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Reliable news for healthy living, saving money, and having fun!

********

Suzie Smith!

You are this month’s   
Mystery Winner!

We have a   
**$10.00 Starbucks   
gift card**   
reserved just for you!

Come by our store to   
claim your prize!

**January 1** New Year’s Day

**January 16** Martin Luther King Jr Day



January 2023

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Scan to visit our website

Dear Friends,

Your personal message goes here.

The personal message is important because it allows you to connect in a very personal way with your clients. This personal connection is sorely lacking in most businesses. Topic ideas:

Your hobbies

Something interesting happening this month. Wish them “Merry Christmas” or “Happy Thanksgiving.”

A thought from your heart

Appreciation for your clients and their referrals. Remind them that you will bend over backwards to provide their referrals with World Class Service.

Mention that month’s “special offer” insert

Your Friend,

Your Signature

Your Name

*“You’ll love your new floors or I’ll replace them free!”*

~Jim Armstrong & Mick  
[www.JimbosFloors.com](http://www.JimbosFloors.com)

**Jimbo’s Floors**

Month at a Glance!

**A picture containing diagram

Description automatically generated**

***Last month’s question****:   
After gaining independence in 2011, which country became internationally recognized as the newest country in the world?  
A) Croatia B) Serbia C) Yemen* ***D) South Sudan***

It’s the beginning of a new year, and you’re super excited to start the year off right. You promise yourself that this will be *the* year you grow your business or advance your career like never before.

You jot down some resolutions, and away you go! But before you know it, you’re quickly back to doing things the way you’ve always done them and getting the same results.

Sound familiar? If so, you’re not alone.

*A study by researchers at Scranton University found that****only 19 percent of individuals keep their resolutions.****Most are abandoned by mid-January.*

So, what can you do to stay on track and achieve your goals? Here are a few tips from *Forbes* to help you build momentum and ensure this is your best year ever!

**1.   Set reasonable and specific goals.** The surest way to fall short of your goal is to make your goal unattainable. When establishing your goals, be selective. It’s better to move one thing forward a mile than 10 things forward an inch.

**2.   Create a plan.** Once you’ve set your goal(s), work backwards so that you know exactly what you need to do to get where you want to go.

**3.   List new skills you’ll need.** Take note of what you’ll need to learn this year and develop a strategy for mastering these skills.

**4.   Be sure your goals are measurable.** What gets measured gets done. Keep track of your success and reward yourself along the way.

**5.   Talk about your goals.** Tell friends, family members, and trusted colleagues about your plans so that they can support you.

**6.   Make course corrections if necessary.** If you find yourself heading in the wrong direction, don’t hesitate to course correct. It’s okay to adjust your goals as you go.

**7.   If things aren’t going according to plan, ask for help.** There’s no shame in admitting that you need assistance.

**8.   Avoid repeating past failures.** Take a different approach.

**9.   Schedule time for yourself.** Schedule time on your calendar where you can get away and be free from distraction.

**10. Balance work and play**. Our jobs and work take priority over many other things in our life. The greatest wealth you can build is discretionary time. Think about this and then say yes to doing something you love!

What month is named after the first Roman emperor:

A) January B) March C) April D) August

To enter, email [Support@JimbosFloors.com](mailto:Support@JimbosFloors.com) and enter “Mega Trivia Contest” as the subject line. Take your best guess…your chances of winning are better than you think!

Congratulations to last month’s winner: **Client Name**

Come by our store to claim your prize!

(NOTE: see the HA instructions for this month if you don’t have the Jim Armstrong Marketing Website to direct them to.)

### Who Else Wants to Win

### Dinner for Two at the City Café!

### Take our Trivia Challenge and *you could win too!*

This month’s Mega Trivia question:

**Here at Jimbo’s Floors, we pride ourselves on our Lifetime Installation Warranty!**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why?

Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at Jimbo’s Floors as part of our 100% Iron-Clad Triple Guarantee!

You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

Tips to Start the New Year Off Right



Why Quitting is Underrated



*Atlantic* magazine’s Annie Duke tells us that Siobhan O’Keeffe, one of tens of thousands of runners in the 2019 London Marathon, noticed that her ankle started hurting four miles into the race. Four miles later, her fibula bone snapped. Medics bandaged her leg and advised her to quit, but O’Keeffe refused. She actually finished the marathon, running the last 18 miles in nearly unbearable pain and risking permanent injury.

In professional poker, knowing when to quit is a survival skill that separates elite players from the rest of the pack. Yet, despite the obvious virtues of folding a bad hand, in most areas of life human beings tend to extol perseverance.

But is grit a virtue when we stay too long in bad relationships, bad conditions, and bad careers?

The misguided urge to persevere—even when that perseverance is half-hearted at best—isn’t restricted to individuals. Businesses stick with high-profile hires who aren’t working out and continue offering products that are clearly failing. Nations spend years, sometimes decades, throwing money and human life into unwinnable wars.

This is the downside of grit. Though grit can get you to stick to hard things that are worthwhile, grit can also get you to stick to hard things that just aren’t worth sticking to. The fear of wasting what we’ve already put into something causes us to invest more in a cause that’s no longer worthwhile.

Another commonly known error that keeps people from quitting is status quo bias. When comparing two options, both individuals and companies overwhelmingly stick with the one representing the status quo, even when it is demonstrably inferior to the option representing change. An employer is more likely to keep a middling performer on the roster for too long than risk hiring a worse replacement. Likewise, an employee will stay at a miserable job because it’s the status quo, rather than quit to find a better one. We prefer the devil we know.

We fear that when we quit we are admitting failure—that we have wasted our energy. But we need to start thinking about waste as a forward-looking problem, not a backward-looking one. That means realizing that spending another minute or another dollar on something that is no longer worthwhile is a far bigger waste than whatever we have already invested.

Contrary to popular belief, winners quit a lot. In fact, that’s how they win.

Congratulations to our

**Susan Johnson!**

Susan is a 3rd time returning client, and she recently purchased new laminate for her kitchen and dining room. She always has a big smile on her face and is a lot of fun to work with. *Thanks, Susan!*

As always, our clients of the month receive **2 movie passes for Movies-8!**

*Watch for your name here in a coming month!*

Come by our store to   
claim your prize!

“My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience.”

~Marsha Avalos, School Teacher, Yuba City

“We Recently went to Jimbo’s Floors for new tile for our bathroom, and we’re thrilled with the results! This is our third time using Jimbo’s. Jim will never make you feel uncomfortable for asking questions and he’ll do anything in his power to accommodate your needs. When you do business with Jim and the staff at Jimbo’s Floors, you will be treated like royalty. Our experience was painless and very professional. Jim is not only our flooring expert, he’s a friend. That’s how he makes you feel.”

~Marvin and Sandy Moeller, owners of Sierra Landscaping, Yuba City

Thank You for the Kind Words!



**Be sure to stop by to pick out and schedule   
your new floor installation, and   
from our families to yours have a great month!**

Solution: When you are courting a nice girl an hour seems like a second.

When you sit on a red-hot cinder a second seems like an hour.

That’s relativity.

**Welcome to our new and returning clients!**

Click on the text box and Insert names

**A gigantic THANK YOU to all who referred us last month…**

Insert names

Get a

with my

**Referral Rewards Program**

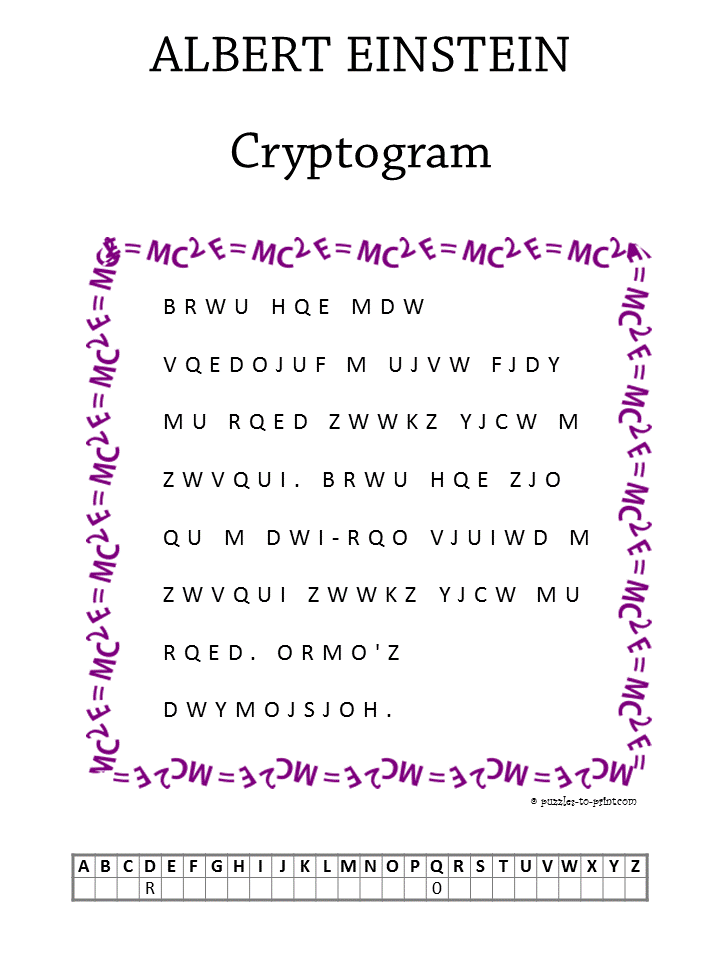
As you probably know, advertising is very expensive. Instead of paying the newspaper or another place to advertise, we’d rather reward you. So we’ve assembled the Referral Rewards Program.

Every time you refer someone who becomes a client, we will send you a gift certificate for two passes to the **Movies-8 Cinema.**

And Hey! What’s a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

*Come by our store to   
claim your prize!*

Solve the Cryptogram!



**Your Company Name**

123 Address, Someplace, ZZ 555555

555.555.5555 Phone ⚫ 555.555.5555 Fax

email@yourcompanyname.com

**YourCompanyWebsite.com**