



**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.

|  |  |  |
| --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | |  | | |
| |  | | --- | |  | | |  |  | | --- | --- | | |  | | --- | |  | | | |  | | --- | | ***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*: Simple Daily Habits That Separate High Achievers From Everyone Else

Your thoughts, words, actions and habits do affect the quality of your life. Practice the right things over and over again, and you’ll reap the rewards and benefits. Continually engage in behaviors which are harmful and you’ll undoubtedly suffer in one way or another.

Along those lines, a lot can be learned by looking at the habits of successful people. Here are the simple things top-performing executives credit for helping them get ahead in business and life as reported in *Inc*.

## 1. Be clear about what you need from others

“I’ve spent a lot of time on my own personal development to become a better leader, and one of the tactical but important things that I’ve implemented is to put in writing the expectations of my team. Whether that’s sending an agenda before a meeting, sending a follow up email after a discussion to capture the next steps, or sharing my candid thoughts on the business, I have made a dedicated effort to communicate clearly and put things in writing to help people I interact with each day have a better understanding of what I need from them for our team to be successful. This helps everyone work more effectively, fostering an atmosphere of accountability and collaboration.”

--Jude McColgan, [former] CEO of Localytics, a digital intelligence platform that supports over 400 enterprise customers and handles three billion contextual consumer data points each day

## 2. Consider your priorities for the day ahead

“When I wake up and make snack boxes and lunches for my kids, I get 15 minutes when the house is still asleep. Every morning, I run through the mental exercise of making two to-do lists: One is the list of things that are important, items in my daily life and at work that need my attention, and one list of things that are urgent. Anything that falls on both lists takes priority for the day. Looking at my time holistically when I can think clearly allows me to set realistic goals around what I need to accomplish, and identify what tasks add the most value to my personal and professional life.”

--Pascal Zuta, cofounder and CEO of GYANT, an AI-driven patient connection and relationship management company that saw 300% growth in its customer base in 2019 and has engaged with 3.9 million users to date.

## 3. Listen intently

“In today’s technology-driven, gadget-enhanced world, we are often together alone. We find ourselves operating remotely, focusing on work and collaborating online. As such, I make a conscious effort to listen intently, ask questions, remember interests and more. The goal is to make each engagement more personal, and to engage in each conversation as if it were the foundation which to build a relationship. This focus on fostering personal connections has enabled me to have strong relationships at work, which yield trust and collaboration. To achieve this, fun needs to be part of the equation. The truth is that laugh therapy needs to be part of our everyday existence, especially at work.”

--Craig Maloney, CEO of Maestro Health, an all-in employee health and benefits company that was acquired by AXA for $155 million

## 4. Hold yourself accountable

“Let’s face it, nobody likes to admit to making a mistake, but in order to be successful, learning to hold yourself and your colleagues accountable is essential. Accountability is something people want, though it can be difficult to uphold. To be truly accountable to others, you need to first be accountable to yourself. Once you have a clear idea where you or your company is headed, you are able to set the right goals to keep yourself and your team on track for success each day. Stripping away the cycle of blame and excuses and replacing it with a culture of accountability can be stressful at first, but in my experience, has proven to be my most valuable asset in the long run, in both my personal life and professional career.”

--Mike Wessinger, CEO of PointClickCare, a cloud-based software vendor for the senior care market, supporting over 10,000 senior living and assisted living communities across the country

## 5. Turn your nine-minute snooze into productive reflection and pre-flection time

“When that alarm clock goes off, hit snooze, but don’t go back to sleep. Instead, use those nine minutes to do a body/mind/spirit scan. Here’s how: First, check in with your body (how you’re feeling, what you need, what parts may need extra TLC today, if you want or need to exercise, or if you want or need rest). Then, your mind: how you feel about that issue you were trying to figure out yesterday, the solution that you were just on the edge of resolving but couldn’t quite get there yet (sleep does wonders for problem solving), what you want to create today, and any other first thoughts that come in the morning. And finally, your heart and spirit: what your emotions are today, how your heart is, and where you might need a bit extra care or nourishment… It is during this time that I often find solutions to problems I couldn’t get to previously, where I find out how I really feel about something, and when my intuition is the strongest.”

--Anese Cavanaugh, author of “Contagious You: Unlock Your Power to Influence, Lead, and Create the Impact You Want,” speaker and advisor to global organizations, and founder of the IEP Method (Intentional Energetic Presence), a framework for helping people create positive impact

***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

530-790-3338

**Week #2**

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

# December 25 is Christmas Day, and it has been celebrated since the year 336 A.D. when the Roman Emperor Constantine held the first celebration. Here are six surprising facts from *Trivia Today* you probably didn't know about Christmas.

***Christmas Wasn’t Always Celebrated on December 25***

While Christmas celebrates the birth of Jesus Christ, there is no mention of December 25 in the Bible. Most historians actually posit that Jesus was born in the spring. And his birthday itself didn't become the official holiday until the third century. Some historians believe the date was chosen because it coincided with the pagan festival of Saturnalia, which honored the agricultural god Saturn with celebrating and gift-giving.

***You Can Thank Prince Albert for Your Christmas Tree***

Prince Albert introduced the Christmas tree to his wife Queen Victoria of England because decorated trees had been a tradition in his homeland of Germany as far back as medieval times. A drawing of the couple in front of a Christmas tree appeared in Illustrated London News in 1848 and, as we say, the idea went viral.

***Coca-Cola Played a Part in Santa's Image***

In the early days, Santa was depicted as tall and gaunt, and in some cases, he appeared as a spooky elf with a bishop’s robe and animal skin. In 1931, Coca-Cola illustrator Haddon Sundblom redesigned Santa’s image to use in the company’s magazine ads, and that is the figure recognized today as the jolly old elf.

***“Jingle Bells” Was Originally Written For Thanksgiving***

“Jingle Bells” is a classic song sung at Christmas time, but it didn't start out that way. First published in 1857, it was written by James Lord Pierpont, to celebrate Thanksgiving — not Christmas. Pierpont wrote a song called “One Horse Open Sleigh” for a children's Thanksgiving play. When the song was reissued two years later, it had the more familiar title of “Jingle Bells.” Although “Jingle Bells” is now a Yuletide staple, there is no mention of Christmas anywhere in the song. The holiday ditty became associated with Christmas decades later.

***President Theodore Roosevelt Banned Christmas Trees at the White House***

President Theodore Roosevelt, an avid outdoorsman, and environmentalist banned Christmas trees from the White House during his presidency. The president feared that real Christmas trees would lead to deforestation. Roosevelt refused to display a Christmas tree in the White House, fearing that to do so would be sending the wrong message to the public. Roosevelt's action was intended to inspire Americans to just say no to Christmas trees. But Roosevelt’s son, Archie, didn’t share his ecological principles. He dragged in a small tree and hid it, fully decorated, in a closet.

***Many Iconic Christmas Songs Were Written by Jewish People***

Check out pretty much any list of the most iconic Christmas songs and about half of them were written by Jewish people. Johnny Marks may be the most prolific, he wrote “Rudolph the Red-Nosed Reindeer,” “Rockin' Around the Christmas Tree,” and “A Holly Jolly Christmas.” In addition to the songs listed above, you can also credit Jewish songwriters with “Silver Bells,” “White Christmas,” “Let It Snow,” “Santa Baby,” “Chestnuts Roasting on an Open Fire” and plenty more. So how do you explain this religious contradiction? According to Emmy Winner Michael Feinstein, “The Christmas songs that are popular are not about Jesus, but they're about sleigh bells and Santa and the trappings of Christmas.” In other words, Christmas songs are really just about winter and family and being “Home for the Holidays.” (Also written by a Jewish person).

# *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!™**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #3**

# *Subject line:* Science-Backed Ways to Boost Your Immune System

Your immune system is your main line of defense against illness, so it only makes sense that you’d want to keep it in top shape. That’s especially true during cold and flu season—and with continued outbreaks of COVID-19.

*Prevention* magazine says there are a few science-backed approaches you can take to boost your immune system, most of which are recommended for overall wellness:

### *****1. Keep your alcohol intake in check.*****

“High alcohol intake has been shown to suppress immune function,” says Jessica Cording, M.S., R.D., author of The Little Book of Game-Changers. Plus, booze “can be dehydrating, and hydration is really important for protecting yourself from illness.” When you’re dehydrated, your cells aren’t able to function at their optimal level—and that can open up the door for you to get sick, Cording explains.

### *****2. Reduce your stress levels.*****

Stress seems harmless enough once you get over whatever it is you’re anxious about, but studies show it can compromise or suppress the immune system and make us more vulnerable to infection.

Specifically, research has found that stress causes a release of the hormone cortisol, which can boost inflammation, a precursor to many diseases, in your body. Chronic stress may also interfere with the infection-fighting ability of your white blood cells, making you more susceptible to contracting illnesses.

### *****3. Eat plenty of fruits and vegetables.*****

Putting a rainbow of fruits and vegetables on your plate can do your immune system a solid, says Beth Warren, R.D., founder of Beth Warren Nutrition and author of Secrets of a Kosher Girl. “Fruits and veggies help arm your body with antioxidants it needs to fight oxidative stress, which includes contracting a sickness, in your body,” she says.

Not sure how much you need? The U.S. Dietary Guidelines for Americans recommends that people who eat 2,000 calories a day have 2 cups of fruit and 2.5 cups of vegetables a day. Some solid options: leafy greens, bell peppers, citrus fruits, sweet potatoes, and berries.

### *****4. Load up on vitamin D.*****

Vitamin D plays an important role in supporting the immune system by helping your body produce antibodies, which can then fight illness, Cording says.

“Active vitamin D gets sent to different areas of your body, including your bones, intestines, colon, brain, and immune cells, where it binds with the receptors on these cells and ultimately turns them on,” adds Warren.

The kicker: Most people don’t get enough of it. Your body primarily produces vitamin D from the sun’s UV rays (it’s called the sunshine vitamin for a reason!), but you can also load up on vitamin-D rich foods to boost your intake, including fatty fish and seafood, mushrooms, eggs (don’t skip the yolk), and fortified foods, Cording says. If you suspect your vitamin D intake is low and would like to take a supplement, be sure to talk to your doctor. He or she can do a blood test to determine the appropriate dosage for you.

### *****5. Prioritize sleep.*****

Getting enough sleep helps our bodies recover from everyday stress—both physical and mental—and promotes better functioning of our immune system.

When you don’t get enough shut-eye, your body may decrease the production of protective proteins called cytokines, which your immune response needs more of when it’s dealing with an infection or inflammation while under stress.

So just how much sleep are we talking about? The National Sleep Foundation says adults up to age 64 should snooze between seven and nine hours per night, while adults 65 and up should aim between seven and eight hours.

### *****6. Wash your hands often.*****

Washing your hands regularly will help keep viruses and bacteria away from your eyes, nose, and mouth, which can do your immune system a solid.

The Centers for Disease Control and Prevention (CDC) specifically recommends washing your hands with soap and water for at least 20 seconds, or the amount of time it takes to hum the “Happy Birthday” song from beginning to end twice.

### *****7. Keep up with a regular exercise routine.*****

Being physically active can help keep pathogens out of your lungs and airways, according to the National Library of Medicine, which can minimize your odds of getting a cold, the flu, or other illnesses. Exercise can also give antibodies and white blood cells a boost, causing them to circulate more widely throughout your body, where they might detect illnesses better than they would if you didn’t get moving.

### *****8. Finally, quit smoking if you haven’t already.*****

You already know smoking is bad for your health in so many ways, but it can also wreak havoc and cause direct damage to parts of your immune system.

For example, smoking immobilizes cilia, the hair-like structures in your airways that help “sweep” out bacteria. These cilia form the first line of defense against respiratory infections. When they’re immobilized, germs have much easier access to your lungs.

## Bottom line: Adopting certain lifestyle habits can strengthen your immune system.

Of course, you can do everything right and still get sick. But doing your best to boost your immune system now means your body will be that much more prepared for tackling whatever bugs may come your way later.

# *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 #4**

# *Subject line:* Staying Calm During a Confrontation

If there’s one thing most people can agree on, it’s that life lately has been *stressful.* Everyone’s lives have undergone massive change as a direct result of the coronavirus pandemic and its ensuing restrictions, and perhaps none more so than relationships with friends, family and partners.

It hasn’t been easy, and emotions have been running high. But, while anxiety, loneliness and sadness might be expected to creep in at a time like this, *Stylist* magazine notes that other difficult emotions like irritability and even anger can crop up, too.

These aren’t the easiest feelings to manage because they are very often directed at others. So, even though you might miss the people you can’t see or understand that those you live with are going through the same things you are, it can be hard to get a handle on your frustration when they press your buttons. There’s a reason for that, though.

As Sarah Rozenthuler, a chartered psychologist and the author of *How to Have Meaningful Conversations: 7 Strategies for Talking About What Matters* explains, “specific threats in a social situation affect our ability to interact productively.”

She says that these threats, for example when you feel someone is insulting you or leaving you out, simulate similar brain networks to those that are triggered when your primary survival needs are threatened. This activates your limbic system, “which houses our emotional reactions.” This seeks to minimize the perceived threat “by avoiding a person or situation, or by attacking back.”

This, unfortunately, is an unconscious reaction, and one that is fairly easily triggered as Rozenthuler says that your limbic system “is more tuned to threats than rewards.” As a result, your ability to respond rationally or fairly is inhibited, making it all the more likely you will say or do something you regret.

But there are ways to ensure you don’t let confrontation get the better of you and acknowledging the stressors that trigger that threat response is one of them.

According to David Rock of the NeuroLeadership Institute, there are five “key social threats that act as potential stressors”. These include having your competence undermined, feeling as though you’re being micro-managed, and believing a situation to be unfair.

So, as Rozenthuler explains, “recognizing these trigger points for what they are – threats to our social standing – helps us to manage how we deal with our ‘fight or flight’ response kicking in.”

What this means is that, by taking note of the things that tip you over the edge, you become more able to take stock of the situation, see it for what it is, and “remind yourself that there is no overt threat to your wellbeing or safety,” says Rozenthuler.

She recognizes that this is easier said than done, though, and that “re-engaging our ‘thinking brain’ when it has been hijacked by our ‘emotional brain’” takes time and practice to get right. If you’re a bit lost for where to start, though, you can try creating a brief pause when you find yourself in the midst of a heated conversation. Rozenthuler says that “taking a couple of deep breaths, counting to ten or getting a glass of water generates a ‘moment of choice’,” which “enables us to consciously choose what to do or say next.”

Put this into practice, and you could be on track to have far more productive conversations with the people you care about, rather than destructive confrontations. As Rozenthuler says, “no matter how provocative or perturbing someone else’s comments or behaviors are, we can learn to manage our triggers.”

# *Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S.** Advertising in the newspaper, yellow pages, radio, etc., is expensive, so rather than pay for that, I’d rather reward you!

For every person you refer who becomes a client, I will send you and a friend to the Movies-8 Cinema AND I’ll spring for the popcorn and soda!

Of course rewards are nice, but the real reason you refer a friend or loved one to Jimbo’s is because you trust us. When you send your Aunt or Grandmother or co-worker to Jimbo’s, you are trusting us to provide them with outstanding service, and to…well… to treat them like royalty!

My team and I take that trust very seriously. And I promise that if you refer someone to Jimbo’s, we will do everything in our power to make sure you look like a hero for referring us!

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338