



**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*: Why No One Answers Their Phone Anymore

The telephone swept into Americans’ lives in the first decades of the 20th century. Alexis Madrigal in *The Atlantic* tells us that at first, no one knew exactly how to telephone. Alexander Graham Bell wanted people to start conversations by saying, “Ahoy-hoy!” AT&T tried to prevent people from saying “hello,” arguing in Telephone Engineer magazine that it was rude.

But eventually, Americans learned to say “hello.” People built a culture around the phone that worked. Etiquette magazines tried to prevent women from inviting people over for dinner via telephone, then gave in. The doctor got a phone, so the pharmacist got a phone. It didn’t happen quickly, but it happened.

Before ubiquitous caller ID or even \*69 (which allowed you to call back the last person who’d called you), if you didn’t get to the phone in time, that was that. You’d have to wait until they called back. And what if the person calling had something really important to tell you or ask you? Missing a phone call was awful. Hurry!

Early on, not picking up the phone was, at the very least, rude, and quite possibly sneaky or creepy or something. Besides, as the phone rang, there were always so many questions, so many things to sort out. Who was it? What did they want? Was it for … me?

This became a kind of cultural commons that people could draw on to understand communicating through a technology. When you called someone, if the person was there, they would pick up, they would say hello. If someone called you, if you were there, you would pick up, you would say hello. That was just how phones worked. The expectation of pickup was what made phones a synchronous medium.

But now, in 2022, no one picks up the phone anymore. Even many businesses do everything they can to avoid picking up the phone. The reflex of answering—built so deeply into people who grew up in 20th-century telephonic culture—is gone.

There are many reasons for the slow erosion of this commons. The most important aspect is structural: There are simply more communication options. Text messaging and its associated multimedia variations are rich and wonderful: words mixed with emoji, Bitmoji, reaction gifs, regular old photos, video, links. Texting is fun, lightly asynchronous, and possible to do with many people simultaneously. It’s almost as immediate as a phone call, but not quite. You’ve got your Twitter, your Facebook, your work Slack, your email, FaceTimes incoming from family members. So many little dings have begun to make the rings obsolete.

But in recent years, there is a more specific reason for eyeing my phone’s ring warily. Perhaps 80 or even 90 percent of the calls coming into my phone are spam of one kind or another. My phone only rings one or two times a day, which means that I can go a whole week without a single phone call coming in that I (or Apple’s software) can even identify, let alone want to pick up.

There are unsolicited telemarketing calls. There are straight-up robocalls that merely deliver recorded messages. There are the cyborg telemarketers, who sit in call centers playing prerecorded bits of audio to simulate a conversation. There are the spam phone calls, whose sole purpose seems to be verifying that your phone number is real and working.

The Federal Communications Commission has been trying to slow robocalls for at least half a decade, but it doesn’t seem to have done much to stem the tide.

It seems as long as the bots and the scammers continue to dominate the rings, those of us who seek real communication with others will happily stick to the dings.

*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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479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #2**

# *Subject line:* The Truth About Sibling Personality Traits, According to Science

It is a question that has plagued families for centuries: is it better to be the eldest, youngest, or middle child?

With that in mind, *Stylist’s* Kayleigh Dray pored over numerous scientific and psychological studies on the very compelling topic of sibling personality traits.

### The First-Born Child

Researchers at the University of Illinois used a sample of 377,000 school children and found there were differences in personality traits, with the eldest sibling tending to be more extroverted, agreeable and conscientious.

The study also found that first-born children tend to have a higher IQ than those born later, which sounds like bad news for those born second or third, but it’s only by a point or so. Another notable study conducted by the Institute for Social and Economic Research, University of Essex, came to a similar conclusion.

It concluded that the eldest child, especially if female, is statistically more likely to be the most ambitious and well-qualified of their family, as they tend to carry higher aspirations.

Another 2007 survey of 1,582 chief executives, as per *Business Insider*, saw 43 percent report that they are the firstborn. And a smaller survey bolstered this research, noting that first-borns are 55 percent more likely than the rest of the population to be founders of companies or organizations.

Essentially, then, first-born children are:

* extroverted
* agreeable
* conscientious
* smart
* driven
* organized

### The Middle Child

Psychologist Catherine Salmon and journalist Katrin Schumann, whose work tends to focus on the struggle to define ourselves in the context of our circumstances, worked together on their eye-opening book, *The Secret Power Of Middle Children*.

The pair revealed that many of the enduring myths about middle children – that they’re embittered outsiders who feel neglected by their parents – couldn’t be more wrong.

As Schumann explained: “Although middles are neglected, both by parents and researchers, they actually benefit from this in the long run. They become more independent, think outside the box, feel less pressure to conform, and are more empathetic.

She added that, due to their ranking in the family, middle children are more patient, as well as “savvy, skillful manipulators.”

Jeffrey Kluger, author of the book *The Sibling Effect: What the Bonds Among Brothers and Sisters Reveal About Us*, agrees with Salmon and Schumann’s findings.

Writing in an article for *Time*, he noted: “At the heart of nearly all jobs is that kind of relationship management – connecting, negotiating, brokering peace between differing sides.

“Middle siblings may not wind up as the corporate chiefs or the comedians, but whatever they do, they’re likely to do it more collegially and agreeably – and, as a result, more successfully – than other siblings.”

Essentially, then, middle children are:

* independent
* non-conformist
* relationship-focused
* empathetic
* patient
* excellent negotiators

### The Youngest Child

Researchers at the universities of Reading and Birmingham studied the lives of over 6,300 British men and women who were born in 1970 and raised with siblings to find out more about the elusive youngest child.

They discovered that the baby of the family is more likely to take risks when it comes to business – and most likely to become entrepreneurs.

Why? Well, according to the study, the youngest child has a ‘born to rebel’ mentality that makes them more likely to be “exploratory, unconventional and tolerant of risk.”

And this theory is supported by the work of Dr. Kevin Leman, a psychologist and the author of *The Birth Order Book and The First-Born Advantage*.

“Firstborns are held to a higher standard. As kids come into the birth order, parents loosen up,” he says, adding that his research has repeatedly found that younger siblings tend be more sociable and outgoing, but also manipulative.

“They got away with murder as kids and know how to get around people,” he adds.

Essentially, then, younger siblings are:

* entrepreneurial
* rebellious
* outgoing
* manipulative
* funny
* relaxed

So, which is best?

Well, that truly does depend on how you define ‘best’ – but there’s a lot to mull over, here. Not to mention a great deal of kindling for those interested in stoking up the fires of sibling rivalry once again. And, as with nearly everything else, it appears research has produced endlessly contradictory results.

# *Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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

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

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

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**Week #3**

# *Subject line:* The Mother of Thanksgiving

Secretary of State William Seward wrote it and Abraham Lincoln issued it, but much of the credit for the Thanksgiving Proclamation should probably go to a woman named Sarah Josepha Hale, according to *History*.

A prominent writer and editor, Hale had written the children’s poem “Mary Had a Little Lamb,” originally known as “Mary’s Lamb,” in 1830 and helped found the American Ladies Magazine, which she used as a platform to promote women’s issues. In 1837, she was offered the editorship of Godey’s Lady Book, where she would remain for more than 40 years, shepherding the magazine to a circulation of more than 150,000 by the eve of the Civil War and turning it into one of the most influential periodicals in the country.

In addition to her publishing work, Hale was a committed advocate for women’s education (including the creation of Vassar College in Poughkeepsie, New York), and raised funds to construct Massachusetts’s Bunker Hill Monument and save George Washington’s Mount Vernon estate.

# The New Hampshire-born Hale had grown up regularly celebrating an annual Thanksgiving holiday, and in 1827 published a novel, Northwood: A Tale of New England, that included an entire chapter about the fall tradition, already popular in parts of the nation. While at Godey’s, Hale often wrote editorials and articles about the holiday and she lobbied state and federal officials to pass legislation creating a fixed, national day of thanks on the last Thursday of November. She believed that such a unifying measure could help ease growing tensions and divisions between the northern and southern parts of the country. Her efforts paid off: By 1854, more than 30 states and U.S. territories had a Thanksgiving celebration on the books.

The outbreak of war in April 1861 did little to stop Sarah Josepha Hale’s efforts to create the holiday, however. She continued to write editorials on the subject, urging Americans to “put aside sectional feelings and local incidents” and rally around the unifying cause of Thanksgiving. And the holiday continued, despite hostilities, in both the Union and the Confederacy.

After more than three decades of lobbying, Sarah Josepha Hale (and the United States) had a national holiday, though some changes remained in store.

In 1939, President Franklin Roosevelt briefly moved Thanksgiving up a week, in an effort to extend the already important shopping period before Christmas and spur economic activity during the Great Depression.

While several states followed FDR’s lead, others balked, with 16 states refusing to honor the calendar shift, leaving the country with dueling Thanksgivings. Faced with increasing opposition, Roosevelt reversed course just two years later, and in the fall of 1941, the U.S. Congress passed a resolution returning the holiday to the fourth Thursday of November.

# *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:* Five Tips to Make Moving Easier

Ahh, moving. The excitement of a new place, the urge to purge old junk, and saying goodbye to a chapter of life. Moving can be a stressful experience but with a little planning, it doesn’t have to be. Check out some helpful tips from *SimpliSafe* to reduce the chaos that is often associated with transitioning from one home to another.

**1. Prepare to handle with care**

Own a precious vase? Is your TV your pride and joy? Make sure to **keep the packaging** for fragile and expensive items so you don’t have to fret about them in the move. Bubble wrap, begone! Just slide your item back into its fitted compartment.

**2. Make your most useful belongings accessible**

The last thing you want after moving into a new place is to have to dig through a jumble of belongings to find the stuff you need right away, such as clothes or cookware. So when packing, make sure you tuck away your home essentials somewhere easily accessible. A folding table that you can pop up to eat on or use for a computer is awesome to have at your disposal — disassembled TV wall unit, not so much.

**3. What goes up must come down**

Whether it's your favorite piece of art or your kid’s band poster stuck to the wall with putty or tape, **remove everything from the walls slowly.** When you put everything back up in your new home, use inexpensive, versatile wall mount adhesive strips where possible and more substantial mounting options for the heavier fine art.

**4. Check in with your insurance agent**

Most of your items are likely insured when in your home, but are they insured for transport? Call your insurance agent to verify or change your plan, especially if working with a moving company. Knock two things off your to-do list by helping your agent change your address and discuss the best insurance plan for your new home.

**5. Update your address info**

You don’t want important documents to end up in the wrong place, so **update your billing and mailing** address for any and all services. Having your new address saved in a document to copy and paste makes it easy. And of course, **put home services on hold** during the moving process.

# *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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