



**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*: Hidden benefits of spring cleaning

Spring cleaning. The very phrase strikes fear into the hearts of many. But why should it? Spring cleaning is not only an opportunity to declutter and organize your home, but it's also a chance to declutter and organize your mind.

Think about it, when you're surrounded by clutter and chaos in your home, it's hard to focus and be productive. But when everything is in its place and your living space is clean and tidy, it's so much easier to relax and be productive.

We can’t ignore the amazing physical benefits of spring cleaning. By moving furniture, lifting boxes and scrubbing surfaces, you're getting a mini workout. Who needs a gym when you have a dusty bookshelf to move? And the sense of accomplishment after finishing a big cleaning task is indescribable.

But where do you start? The task of spring cleaning can seem daunting, but it's important to remember that you don't have to tackle everything at once. Start with one room or even just one corner of a room and work your way through the house. And don't be afraid to ask for help. Enlist the help of your family or friends to make the task less daunting and more fun.

In the spirit of also taking an opportunity to declutter your mind, consider letting go of old grudges, negative thoughts and anything else that's holding you back. Clean out your closet, and your mind.

So, embrace spring cleaning! It's not just about cleaning your home, it's about cleaning your mind, body and soul. Put on some music, open the windows and get to work. You'll be surprised at how good it feels to declutter and organize your living space and your mind.

Now, where did I put that duster?

***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 most popular fad diets in the US

There are several popular fad diets in the US at the moment, but it's important to note that many of these diets are not backed by scientific evidence and can be potentially harmful to one's health. Here are a few examples of popular fad diets and some information about their effectiveness:

**Keto Diet**

The ketogenic diet, or "keto" for short, is a low (or no) carb, high-fat diet that aims to put the body in a state of ketosis, where it burns fat for energy instead of carbohydrates. While the keto diet may lead to short-term weight loss, it can be difficult to stick to long-term, and it may also increase the risk of heart disease, kidney stones, and other health problems.

**Intermittent Fasting**

Intermittent fasting is an eating pattern that involves alternating between periods of eating and fasting. Some popular methods include the 16/8 method, which involves fasting for 16 hours and eating within an 8-hour window, and the 5:2 diet, which involves eating normally for 5 days and restricting calories for the other 2 days. Intermittent fasting may help with weight loss, but it may be difficult to maintain long-term and it may also be less effective than other diets.

**Paleo Diet**

The paleo diet is based on the idea that modern humans should eat like our hunter-gatherer ancestors. This means eating foods that are similar to what they would have been able to hunt or gather, such as meats, fish, fruits, vegetables, and nuts. While the paleo diet can be a healthy way to eat, it can be difficult to follow and may exclude important food groups like dairy and legumes.

**Dukan Diet**

The Dukan Diet is a high-protein, low-carbohydrate diet that includes four phases: two for weight loss and two for weight maintenance. The diet is based on lean protein and low-fat dairy, and it is low in carbohydrates. The diet is restrictive, and it is difficult to maintain long-term, also it may lead to nutrient deficiencies, and it is not recommended by health experts.

It's important to remember that some fad diets can be dangerous and may not be effective in the long term. They may also lead to nutrient deficiencies; and because of this, many health experts believe the best approach is to focus on a balanced, nutrient-dense diet, regular physical activity, and a healthy lifestyle.

If you’re looking for a diet that is less of a fad, more sustainable and has fewer negative opinions, the Mediterranean Diet may fit the bill.

The Mediterranean diet is a dietary pattern that is based on the traditional eating habits of countries bordering the Mediterranean Sea, such as Greece, Italy, and Spain. The diet emphasizes the consumption of fruits, vegetables, whole grains, legumes, nuts, olive oil and fish, moderate amounts of dairy products, and small amounts of red meat. It is based on whole, unprocessed foods, which are nutrient-dense and high in fiber, vitamins, and minerals.

One of the key aspects of the Mediterranean diet is the use of olive oil as the primary source of fat as well as moderate amounts of fish and seafood, which are good sources of omega-3 fatty acids, and it emphasizes the consumption of fruits and vegetables, which are rich in antioxidants and other beneficial compounds. It is based on whole, unprocessed foods, and it is relatively low in saturated fat, added sugars, and processed foods.

However, it's important to keep in mind that the Mediterranean diet is not a strict diet plan and some variations of it may include more or less of certain food groups. It's always best to consult a doctor or a registered dietitian before making any major changes to your diet, especially if you have a medical condition or are taking medication.

# *Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S.** **Who is the next person you know who needs new flooring right now? Can I count on you to pass my name along to them? You’ll be doing them a tremendous favor by referring them to a professional they can trust. Plus, you’ll be rewarded for your referrals! Thank you!**

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**Week #3**

# *Subject line:* Productivity tips for busy parents

Being a parent is a full-time job in itself, and it can be challenging to balance all the responsibilities of parenthood with work, household chores, and other tasks. Here are a few productivity tips for busy parents to help them stay organized and get things done:

**Create a schedule**

Having a daily schedule can help you prioritize tasks and make sure that you have enough time for everything. Set aside specific blocks of time for work, household chores, and spending time with your children.

**Make a to-do list**

Writing out a to-do list each day can help you stay focused on the tasks at hand and prevent you from getting overwhelmed. Break down large tasks into smaller, manageable steps.

**Delegate tasks**

As a parent, it's easy to get caught up in thinking that you have to do everything yourself. However, delegating tasks to other family members can help ease the workload and give everyone a sense of responsibility. Delegating some tasks to hired help is also a great strategy if it is in the budget.

**Plan ahead**

Make sure to plan ahead for meals, groceries, and other errands. Meal planning can save time and energy throughout the week, also it will save money.

**Take advantage of technology**

There are many apps and tools available to help busy parents stay organized, such as calendars, to-do list apps, and productivity tools.

**Take breaks**

It can be easy to get caught up in work and responsibilities, but it's important to take breaks and spend quality time with your family.

**Prioritize self-care**

As a parent, it's easy to put your own needs last, but taking care of yourself is essential for maintaining your energy and productivity. Make sure to set aside time for yourself each day, even if it's just a few minutes.

**Prioritize Sleep**

Sleep is crucial for the proper functioning of the body and mind, and make sure you get enough of it, lack of sleep can lead to fatigue, irritability, and poor performance.

Just a few adjustments to your schedule may make all the difference!  Managing all the difficult parts of parenting means you have more time and energy to watch your child grow and develop and celebrate their milestones and achievements.  Take that extra time you’ve found in your schedule and enjoy all the great parts of parenting!

# *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.**

Jimbo’s Floors

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**Week #4**

# *Subject line:* Is spring really the best season?

Spring is often considered the best season by many people for several reasons. Let’s take a look at some reasons often offered as supporting evidence.

**Spring is a season of renewal and growth.**

The trees and flowers begin to bloom, and the world comes back to life after the long, cold winter. The warmer temperatures and longer days make it the perfect time to spend time outdoors and enjoy nature. Who doesn’t love a warm, sunny spring afternoon spent in nature?

**Spring is a time for new beginnings.**

Many people associate spring with a new beginning after a good, deep spring cleaning; a refresh, if you will. It's also a time when many people start new projects or make changes in their lives. The energy of spring can be very inspiring and motivating. Think about a change or improvement you’d like to make in your life; are you ready to jump into something new?

**Spring is a time for holidays and celebrations.**

Easter and Mother's Day are two of the most popular holidays that take place during the spring season. Cinco De Mayo is another fun one we all ejoy! Many people enjoy the festive atmosphere and the opportunity to spend time with family and friends. Spring break is a great time for those in school to take a break, have some fun, and recharge for the final push of the school year.

**Spring is also a time of abundance and bounty.**   
The warmer weather and longer days make it the perfect time to plant gardens, go on picnics, and enjoy the delicious fruits and vegetables that are in season. All those new seedlings popping out of the ground make the world feel abundant and plentiful again.

All in all, spring is a unique and wonderful season that offers many opportunities for enjoyment and growth. Whether it's the renewal and growth of nature, new beginnings, holidays and celebrations, or the abundance and bounty of spring, there are many reasons to love this season. It's a season that promises a change of pace and a chance to appreciate the beauty of nature and the people around us. How could it **not** be the absolute best season??

# *Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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

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