



**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*: Get your door dash faster (or better)

Don’t you hate it when you’re home, hungry, not wanting to cook – or go out - but needing dinner? So you order from DoorDash, but wind up waiting an hour for your food? You were hungry an hour ago when you ordered! Here are some tips to help you get your DoorDash order faster:

* Order during non-peak hours: Avoid ordering during peak meal times, such as lunch and dinner, as restaurants and delivery drivers may be busier during these times.
* Use the estimated delivery time feature: DoorDash provides an estimated delivery time when you place your order, make sure to take this into account when ordering.
* Choose the "ASAP" option: If you want your order as soon as possible, select the "ASAP" option when placing your order.
* Order from nearby restaurants: The closer the restaurant is to you, the faster your order will arrive.
* Communicate with your driver: If you have any special requests or instructions for your driver, make sure to communicate them clearly.
* Be ready to receive the order: Make sure you or someone else is available to receive the order at the delivery location.
* Be flexible with your delivery preferences: If you are not in a rush, choose the “schedule for later” option, this will allow the driver to plan their route ahead and deliver the order faster.

Remember that delivery times may vary depending on various factors such as traffic, weather conditions and restaurant's preparation time, but following these tips may help to minimize the waiting time.

Since we’re on the subject of DoorDash… If you care a little less about speed, and want to enjoy, and help your dasher enjoy the experience, maybe try some special requests…

Here are our favorite funny or unusual special requests that customers have made through DoorDash:

* Asking the driver to play a certain song or sing a specific song on the way to the delivery location.
* Requesting that the driver dress up in a costume or wear a specific outfit.
* Requesting that the driver delivers the food in a specific way, such as pretending to be a ninja or a superhero.
* Asking the driver to take a photo *with* the food (not just of the food left at the door) or with the customer before making the delivery.
* Requesting that the driver bring along a specific prop or object, such as a teddy bear or a stuffed animal.
* Asking the driver to make a specific delivery announcement or to deliver the food with a specific catchphrase.

It's important to note that while some of these requests may be amusing, they may not always be possible or appropriate to fulfill, and it's up to the driver's discretion to accept or decline a request. ;)

***Your Flooring Consultant for Life,***

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. When you buy floors from us, you are protected by our Installer professionalism guarantee!**

**Our installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths.**

**You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

**Week #2**

# *Subject line:* Top 5 best tasting fruits

Are you tired of the same old apples and oranges? Want to branch out and try some new, exciting fruits? Well, look no further, because I have scoured the globe to bring you the definitive list of the top five best-tasting fruits in the world.

**In fifth place**, we have the humble strawberry. These little red berries may be small, but they pack a punch of flavor that will make your taste buds sing. Just try to eat one without smiling, I dare you.

**Fourth place** brings us the tropical delight that is the mango. These juicy fruits are like a vacation for your mouth. They're sweet, juicy, and oh-so-delicious. Just be sure to watch out for that big pit in the middle.

**Coming in third** we have the one, the only, the grapefruit! Now, I know what you're thinking. "Grapefruit? That sounds bitter and gross." But let me tell you, my friend, you haven't had a grapefruit until you've had a perfectly ripe one. Trust me, it will change your life. (And it’s one fruit that is enjoyed with a dash of sugar, OR a dash of salt! Try it both ways!)

**Our runner up in second place** is the king of fruits, the durian. This spiky, strange-looking fruit may not win any beauty contests, but it more than makes up for it with its unique, creamy flavor that can only be described as "heavenly." Just be sure to hold your nose while eating it, or you'll be in for a stinky surprise.

And finally, **the number one best-tasting fruit** in the world is none other than the blueberry. These little blue orbs of flavor are like nature's candy. They're sweet, juicy, and packed with antioxidants. Plus, they're great for making pies, jams, and muffins. Yum!

So, there you have it, folks. The top five best-tasting fruits in the world. Next time you're at the grocery store, why not give one of these delicious fruits a try? Your taste buds will thank you.

# *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!™**

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**Week #3**

# *Subject line:* April showers bring May flowers, but where do they come from?

The majority of flowers that are sold in flower shops in the United States are imported. The major flower-producing countries that supply the US flower market are Columbia, Ecuador, Mexico, and Holland.

**Colombia** is the largest supplier of flowers to the United States, providing a wide variety of blooms such as roses, carnations, and chrysanthemums. **Ecuador** is known for its high-quality roses, and **Mexico** for its tropical flowers such as dahlias, lilies and anthuriums. **Holland** is known for providing a wide range of flowers but mainly for its tulips, lilies and iris.

However, there are also a number of flower farms located in the **United States** that grow flowers domestically. These include California, Florida, and Hawaii. The majority of these farms focus on growing roses, carnations, and chrysanthemums, although they also grow other types of flowers such as lilies and daisies. Some of these farms even specialize in rare or unique flower varieties.

While we’re on the subject of flowers, though, and May seems to be the month of flowers… Let’s take a look at some of the most rare flowers sold in American flower shops.

**Orchids**

Orchids are considered one of the most diverse and rare groups of flowers in the world, with over 25,000 different species. Some of the rarest orchid species include the Ghost Orchid, the Dove Orchid, and the Toothpick Orchid.

**Bird of paradise**

Bird of paradise is a beautiful tropical flower native to South Africa, it has an iconic bright orange and blue petals that resemble the shape of a bird in flight, hence its name.

**Black Baccara rose**

Black Baccara roses are considered one of the rarest roses in the world, with deep black petals and a rich fragrance.

**Kadupul flower**

The Kadupul flower is a rare cactus flower that is native to Sri Lanka, it blooms only once a year, and for a very short period of time, usually under the cover of darkness.

**Corpse flower**

The Amorphophallus Titanum is known as the corpse flower because of its strong putrid smell. It can grow up to 10 feet tall and blooms infrequently.

**Alexander the Great Tulip**

Alexander the Great Tulip is a rare and unique tulip, that can only be found in the gardens of few Botanic Gardens and Conservatories.

**The Night blooming Cereus**

This unique cactus flower blooms only once a year, and for a very short period of time, usually under the cover of darkness.

Please keep in mind that availability of these flowers can vary depending on the season and location and also some of the listed above are not commonly found in commercial flower shops. Take some time this month to seek out as many rare flowers as you can!

# *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

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**Week #4**

# *Subject line:* Condo Maintenance vs Home Maintenance

Condo ownership is different from traditional home ownership, and the responsibilities for maintenance and repairs can vary depending on the specific conditions outlined in the condo association's bylaws.

Typically, the condo association is responsible for maintaining and repairing the common areas of the building, such as the lobby, elevators, and roof, while the individual unit owner is responsible for maintaining and repairing the interior of their unit. This can include things like painting, replacing flooring, and fixing appliances.

However, some bylaws might state that the association is also responsible for certain elements within the individual unit like windows, balconies, and some appliances. It’s important for condo owners to understand their responsibilities and obligations as outlined in the condo association's bylaws, in order to be aware of what they need to do.

It is also important for condo owners to be mindful of any regulations on home maintenance, repairs, and renovations imposed by the condominium association, these rules are usually put in place to maintain consistency and ensure the security of the building. Many condominium associations also have standards for outward appearance of the condo that could include window covering regulations, patio furniture or décor and other things that may affect the outward appearance of the building.

Typically, homeowners are responsible for maintaining the interior and exterior of the home, including regular cleaning and upkeep, as well as making repairs as needed. Basically everything involved with the home, and property, are your responsibility.  Here are some examples:

Interior maintenance: painting, wall repairs, minor electrical and plumbing repairs, replacing light fixtures, etc.

Exterior maintenance: maintaining the roof, gutters, and foundation, replacing windows and doors, keeping the yard tidy and landscaping, etc.

HVAC system maintenance: regular cleaning, changing filters and scheduling maintenance.

Plumbing: unclogging drains, fixing leaks, replacing fixtures, etc.

Electrical: changing light bulbs, replacing outlets and switches, etc.

Appliance maintenance: regular cleaning, repairing or replacing appliances as needed.

It's important to note that homeowner responsibilities may vary depending on the specifics of the property, so it is always best to check with local building codes, as well as HOA (homeowner association) agreements to make sure you are aware of all the responsibilities. Many HOAs have standards for exterior appearance of the home and property but may include other standards as well.

The good news is that whether you own a condo or a traditional home, typically you have full discretion regarding what type of flooring you have installed in your home, and we can help you choose the perfect flooring for you!

Come on by for a consultation with one of our flooring experts! ;)

# *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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