



**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*: Five Things You Didn’t Know About Pizza

February 9 is National Pizza Day. Whether it is thin crust, Chicago-style, deep dish or anything in between, pizza is an American favorite. Here are five facts from *Trivia Today* you probably didn't know about one of America’s favorite foods.

**The Outer Edge of a Pizza Has a Name**

The outer edge of a pizza is called a cornicione (cor-nee-cho-nay), which means "molding" or "cornice." Aficionados can use this to impress their friends with their pizza knowledge. The crust of a pizza is actually the name for the base where the toppings are laid.

**You Can’t Buy Pizza Slices When You Visit Italy**

Those in the know know that when visiting Italy, you won't find pizza pie slices with your favorite toppings at the ready because pizza just isn't sold that way. Italians either serve whole pizzas or bake them in big trays and cut them into rectangles or squares. Early pizza sellers in New York quickly learned that not everyone had the money to buy a whole pie, so they started to cut those pizzas into wedges, which became the New York-style slice.

**Pizza Hut Concocted a Pizza-Scented Perfume**

Love the smell of pizza? You may have been among the target audience for Pizza Hut Canada’s limited-edition perfume that they released in 2012. According to the press release, the perfume smelled like “freshly baked, hand-tossed dough.”

**The World’s Biggest Pizza Weighed More Than 13 Tons**

According to the “Guinness Book of World Records,” the biggest round pizza was made on December 8, 1990, in Norwood, South Africa. This gastronomical delight was more than 122 feet in diameter and weighed a whopping 26,883 pounds. It was topped with 1,763 pounds of mushrooms and 3,960 pounds of cheese, not counting the chopped tomatoes and tomato puree.

**A Canadian Invented the Hawaiian Pizza**

It might be true that there are two types of pizza eaters in the world: those who like pineapple on their pies and those who don’t. On a whim, Sam Panopoulos, a Canadian who immigrated to his new homeland from Greece when he was just 20, tossed pineapple and ham on a pizza to see how it would taste. That was in 1962, and ever since, the unique combo has won over the taste buds of many a pizza lover.

***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 #2**

# *Subject line:* How State Capitals Got Their Names

# The history of our state capitals’ names is as varied as it is storied: Some are named after presidents or notable figures, some are the stuff of legend, and some seem obvious (hello, Oklahoma City) but really have more to them than that. Here are several examples; you can check out [the entire list](https://www.rd.com/list/state-capitals/?_cmp=readuprdus&_ebid=readuprdus11132022&_mid=550240&ehid=a37ed3a2e4ca6a8c2bdf8fe4299601888232151d&_PermHash=caa608093bd7f1d2b34261ee000f1c586be2f77a3368c88d02fd5e8ca3d5747c&tohMagStatus=NONE) in *Reader’s Digest*.

## Juneau, Alaska

Joseph Juneau discovered gold in Alaska in 1880 with his prospecting partner, Richard Harris. When other prospectors flocked to the area, Harris named the resulting town after himself: Harrisburg. It was briefly renamed Rockwell, ostensibly because there were too many towns in the U.S. named Harrisburg. But Joe Juneau felt something in the town should be named for him, and in 1881, he garnered enough support to change the name to Juneau. In 1906, the city became the territory capital; Alaska officially became a state, and Juneau the state capital, in 1956. Today, Juneau’s natural beauty is offset with one of the strangest roadside attractions in America.

## Little Rock, Arkansas

Bernard de la Harpe, a French explorer from New Orleans, noticed an outcropping of rock along the banks of the Arkansas River—the first he had seen since leaving New Orleans—which he called la petite roche (translation: “the little rock”). In 1803, the United States purchased this area, which was then part of the Louisiana Territory, from France (although it was still occupied by Native Americans). In 1818, boundary lines defining what’s now Arkansas were drawn via a treaty that referred to this spot as “Little Rock,” and the name stuck. The settlement was designated as the territorial capital in 1820, and in 1836 Arkansas became a state.

## Honolulu, Hawaii

The word Honolulu means “protected bay” in the Hawaiian language, and it’s thought that there has been a settlement in the spot since the 12th century. Despite English colonists wanting to call it Fair Heaven or Brown’s Harbor (after Captain William Brown, who landed there in 1778), the Hawaiian name for the city stuck, and it was ultimately declared capital of the Hawaiian kingdom by King Kamehameha III in 1850, more than a hundred years before Hawaii became a state in 1959.

## Frankfort, Kentucky

Frankfort has nothing to do with the similar-sounding German city and everything to do with Stephen Frank, a local settler who was killed during a skirmish with Native Americans in 1780. Because of a ford along the river that ran through the area, a Buffalo trail that led the way for settlers, “Frank’s Ford” seemed a good choice. In 1786, the name was shortened to Frankfort, and it beat out other cities to become the capital when Kentucky became a state in 1792.

## Helena, Montana

Montana’s state capital was originally named Crabtown after one of the four prospectors who found gold on what’s now Helena’s main street, which they called “Last Chance Gulch.” As more people moved to the town, they decided to rename it St. Helena after a town in Minnesota where some of them were from. It was eventually shortened to Helena. (Reportedly, other names were floated, including Pumpkinville and Squashtown, as their meeting was close to Halloween.) Helena became territory capital in 1875 and retained the honor when Montana became a state in 1889.

## Trenton, New Jersey

Here’s one of the not-so-surprising facts about George Washington: Trenton is the site of Washington’s first victory in the Revolutionary War, after the general crossed the Delaware River and arrived there for a surprise attack on Dec. 25, 1776. But surprisingly, Trenton was nevertheless named for someone else: William Trent, one of the leading landowners in town, in 1719. Initially, it was called Trent Town, which eventually became consolidated into its current form. Trenton became the capital of New Jersey in 1790.

## Santa Fe, New Mexico

Santa Fe, which means “Holy Faith” in Spanish, is the oldest state capital in U.S.: The city, the second oldest in the country, was founded in 1610. It was a Spanish capital, a Mexican capital, the American territorial capital and, finally, the U.S. state capital from 1912. Sante Fe is not exactly the name that was intended by the man who christened it, however: New Mexico’s first governor under Spain, Don Pedro de Peralta, wanted it to be known as “La Villa Real de la Santa Fe de San Francisco de Asís,” which means “The Royal City of the Holy Faith of Saint Francis of Assisi.”

# *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

**Week #3**

# *Subject line:* What Being a Dog or Cat Person Says About You

Are you a cat person, or a dog person? The answer to this age-old question could reveal a little bit about your personality, according to *Popular Science*.

For example, there are notable differences between dog and cat people as demographics. In 2014, Mikel Delgado, a postdoctoral researcher and applied animal behaviorist at the UC Davis veterinary school, authored a study that looked at something called the “Big 5” personality measurements in those who said they preferred one or the other species, as well as those who said they have no preference or don’t like cats and dogs.

The Big 5 are widely used metrics of personality, often referenced with the acronym OCEAN: openness, conscientiousness, extroversion, agreeableness, and neuroticism. (That last one, neuroticism, is defined in this context as sensitivity or nervousness.) These traits, as defined in scientific literature, can be broadly applied across cultures and form a useful way to understand personalities.

Delgado found that respondents who said they preferred cats tended to be higher in openness and neuroticism, while self-identified dog people tended towards more extroversion and agreeableness.

These findings line up with previous studies on this issue. Such studies have also found that those who identify as dog people tend to be more dominant in social interactions and more narcissistic and those who identify as cat people were, at least in one study, more likely to be female.

Still, research like this isn’t perfect. “Most of us are doing research on a limited budget, and we are doing survey research,” says Delgado. Ideally, research is conducted with balanced populations of people who are compensated for their participation. In this case, she says “the people who are likely to fill out a survey, especially a long survey, about their pets are going to fit a certain demographic.” They also probably have a much higher level of attachment to their pet that the average owner, she says.

The survey respondents in this area are overwhelmingly women, she says, often representing 85-90 percent of respondents. They also tend to be white, which is consistent with the demographics of pet ownership in the United States. That means that survey responses probably say a lot more about how that specific population of pet owners feels about their pets than what all pet owners are likely to feel or think.

What’s more, Delgado says, the pet industry is a huge funder of this research, which naturally shapes the kind of work that gets done. Research that’s more likely to make pet ownership seem appealing—for instance, associating certain personality traits with certain kinds of pets—supports the sale of animals and animal products. Other research, such as how being owned benefits or detracts from the wellbeing of the animals themselves, is less likely to do that and thus harder to get funding for, Delgado says.

Asking how dog people and cat people differ is really just asking a simple question about a complicated issue. For one thing, in doing so, “we are treating cats and dogs as if somehow they’re equivalent,” says Delgado. “And they’re very different animals.”

Cats and dogs have different histories of domestication, different needs, different attachments to their owners and different natural behaviors that are more or less compatible with human needs and behaviors. And, like humans, they’re different from one another: what works for one human and one cat might not work for another human or another cat.

All of these factors, along with past pet experiences and even the internet’s influence on companion animal culture, can affect whether someone says they prefer cats or dogs. The other big thing that hasn’t been studied, Delgado says, is what makes people who like pets at all different from those who don’t like or want pets. For all we know that difference could be much more fundamental and complex.

Another future research direction Delgado says is important is looking at how COVID-19 and working from home has affected people’s attachment to their companion animals. Researchers in her field started surveys early on in the pandemic and we can expect to get more information on this over the next few years.

So, in the end, maybe the question isn’t whether you’re a dog- or cat-person at all—but whether your life has space in it for a pet, and you’re ready to bring your conscientiousness, agreeableness, neuroticism or whatever other traits you have to your relationship with your fuzzy new friend.

# *Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S.** **All of our products come with a 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. 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.**

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**Week #4**

# *Subject line:* Four Areas in Your Kitchen You’re Forgetting to Clean

# Even if you religiously clean your kitchen, you’re human — and chances are, there are a couple of spots you’ve forgotten to clean. Or maybe you know you should clean them, but you just keep putting the chore off. Either way, now’s the perfect time to address those oft-forgotten kitchen areas.

Not sure exactly where to begin? We tapped professional chefs to find out which kitchen spots are most forgotten, and how to clean them most efficiently, according to *Apartment Therapy*.

## Your Stovetop Crevices

You might be great about wiping away visible food splatters when you’re cooking, but what about all the nooks and crannies in and around your stovetop? If you can’t remember the last time you tackled those areas, Katina Mountanos, founder and CEO of Kosterina and author of Kosterina Kitchen, suggests you do so pronto — and she suggests you use olive oil to get it done.

“I dab olive oil on a microfiber cloth, and it works wonders on stainless steel,” she says. While you can use pretty much any olive oil to shine up your stove, save the fancy stuff for cooking. “I use generic olive oil for this,” says Mountanos. “I wouldn’t disrespect high-antioxidant EVOO in this way!”

## Your Electric Kettle

Tea- and coffee-drinkers, this one’s for you. Carla Contreras, a professional chef and food stylist and photographer, says electric kettles can quickly accumulate limescale. “I had no idea about this until I started to make tea and pour-over coffee regularly in my electric kettle,” she says. “To my surprise, there was a build-up of white gunk.”

Luckily, it’s simple to clean. Contreras adds a cup of white vinegar and a cup of water to the kettle, brings it to a boil, and then lets it sit for 30 minutes before rinsing. Then, fill up the tea kettle with clean water, bring it to a boil, and rinse it again. “I do this at least once a month to keep my kettle clean, and my tea fresh-tasting,” she says. No electric kettle at home? This method also works for a stovetop one!

## Your Silverware Drawer

Another commonly forgotten space: inside your silverware drawer. “I recently replaced my silverware organizer and was surprised by the amount of crumbs that had accumulated,” Contreras says. “This area can get really dirty, especially if you are prepping food above and the drawer isn’t closed 100%.”

To clean, take everything out, including the drawer liner and silverware. If the drawer has a ton of crumbs, Contreras suggests using a vacuum hose, then wiping down with hot soapy water and drying with a clean towel. Once everything is dry, put everything back in the drawer. “I now do this once per season to keep things neat and tidy,” she says.

## Your Spice and Oil/Vinegar Area

Timothy Hollingsworth, chef and owner of Otium in Los Angeles and OXO Chef In Residence, says people commonly forget to clean their spice and oil and vinegar areas. “A lot of the time when people are cooking they tend to grab, use, and put back,” he says.

The easiest way to keep things tidy is to give your spices, oils, and vinegars, a quick wipe-down every time you use them. To go the extra mile, keep your spice jars organized and easily accessible to prevent them from falling over and spilling. (Hollingsworth likes OXO Not So Lazy Susan Turntable and spice organizers.)

Another tip: Go through your spices, oils, and vinegars at least quarterly. “I pull everything out, make sure things are not expired, still in good condition, and the shelves or drawers are wiped down,” Hollingsworth says. “This is also a great opportunity to take inventory of what you have and restock on anything you might be running low on.”

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

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