



**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*: New Year Traditions to Bring You Luck From Around the World

Every culture has its own ways to bring good luck while ringing in the coming year. Many groups start the year off with good luck foods to kick things off on a delicious foot. Beans, round foods and noodles are often high on the list, as well as some tasty desserts. Other cultures put great stock in what you wear, letting your wardrobe usher in good health, money or love. Then again, where you are when the clock strikes midnight could carry more importance than what you're wearing — so get ready to jump into the new year with both feet. And since most of us strive to start the year off with a blank slate, there are plenty of traditions you can follow to go into 2023 with a fresh start. Check out this list from *Good Housekeeping*!

**Have Hoppin' John on New Year's Day**

Many believe that anyone who makes this dish of black-eyed peas, pork and rice on January 1 will experience luck and peace for the rest of the year. And maybe prosperity, too: According to History.com, "Hoppin’ John was, and still is, often eaten with collard greens, which can resemble paper money, and 'golden' cornbread. The peas themselves represent coins. Some families boost the potential of their Hoppin’ John by placing a penny underneath the dishes — or adding extra pork, which is thought to bring more luck."

**Or Try Something Else Round**

Many cultures believe eating round foods on New Year's Eve will lead to prosperity. In Italy, lentils serve the same function as the black-eyed peas in Hoppin' John, with their round shape representing coins. And in the Philippines, it's customary to eat 12 round fruits, one for every month, to ensure a year of abundance. The fruits usually take center stage at the table for the media noche, or the midnight meal.

**Dress in Dots**

And in the Philippines, revelers don't just try to eat circles — partygoers wear them, too. Polka dots are all the rage on December 31, increasing the chances for good luck in the new year.

**Wear White**

Brazil makes it easier to choose your New Year's Eve outfit — everyone wears white for good luck and peace. Plus, matching outfits make for classy-looking photos!

**Jump Seven Waves**

Also in Brazil, if you head to the beach, you can increase your luck by heading to the water and jumping over seven waves. You get one wish for each wave, so think up your list before heading into the water.

**Give Gifts**

Christmas was forbidden in Soviet Russia, so New Year's became the big gift-giving occasion during that time. Presents were delivered not by Santa but by Ded Moroz, or Father Frost, often aided by his granddaughter, Snegourochka.

**Make a Resolution**

You might think that making resolutions for the new year is a relatively recent trend, historically speaking, but the tradition is very old — and likely dates back more than 4,000 years. Historians believe Babylonians, one of the first cultures to celebrate the changing of the year, made promises to pay debts or return borrowed objects.

**Make a Fish Dish**

Fish is considered another good New Year's entrée, since fish only swim in one direction — forward, like the movement of time.

**Smash a Plate**

In Denmark, broken dishes are a good thing: people go around breaking dishware on the doorsteps of their friends and family. The more shards there are in front of your home the next day, the luckier and more well liked you are (unless you're the one who has to sweep them all up). But try to keep it on the doorstep: “I once threw a cup at my friend’s house,” a reveler told the University of Copenhagen's University Post. "The cup didn’t break – his window did!”

**Eat 12 Grapes**

Yes, exactly 12, one at each stroke of midnight to represent each month of the New Year. "Eating one grape at each of midnight’s 12 clock chimes guarantees you a lucky year — if and only if you simultaneously ruminate on their significance," according to Atlas Obscura. "If you fail to conscientiously finish your grapes by the time the clock stops chiming, you’ll face misfortune in the new year." Now, that's a lot to chew on!

***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 #2**

# *Subject line:* The Healing Power of Nature

## The idea that immersing yourself in forests and nature has a healing effect is far more than just folk wisdom, reports Rebecca Lawton in Aeon magazine.

“The longer the trip, the more healing occurs,” says geologist Peter Winn, who has been leading expeditions down the Colorado River in the Grand Canyon since the 1960s. “Healing happens for people almost without exception.”

River guides might know that nature is transformative for the human body and psyche; but the mechanism behind such profound change is less universally agreed upon and understood. How nature heals had been little researched until 1982, when Tomohide Akiyama, who was then secretary of the Forest Agency in Japan, coined the term shinrin-yoku (‘forest bathing’) to describe the practice of getting into the woods for body and mind renewal, to counter lifestyle-related health issues.

The tradition was already ages-old in Japan, but naming it went hand in hand with making recommendations for best practices: one should walk, sit, gaze and exercise among the trees; eat well-balanced meals of organic, locally sourced food; and, if available, immerse in hot springs. All five senses should be engaged, especially for certification as one of Japan’s official Forest Therapy Bases, which are well-maintained, embraced by the local community, and which are required to show, in practitioners, a decrease in physiological markers such as levels of the stress hormone cortisol after wandering in the woods.

When Akiyama recommended forest bathing all those years ago, he knew about the pioneering studies of phytoncides – basically, pungent essential oils – conducted by the Soviet scientist Boris P Tokin in the 1920s and ’30s. The oils, volatile compounds exuded by conifers and some other plants, reduce blood pressure and boost immune function, among other benefits.

In recent years, a host of other mechanisms have come to light – in fact, there are up to 21 possible pathways to improved health, according to a review paper in Frontiers in Psychology from scientists at the University of Illinois at Urbana-Champaign. Among the elements that have been identified, of particular note are bright lights and negative air ions (oxygen atoms charged with an extra electron), known to ease depression; simple views of nature, which enhance autonomic control of heart rate and blood pressure; and even the sounds of nature, which help us to recover from heightened stress.

Blood tests revealed a host of protective physiological factors released at a higher level after forest, but not urban, walks. Among those hormones and molecules, a research team at Japan’s Nippon Medical School ticks off dehydroepiandrosterone which helps to protect against heart disease, obesity and diabetes, as well as adiponectin, which helps to guard against atherosclerosis. In other research, the team found elevated levels of the immune system’s natural killer cells, known to have anti-cancer and anti-viral effects. Meanwhile, research from China found that those walking in nature had reduced blood levels of inflammatory cytokines, a risk factor for immune illness, and research from Japan’s Hokkaido University School of Medicine found that shinrin-yoku lowered blood glucose levels associated with obesity and diabetes.

Studies showed that just three days and two nights in a wooded place increase the immune system functions that boost feelings of wellbeing for up to seven days. The same amount of time in a built environment has no such effect. Human response includes increased awe, greater relaxation, restored attention, and boosted vitality. Health outcomes on the receiving end of the pathway are astounding: enhanced immunity, including reduced cardiovascular disease, fewer migraines, and lowered anxiety, to name but a few. According to Frances Ming Kuo, the lead author of the University of Illinois review: “The cumulative effect could be quite large even if many of the individual pathways contribute only a small effect.”

Much of the scientific evidence of nature’s benefits has been derived from studying shinrin-yoku subjects. “Outside of urban nature, most of the peer-reviewed science has been done on northern temperate forests,” says Kathleen Wolf of the University of Washington College of the Environment. “We know from the research that people respond very favorably to water, for instance, whether a fountain in a healing garden or a river or shoreline environment. We know less about response to tropical environments or desert environments. And we do know that we don’t need endemic nature – ornamental nature or designed nature or even engineered nature can be effective.”

What we know is that we feel good out there, a notion firmly supported by science.

The essence of prescriptive medicine, with specific dosages and intervals between consumption, downplays nature’s key role in our lives during our evolutionary history. Some call shinrin-yoku a fitness trend, a movement to counter our modern obsessions with technology, a timeout in which we put away our devices and take the good old ‘nature cure’. That sense of nature as outside of us prevails mostly in the West; Eastern-based mindfulness practices and meditative traditions align more closely with human oneness with nature.

But even in cities, we can intervene: when endemic nature isn’t available, ornamental and designed nature is quite effective. Even necessary systems such as storm-water infrastructure, designed to handle storm runoff and overflow, can also be designed to heal. Imagine a storm-water system with a second function as a natural habitat, complete with running water, vegetation, microbial life and a whole host of diversity, all geared to enhance human wellness. When a wild river isn’t right at hand, we might wander down to a water-treatment micropark, designed with natural elements that restore us to health.

Colorado River guides know that nature enhances our physical and mental lives. “For decades, I’ve believed that I’m part of nature,” Winn says, “not separate from it or “above” it. Many years ago, I studied Zen Buddhism and learned to meditate. Eventually I found that just hanging out on desert rivers had the same effect as meditation – no stress.”

# *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

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**Week #3**

# *Subject line:* Why Deli Sandwiches Taste Better Than Yours

# You've probably been disappointed by your own sandwiches versus the ones you order at a deli. *Eating Well* says here's why, plus offers tips on how to make a better tasting sandwich at home (Psst, have someone else make it for you, seriously).

## Bread

Without bread to tie everything together, you don't have much of a sandwich! Bread that's too soft and can't hold up to the ingredients inside, and bread that's too hard to comfortably take a bite of, can cause you to put down a sandwich even when it's filled with your favorites.

Delis put a lot more thought into what type of bread they use for different types of sandwiches than you likely do. They also have relationships with bread purveyors and individual bread makers, so they have easy access to a selection of breads that you simply don't when you're walking through the bagged bread aisle in your local supermarket. Some sandwich spots may even employ their own baker, and that baker may source the highest-quality flours made by millers who are personally selecting and milling heirloom whole grains. The quality of those sandwiches is very hard for the home cook to match!

**Slicing for Sandwiches**

Some delis offer freshly sliced meats and cheeses for you to take home in addition to their sandwich offerings. Did you know you can even freeze your deli meat?

Delis also often have mechanized bread and meat/cheese slicers, enabling them to slice the sandwich components quickly and exactingly so they combine in the most satisfying way possible. The uniformity of mass-produced, pre-sliced meats and cheeses may not necessarily provide the thickness or thinness that you prefer in a sandwich. And unless you have super-sharp knives and excellent knife skills, you can't really compete with the slicing equipment most delis have.

## Sandwich Construction

The right sandwiches are works of art that layer everything correctly, from the bread to the seasonings, and this could be a make-it-or-break-it factor, determining whether you'll have a delicious sandwich or a soggy, bland one.

The ratio of ingredients really matters when constructing the perfect sandwich. You want just the right amount of veggies, oils and/or condiments to balance the sandwich without making it soggy. Don't overload your sandwich—there should be a balance between the main ingredients, like meat and cheese, and the veggies that go on top. A schmear should be just that—no matter how much you may love mayo, huge globs of it won't help anybody or any sandwich.

**Seasoning**

Seasoning shouldn't be an afterthought. Sandwiches need seasoning too! Using a squeeze of lemon, fresh herbs or just good old salt and pepper (especially on ingredients like greens, tomatoes, radishes, avocados, etc.) can go a long way in transforming your sandwich from tasting homemade to deli level. Try experimenting by adding new flavors to your mayo or spreads, use pickled onions instead of raw ones, and look beyond what may be your usual suspects like oregano or mustard and use za'atar or zhoug sauce.

## A Sandwich Made by Someone Else Tastes Better

Scientists (regular ones, not sandwich scientists) have found that a sandwich made by someone else may taste so much better than the ones you make, simply because you didn't make it. Researchers at Carnegie Mellon University believe that this phenomenon has to do with extended exposure to the same stimulus (in this situation, the sandwich making), which decreases your positive behavioral and physiological responses to it, lessening your desire to want to eat it. So, if you enjoy your homemade sandwich so much less than a similar one you just had a deli, it literally may be your mind playing tricks on you. Thank you, science!

## Bottom Line

Think about the type of sandwich you're going to make, and shop for the appropriate ingredients. Simply put, a tuna or chicken salad sandwich is going to need sturdier bread than a ham and cheese, which will be fine with softer breads. Remember to buy the best and freshest ingredients available to layer into your sandwich, season properly and select a good bread (ask your deli counter person for suggestions for local bakers). Have fun and experiment with condiments, adding flavorings to spreads or picking up a store-bought one that broadens your flavor horizons. Once you've taken care of all those factors, then ask your partner or someone else in your household to make it for you—it could be the best homemade sandwich you'll ever have!

# *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

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**Week #4**

# *Subject line:* Ways to Instantly Free Up Space on Your Phone

You never want to see the dreaded “storage almost full” message pop up on your phone. That means you’ve filled up your phone with so much stuff—apps, docs, photos, videos, secret files—that you can’t cram anything else on it, leading to questions like these: Which apps should you delete first? Do you really need every photo from the last five years? Why even bother downloading music in the streaming era, anyway?

But here’s the good news: Just as it's shockingly easy to accumulate all that crap very quickly, it’s actually pretty simple to get rid of it without having a breakdown. *Popular Mechanics* says these are the most straightforward (and surprising) ways to free up a ton of space on your phone.

## If You Have an iPhone:

First things first: What's the level of urgency here? If your iPhone hasn't given you a warning message about your storage almost being full, or being full, you could have some time on your hands. But it’s probably smart to do a check anyway, in case you suddenly run out of space while trying to capture a once-in-a-lifetime photo.

#### **Set up iCloud Photos, stat.**

iCloud keeps all your photos and videos in their original high-res format, and when you sign up, Apple automatically gives you 5 GB of free storage space. You'll have to pay up for additional space, but the cost is easy to stomach. Plans start at 99 cents for 50 GB per month. Small price to pay for all that space and some peace of mind.

But a word of caution: iCloud does not automatically back up your photos in the sense you'd normally think, because any changes you make on one device will be mirrored across others, like your iPad or Mac. So, deleting a photo from your phone will delete it elsewhere. To prevent that, make sure you keep backup copies of everything important.

On your device, with iOS 10.3 or later installed, go to **Settings** > **(your name)** > **iCloud** > **Photos**. Select "**Download**" and "**Keep Originals**" and import them to your computer.

Another way to save space is to compress the size of your files. Since photos and videos are already saved in their original hi-res version in iCloud, you can save space on your iPhone with the “**Optimize Storage**”setting.

Tap **Settings** > **(your name)** > **iCloud**. Then, tap **Photos** > **Choose Optimize iPhone Storage**.

#### **Buy a MicroSD reader for Lightning.**

This method might bring back memories of floppy disks and flash drives, but you should consider buying a MicroSD Reader with a lightning connection to plug into newer iPhones. Basically, the deal is exactly the same as with a USB drive: plug it in, move files to the external memory card, and now you can take them anywhere and remove them from the actual device, freeing up space and avoiding cloud fees. You'll have to buy both the reader and a MicroSD card of your choosing. It's basically a hack to mimic the SD card slots that many Android phones have.

#### **Delete your apps without mercy.**

Start dumping the pre-installed ones that you never use, like the compass (come on), stocks (if you're not into investing) or voice memos (if you're not a songwriter). After that, you'll have some tough decisions, but there's some quantitative data you can unlock to make it a bit easier.

Go to **Settings** > **General** > **Storage & iCloud Usage** > tap "**Manage Storage**" and you'll get a full report on which apps are taking up the most space.

#### **Delete conversations from *years* ago.**

For some truly awful reason, Apple's software keeps the logs of all your texts stored on your phone by default. So if you've had the same phone for three years, you can imagine the world's longest grocery store receipt of your full conversations with your ex from two years ago, or every time your mom asked you what you were up to.

Go to **Settings** > **Messages** > **Message History** > **Keep Messages** > then select a time frame of 30 days, one year, or forever.

Magically, the old messages disappear and free up space you should have had all along.

#### **Subscribe to Apple Music if you haven’t already.**

It's worth the money. For students, it's $4.99 per month; for individuals, it's $9.99; for a family plan with access for up to six users, it's $14.99. Pro tip: If you're an adult without your own family (or your family members use flip phones), just round up some friends and split the cost.

You can stream up to 50 million songs ad-free, so you'll never need to download music unless you have an extremely limited data plan or you're taking a long flight. (But even then, lots of airlines have WiFi now.) You can add your favorite songs to a library in the cloud, and if you choose to, you can download select songs and albums to your device.

Plus, Apple Music is also now available to Android users. Speaking of ...

## If You Have an Android Device:

Depending on the type of Android phone you have, these instructions may slightly vary. For reference, I tested these tips out on a maxed-out, 64-GB Samsung Galaxy Note 8 in desperate need of a cleanse.

#### **Use a cloud-based photo app.**

It's pretty likely that you'll have Google Photos and Google Drive installed on your device by default, considering Google's dominance over Android software, so you really just need to create an account. (Scroll up to the first tip in the Apple section of this article for more on cloud services).

#### **Clear your cache.**

Android phones often store cached versions of websites—a version of a webpage or app at a certain point in time that serves as a backup if a link is broken. That way, you can still see the most recent version. On phones, that also means faster load times, as websites are already partially stored.

The downer, of course, is that cached pages take up tons of space—and you don't really need them. If there are some sites or apps that you know take particularly long to load, you can leave 'em alone and cleanse your cache on an app-by-app basis.

If you're looking for a quick fix, go to **Settings** > **Storage** (or **Device Maintenance** > **Storage**) and select "**Optimize Now**." Watch as your phone cleans up advertisement files, cached data and more.

#### **Purge your Downloads folder.**

Most Android phones now come with a built-in file management system. To find the **Downloads** folder, in particular, check under **Settings** or try searching on the **Apps** page.

Once inside your settings look for the **Downloads** folder. Just know it's going to look a bit nightmarish in there, full of tons of unnecessary, potentially embarrassing files. You've been warned.

There's always the option to delete files one by one, but if you've already set up a backup process hosted on a cloud-based service (see tip #1), you're safe to **Select All** and press **Delete**. It feels scary at first, but it's worth the leap.

#### **Move your apps to an SD card.**

Just because you have an SD card, that doesn't mean you're using it correctly. If there's one thing to take away from this article, let it be that all Android users with an SD card should scoot those storage-hungry apps from internal memory to the memory card.

Move those suckers to the SD card by going to **Settings** > **Applications** > **Application Manager** > then tap the app you want to move > select "**Move to SD card**."

If the app can't be moved from the device, the button that says "**Move to SD card**" will be grayed out.

And if none of these tips help, maybe it's truly just time for an upgrade.

# *Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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