



**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 More Ways to Slightly Improve Your Life

## Last month’s ’50 Ways to Slightly Improve Your Life’ list was so popular, we decided to give you 50 more from The Saturday Magazine Team at The Guardian to make life better, with little effort involved.

**1** If something in the world is making you angry, write (politely) to your elected officials – they will read it.

**2** Say hello to your neighbors.

**3** Learn the basics of repairing your clothes.

**4** Always bring something – wine, flowers – to a dinner/birthday party, even if they say not to.

**5** Learn the names of 10 trees.

**6** Call an old friend out of the blue.

**7** Every so often, search your email for the word “unsubscribe” and then use it on as many as you can.

**8** Buy a newspaper.

**9** Always have dessert.

**10** Drop your shoulders.

**11** Make something from scratch. Works best if it’s something you’d normally buy, such as a dress or a bag.

**12** Go to bed earlier – but don’t take your phone with you.

**13** Volunteer. ​​.

**14** Dry your cutlery with a cloth (it keeps it shiny).

**15** Instead of buying a morning coffee, set aside $2 and forget about it. Use it to treat yourself to something different later.

**16** Don’t save things for “best.” Wear them – enjoy them.

**17** Sing!

**18** Think about your posture: don’t slouch, and don’t cross your legs.

**19** Hang your clothes up. Ideally on non-wire hangers (it’s better for them).

**20** Skinny-dip with friends.

**21** Switch your phone off on holiday (or at least delete your work email app).

**22** Always use freshly ground pepper.

**23** Thank a teacher who changed your life.

**24** Respect your youngers.

**25** Keep your keys in the same place.

**26** Ditch the plastic cartons and find a milkman.

**27** Rent rather than buy a suit/dress for that forthcoming wedding (even if it’s your own).

**28** Always book an extra day off after a holiday.

**29** Ignore the algorithm – listen to music outside your usual taste.

**30** Mute or leave a WhatsApp group chat.

**31** Learn a TikTok dance (but don’t post it on TikTok).

**32** Cook something you’ve never attempted before.

**33** Join a local litter-picking group.

**34** Handwash that thing you’ve never cleaned.

**35** Don’t get a pet/do get a pet.

**36** Nap.

**37** Learn how to breathe deeply: in through the nose, out through the mouth, making the exhale longer than the inhale.

**38** Buy a bike and use it. Learn how to fix it, too.

**39** Politely decline invitations if you don’t want to go.

**40** If you do go, have an exit strategy (can we recommend a French exit, where you slip out unseen).

**41** If in doubt, add cheese.

**42** Don’t look at your phone at dinner.

**43** Do that one thing you’ve been putting off.

**44** Give compliments widely and freely.

**45** Set up an affordable standing donation to a charity.

**46** Keep a book in your bag to avoid the temptation to doomscroll.

**47** Listen to the albums you loved as a teenager.

**48** Make a friend from a different generation.

**49** Staying over at a friend’s place? Strip the bed in the morning.

**50** For instant cheer, wear yellow.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #2**

# *Subject line:* Harsh Truths That Will Improve Your Leadership Skills Overnight

Remember those old and scratchy vinyl records that would skip and play the same thing over and over until you moved the needle?

Well, the *Gallup Organization* has been playing a tune now for over three decades, one that sure sounds a lot like a scratchy record that won't move forward. You know it well—roughly 30 percent of employees in the U.S. are actually engaged in their work. But here's the part of the song that keeps skipping incessantly: **People leave managers, not companies*.***

*Inc*. magazine tells us that we've know this for a while and yet we can't seem to solve the leadership crisis that will result in happy, engaged, and motivated workers.

That's because most people in positions of power don't have a clear understanding of what it truly takes to influence others. You don't manage people; you lead people and manage the work.

## Brutal Truths About Leadership

## 1. Good leaders will first pump the fear out of the room.

In traditional top-down power structures, bosses will cast a vision and then use positional power and control to move people to carry out the vision. Fear is par for the course as the primary motivator. In today's social economy, servant leaders will cast a company vision and enroll their followers to express their voice as co-creators and co-contributors to the vision. And their first priority is creating psychological safety among their tribes: They pump the fear out of the room and liberate their people to freely collaborate, innovate, and engage.

## 2. Good leadership doesn't happen without trust.

Every leader needs to ask a very important, look-in-the-mirror, question: "Does my behavior increase trust?" If you are considering elevating your leadership skills, trust is a pillar your leadership should stand on. In his book The Speed of Trust, Stephen M.R. Covey highlights several trusting leadership behaviors great companies are known for, including:

* Create transparency
* Confront reality
* Practice accountability
* Talk straight
* Right wrongs

## 3. Good leaders are willing to listen to feedback.

Many leaders don't want to listen to ideas, opinions, and constructive feedback from others about their own leadership. For such leaders, cutting themselves off means that they operate in an ego-system, not an ecosystem. A leader who listens well, on the other hand, is open and accountable; they filter out criticism or drama and find the facts in order to respond appropriately to serve the needs of others. They probe and ask questions until they get clarification; they listen to understand—with a focus on the future, not on a rehash of the past.

## 4. Good leaders are positive, even when things go bad.

Good leaders practice positive thinking. They view stressful situations from a more positive perspective, which takes emotional intelligence. Rather than getting stressed out about a work situation or a recent failure, they look at it as an opportunity to pause, regroup, learn, grow, and bounce back with renewed energy and focus. This can have a profound effect on one's emotional and physical well-being. Leaders who maintain a positive attitude and practice positive thinking experience less stress than those who are pessimistic, narrow-minded, and negative.

## 5. Good leaders rarely, if ever, procrastinate.

Good leaders are "do-it-now" people. They don't put things off until the last minute, which is a sure way to increase stress levels. Good leaders begin doing what they know they should do, and when they know they should do it. They anticipate problems when issues arise and address them head-on before they escalate.

## 6. Good leaders put strict boundaries on themselves.

Billionaire Warren Buffett, the chairman and CEO of Berkshire Hathaway, learned a long time ago that the greatest commodity of all is time. One of his secrets to success? He simply mastered the practice of setting boundaries for himself. The mega-mogul once said:

The difference between successful people and really successful people is that really successful people say no to almost everything.

They say no to opportunities and things that don't excite them, speak to their values, or further their mission in life. They say no to spending time with uninspiring, critical, or negative people who drag them down. They say no to overworking and neglecting self-care and family. They recognize that if they can't take care of themselves, everything else suffers.

## 7. Leadership, in the end, is really about love.

We often view any notion of leadership and love through the spiritual teachings of historical and religious figures like Gandhi or Martin Luther King Jr. But another unlikely icon from the past—legendary Green Bay Packers head coach Vince Lombardi—didn't mince words in defining how he led with love. He said:

I don't necessarily have to like my players and associates, but as their leader, I must love them. Love is loyalty, love is teamwork, love respects the dignity of the individual. This is the strength of any organization.

Love in the leadership-at-work sense is not a feeling; it's expressed as an "action verb." It's love that shows up in meeting the needs of others to get results, clearing obstacles from people's path, and empowering others to succeed and grow as workers and human beings. It has intrinsic value for both leader and employee. Ultimately, it's this kind of love that defines some of the best CEOs on the planet.

# *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!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

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**Week #3**

# *Subject line:* Nobody likes self-checkout. Here’s why it’s everywhere.

In 2020, 29% of transactions at food retailers were processed through self-checkout, up from 23% the year prior, according to the latest data from food industry association FMI.

This raises the question: why is this often problematic, unloved technology taking over retail?

*CNN Business* reports that the introduction of self-checkout machines in 1986 was part of a long history of stores transferring work from paid employees to unpaid customers, a practice that dates all the way back to Piggly Wiggly — the first self-service supermarket — in the early 1900s.

Instead of clerks behind a counter gathering products for customers, Piggly Wiggly allowed shoppers to roam the aisles, pick items off the shelves and pay at the register. In exchange for doing more work, the model promised lower prices.

Self-checkout, however, was designed primarily to lower stores’ labor expenses. The system reduced cashier costs by as much as 66%,according to a 1988 article in the Miami Herald.

But self-checkout did not revolutionize the grocery store. Many customers balked at having to do more work in exchange for benefits that weren’t entirely clear.

It took a decade for Walmart to test self-checkout. Only in the early 2000s did the trend pick up more widely at supermarkets, which were looking to cut costs during the 2001 recession and faced stiff competition from emergent superstores and warehouse clubs.

A 2003 Nielsen survey found that 52% of shoppers considered self-checkout lanes to be “okay,” while 16% said they were “frustrating.” Thirty-two percent of shoppers called them “great.”

The mixed response led some grocery chains, including Costco, Albertsons and others, to pull out the self-checkout machines.

## Walkaways

The move to self-checkout has created unintended consequences for stores as well. Retailers found that self-checkout stations were not autonomous and required regular maintenance and supervision.

Although self-checkout counters eliminated some of the tasks of traditional cashiers, they still needed to be staffed and created a need for higher wage IT jobs, he said.

In the biggest headache for store owners, self-checkout leads to more losses due to error or theft than traditional cashiers. Customers make honest errors as well as intentionally steal at self-checkout machines.

Some products have multiple barcodes or barcodes that don’t scan properly. Produce, including fruit and meat, typically needs to be weighed and manually entered into the system using a code. Customers may type in the wrong code by accident. Other times shoppers won’t hear the “beep” confirming an item has been scanned properly.

Other customers take advantage of the lax oversight at self-checkout aisles and have developed techniques for stealing. Common tactics include not scanning an item, swapping a cheaper item (bananas) for a more expensive one (steak), scanning counterfeit barcodes attached to their wrists or properly scanning everything and then walking out without paying.

## Self-checkout is here to stay

Despite self-checkout’s many shortcomings for customers and store owners, the trend is only growing.

Walmart, Kroger and Dollar General are piloting exclusively self-checkout stores. Costco and Albertsons have brought self-checkout back after removing it years ago. Amazon has taken the concept a step further with cashier-less Amazon Go stores.

It may simply be too late for stores to turn their back on self-checkout.

Stores today are catering to shoppers who perceive self-checkout to be faster than traditional cashiers, even though there’s little evidence to support that. But, because customers are doing the work, rather than waiting in line, the experience can feel like it’s moving more quickly.

Store owners have also seen competitors installing self-checkout and determined they don’t want to miss out.

Covid-19 has also hastened the spread of self-checkout. During the pandemic, many customers opted for self-service to avoid close interactions with cashiers and baggers. And challenges hiring and retaining workers have led stores to rely on the machines more heavily to get customers through the door.

***Your Flooring Consultant for Life,***

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S.** **End the headache of shopping for new floors with our FREE Design Audit!™**

**The Design Audit™ is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle.**

**They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation.**

**They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.**

**Call or visit us today for your FREE Design Audit!™**

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**Week #4**

# *Subject line:* Things You Didn’t Know About Alaska

On October 18, 1867, the U.S. formally took possession of Alaska after purchasing the territory from Russia. Here are things you probably don’t know about the largest state in North America...

**It reached 100 degrees in Alaska –** **Once**

Over a hundred years ago, in 1914, Fort Yukon recorded an official temperature of 100 degrees, according to USA Today. Believe it or not, that mark of 100 degrees ties the all-time high temperature in the state of Hawaii. Not surprisingly, Alaska also holds the record for the lowest temperature ever observed in the United States. That bone-chilling figure of -79.8 degrees was recorded in the mountains of northern Alaska in 1971.

**Japan Attacked Alaska During World War II**

You thought Pearl Harbor was the only major attack on U.S. soil during World War II? Nope! The Japanese attacked Alaska during World War II. On June 6, 1942, the Japanese attacked Attu and Kiska, two of the Aleutian Islands, and held them for months, enslaving the small number of residents. American troops arrived to take back the islands, but they were woefully unprepared for the Alaskan climate. The ensuing battle lasted 15 days and resulted in the deaths of 2,650 Japanese and 549 Americans, a total higher than the attack on Pearl Harbor.

**Most of Alaska is Inaccessible by Car**

At least 75% of the state is unreachable by car. Instead, snowmobiles and bush planes are typically used for travel. Because many of the highways are only two lanes, there’s a law requiring drivers to pull over if at least five vehicles are behind them, to allow the faster traffic to pass.

**North America’s Strongest Earthquake Was in Alaska**

A 9.2 earthquake struck Prince William Sound off the Alaska coast on March 27, 1964 and was the largest ever recorded in North America. It lasted more than four minutes and produced more than 10,000 aftershocks in the ensuing days. Approximately 130 people died from the resulting tsunamis in Alaska, Oregon and California. Anchorage was severely damaged, and some communities southeast of the city saw the land drop by up to eight feet.

**The Purchase of Alaska Was a Real Bargain**

Alaska is home to the country’s best real estate bargain. In 1867, the United States bought Alaska from Russia for $7.2 million, which is a lot less than some celebrity homes these days. Some mocked the purchase because the land was considered worthless, so they called it “Seward’s Folly” after William Seward, the Secretary of State who brokered the deal. Those people who mocked it might have changed their minds if they had known gold and oil would be discovered years later, which produces billions in tax revenue each year.

*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!**

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