was I with you there for the goose?" — Mercutio

This term didn't originally refer to actual geese, but rather a type of horse race.

#### **"Green-Eyed Monster" // *Othello*, Act III, Scene III**

"O, beware, my lord, of jealousy! It is the green-eyed monster, which doth mock the meat it feeds on." — Iago

Before Shakespeare, the color green was most commonly associated with illness. Shakespeare turned the notion of being sick with jealousy into a metaphor that we still use today.

#### **"Seen Better Days" // *As You Like It*, Act II, Scene VII**

"True is it that we have seen better days and have with holy bell been knolled to church, and sat at good men's feasts and wiped our eyes of drops that sacred pity hath engendered." — Duke Senior

The first recorded use of "seen better days" actually appeared in Sir Thomas More in 1590, but the play was written anonymously, and is often at least partially attributed to Shakespeare.

#### **"Good Riddance" // *Troilus and Cressida*, Act II, Scene I**

[Thersites exits]

"A good riddance." — Patroclus

"Good riddance" also applies well to exes, house pests (both human and insect), and in-laws.

#### **"Fair Play" // *The Tempest*, Act V, Scene I**

"Yes, for a score of kingdoms you should wrangle, and I would call it fair play." — Miranda

Prospero's daughter never would have been able to predict that "fair play" is used more often now in sports than it is for the negotiation of kingdoms.

#### **"Lie Low" // *Much Ado About Nothing*, Act V, Scene I**

"If he could right himself with quarreling, some of us would lie low." — Antonio

Shakespeare's plays contain brilliant wisdom that still applies today. In "lie low," he concocted the perfect two-word PR advice for every celebrity embroiled in a scandal.

#### **"It's Greek to Me" // *Julius Caesar*, Act I, Scene II**

"Nay, and I tell you that, I’ll ne'er look you i' the face again: but those that understood him smiled at one another and shook their heads; but, for mine own part, it was Greek to me." — Casca

"It's all Greek to me” might possibly be the most intelligent way of telling someone that you have absolutely no idea what's going on.

#### **"Love Is Blind" // *The Merchant of Venice*, Act II, Scene VI**

"But love is blind, and lovers cannot see the pretty follies that themselves commit, for if they could Cupid himself would blush to see me thus transformèd to a boy." — Jessica

Chaucer actually wrote the phrase ("For loue is blynd alday and may nat see") in The Merchant’s Tale in 1405, but it didn't become popular and wasn't seen in print again until Shakespeare wrote it down. Now, "love is blind" serves as the three-word explanation for any seemingly unlikely couple.

#### **"Break the Ice" // *The Taming of the Shrew*, Act I, Scene II**

"If it be so, sir, that you are the man must stead us all, and me amongst the rest, and if you break the ice and do this feat, achieve the elder, set the younger free for our access, whose hap shall be to have her will not so graceless be to be ingrate." — Tranio (as Lucentio)

If you want to really break the ice, the phrase appears to have come from Thomas North, whose translation of Plutarch's Lives of the Noble Grecians and Romans provided much of the inspiration for Shakespeare's ancient word plays.

#### **"Heart of Gold" // *Henry V*, Act IV, Scene I**

"The king's a bawcock, and a heart of gold, a lad of life, an imp of fame, of parents good, of fist most valiant." — Pistol

Turns out, the phrase "heart of gold" existed before Douglas Adams used it as the name of the first spaceship to use the Infinite Improbability Drive in The Hitchhiker’s Guide to the Galaxy.

# *Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S.** **With our ZERO REGRETS guarantee you’ll love your new floors or we’ll replace them FREE!**

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**Week #3**

# *Subject line:* Why Your Brain Won’t Let You Remember Passwords

Whenever you reset your email password, you probably don’t remember the temporary one—that auto-generated, meaningless string of numbers and letters. You pay careful attention to typing it only as you log in, before thinking up a new permanent password—maybe a fresh variation of your childhood pet’s name.

Per *Popular Science*’s Margo Milanowski, it’s not clear whether this kind of information, which individuals must pay careful attention to but isn’t needed in the future, enters the working memory. Researchers at Zhejiang University in Hangzhou, China wanted to see if it does. Through multiple experiments, the researchers discovered that human brains may have mechanisms that block this kind of information from staying. In fact, their research published on November 19, 2021, in Science Advances found that people are more likely to remember information they deliberately ignored than the kind of information they pay attention to once and don’t expect to need in the future.

“Our brain seems much more selective than we believe,” says Hui Chen, one of the study authors and a researcher in behavioral psychology. Chen explains that even when people pay close attention to detail, these details might not stick.

To test whether these kinds of details enter working memory—the temporary information holder in your brain—the team carried out various trials testing the participants’ memories. The scientists presented subjects with information they were either told to pay attention to or ignore. For example, the researchers presented participants with colored shapes, and told them to ignore the shape but pay close attention to the color.

Participants immediately did multiple tests to evaluate exactly what they were remembering. One test asked them to look for a tilted line within four images of shapes, but either the color, shape, or both color and shape of one image was the same as initially presented. The researchers knew that any characteristics in participant’s working memory would be distracting, according to previous research, and increase the time it took participants to find the tilted line they were looking for. Another test showed them the same shape and asked whether the color changed.

People were distracted by and recalled what they were told to ignore—the shape—better than what they had been told to pay attention to. The study authors conducted six different variations of these tests, using different sample sizes, recording eye movements, and more, to see whether the results were repeatable.

“Our study shows that people were automatically encoding shapes in the working memory,” says Chen. Furthermore, people were not storing key features they were told to pay attention to, such as color, in their working memory.

Chen explained that these results could have major practical implications in two ways: First, many treatments for people with PTSD involve tactics to help forget experiences by not thinking about them, but this study shows that giving memories some attention may be worth pursuing or studying in treatment. Second, this research contributes to continuing conversations on eyewitness testimony and its potential inaccuracies, including careful analysis of just how well individuals actually recall memories when asked to pay close attention.

“Our studies tell us that we should be very careful about memory, especially for those details and information, because our brain is very, very selective,” says Chen.

***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 #4**

# *Subject line:* What Staring at the Screen is Doing To Your Eyeballs

How close is the screen you’re reading this on from your eyes? Probably just a few inches. How long have you spent looking at a screen today? If you’re close to the average, per *The Guardian*, it’s likely to be over nine hours.

Research from ophthalmologists shows that our constant screen time is radically changing our eyes. Just like the rest of our bodies, the human eye is supposed to stop growing after our teens. Now it keeps growing.

When our eyes spend more time focusing on near objects, like phones, screens or even paperbacks, it makes our eyeballs elongate, which prevents the eye from bending light the way it should. This elongation increases nearsightedness, called myopia, which causes distant objects to appear blurred. Myopia affects half of young adults in the US, twice as many as 50 years ago and over 40 percent of the population.

For adults this might cause eye strains or speed up existing vision issues. But for kids, whose eyes are still developing, the situation is so dire that the American Academy of Optometry and American Academy of Ophthalmology both consider myopia an epidemic.

Working for prolonged periods, whether texting, reading or jotting emails is what optometrists call “near work.” The trouble with holding a screen close to your face isn’t about light shining into your eyes, it’s about the strain of the eye. For one, your eyes blink far less when they’re focused so closely. As you’re holding your phone in your hand, performing near work, your muscles stretch and your lenses shift since our eyes over-accommodate to constant close-distance tasks. That’s why they’re growing.

When you put on a pair of glasses, your eye muscles relax because they’re no longer straining. Ditto if you put down your phone – sans glasses – blink a couple times and stare off into the distance for 20 seconds.

In the spring of 2020, Chinese researchers tested over 120,000 Covid-quarantined students aged six to eight and found myopia and other vision issues linked to home confinement increased up to three times compared with the previous five years – that’s with as little as 2.5 more hours of e-learning (not counting video games, social media, etc). Results for US students could be much higher since many American kids spend most of their days online. “Virtual learning has definitely increased myopia,” says Dr Luxme Hariharan, of the Nicklaus children’s hospital in Miami, Florida, who points anecdotally to a huge shift in cases in the last year. “Prolonged near work [like looking at screens up close] makes our eyes overcompensate.”

“We can clinically measure the millimeter lengthening of the eyeball,” explains Dr Eric Chow, a Miami, Florida optometrist. “Studies have shown that the longer the axial length, the higher the risk of eye diseases like glaucoma, retinal detachment and cataracts.”

Dr Aaron Miller, a pediatric ophthalmologist at Houston Eye Associates says “It’s the long game we worry about.”

He adds: “The shape of the eye is round like a basketball. When an eye becomes nearsighted, myopic, the eye is longer, like a grape or olive. The retina – the coating – can get stretched and thinned. As we age, sometimes there can be breaks in the retina. Like cracks in wallpaper. When that occurs, these cracks cause fluid to enter in behind the wallpaper, that’s what we call retinal detachment which causes a lot of people to go blind.”

Labeling myopia a second public health crisis is no hyperbole. 10-year-old Aleena Joyce’s screen time tripled in the last 18 months, with many school days – and two-thirds of Aleena’s waking hours – held almost entirely on her iPad. The Illinois fourth-grader had already been diagnosed with myopia – nearsightedness – in kindergarten, and her eyes had worsened each year.

“Sometimes we would have to go in prior to her annual eye exam because she noticed more difficulty with reading the board at school,” says Yusra Cheema, Aleena’s mother.

The most important prevention is taking breaks which help eyes rest, blink and lubricate. Then there’s the 20-20-20 model. “Every 20 minutes, look at a distance 20 feet away, for 20 seconds,” Hariharan advises. “Being on the computer for hours on end isn’t good for your health. Don’t break to play video games or pick up another screen. Go outside!”

*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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