



**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: Cardio vs weightlifting

Both cardio and weightlifting are important for overall fitness, and the best exercise routine for you will depend on your personal fitness goals.

Cardio, such as running, cycling, or swimming, is great for improving cardiovascular health and burning calories. It can also help with weight loss, as it increases the number of calories you burn during and after your workout. Additionally, regular cardio exercise has been shown to lower the risk of heart disease and stroke, and can also improve lung function, mental health and mood.

Weightlifting, on the other hand, is important for building muscle mass and strength. It can also help with weight loss, as muscle tissue burns more calories than fat tissue. Additionally, weightlifting can improve bone density, which is particularly important for older adults, as well as improve balance and coordination.

If your main goal is to lose weight and improve cardiovascular health, then cardio is a good choice according to many experts.  Recently weightlifting has shown to be equally or even more beneficial for weight loss, though.  If you're looking to build muscle and increase strength, then weightlifting is the obvious option. It's also important to consider that both cardio and weightlifting have their own unique benefits, and that incorporating both into your exercise routine can be beneficial.

It's also worth noting that both cardio and weightlifting should be combined with a balanced diet, and adequate rest and recovery time to see the best results. A combination of cardio, weightlifting, and a healthy diet will help you achieve your fitness goals, whether it is to lose weight, build muscle, or simply improve overall health and well-being.

Ultimately, the best exercise routine for you will depend on your specific goals and preferences. It is important to consult with a professional to determine what exercises and program that is best suited for you.

*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!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2 Subject line: Thoughts On Cats – from Doug the Dog

Well, well, well, it looks like those sneaky felines have done it again. They've managed to slink their way into the hearts of humans everywhere and have officially become the most popular pet in America. But let me tell you, it's not because they're better than us canines, it's simply because they're better at manipulating the humans.

You see, cats have been playing the "aloof and mysterious" card for centuries. They act like they don't need the humans, but in reality, they're always there, rubbing against the humans' legs, purring and making themselves the center of attention. They know how to make the humans feel special and needed. Plus, they're not as high-maintenance as dogs. They don't need to be walked or exercised, they just lay around all day, looking cute.

But let's be real, us dogs are just as loving, **if not more so**. We're always ready to please our human companions, we'll fetch, roll over, and even play dead. And let's not forget about that tail wagging, it's like a hypnotic spell for humans. They can't resist it. Plus, we're much more sociable than cats, we'll always be happy to play and interact with our humans.

And let's talk about the practical side of things. Cats are independent, but they're not as loyal as dogs. They'll come and go as they please, but we'll always be there for our humans, ready to protect and serve. Plus, cats are sneaky and sometimes they can be aloof, but we're always ready to show our love and affection.

Alas, the humans continue to be swayed by the aloofness and independent nature of cats. But let's not forget, we canines have been around for thousands of years, hunting, providing protection and companionship. No matter how much affection humans insist on showering on those felines, we canines continue to be loyal, fun-loving companions, always ready to jump into action for a thrown ball or an intruder.

*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!**

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# Week #3 Subject line: How to have the best camping trip with kids

Are you looking for a way to spend quality time with your family while enjoying the great outdoors? Camping with kids can be a wonderful experience that creates memories that last a lifetime. But let's face it, it can also be a bit daunting, especially if you're not sure where to start. To help you plan and execute the best camping trip with your kids, here are some tips to keep in mind:

**Plan ahead:** Before you head out on your camping trip, make sure you have all the necessary gear and supplies. This includes things like a tent, sleeping bags, and a camping stove, as well as kid-specific items like a portable playpen or baby carrier. It's also a good idea to plan out your route and make sure you have a backup plan in case of inclement weather.

**Make it fun:** Camping can be a lot of fun for kids, but they may not be as excited about it as you are. To keep them engaged and entertained, plan activities that they will enjoy, such as nature walks, roasting marshmallows, or fishing. You can also bring along games and toys to keep them occupied.

**Keep it simple:** Camping with kids can be stressful, so it's important to keep things as simple as possible. Don't try to pack too much into your trip and don't overschedule. Instead, focus on enjoying the outdoors and spending quality time as a family.

**Be flexible:** Camping with kids can be unpredictable, and things may not always go as planned. Be prepared for unexpected setbacks and be willing to change your plans if necessary. This will help you stay relaxed and enjoy your trip more.

**Safety first:** Safety is of the utmost importance when camping with kids. Make sure they are always supervised and that you have the proper gear, such as a first-aid kit and insect repellent. It's also important to educate kids on safety while camping such as fire safety, poisonous plant identification and wild animal awareness.

With these tips in mind, you'll be well on your way to a successful camping trip with your kids. Just remember to be prepared, make it fun, keep it simple, be flexible, and prioritize safety. So get out there and create some lasting memories with your family in the great outdoors!

*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 to 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 #4 Subject line: The Exciting Sport of Baseball

Are you tired of all the action-packed, heart-pumping excitement in other sports? Do you yearn for a sport where the only thing at stake is a ball and a bat? Well, look no further than baseball, the ultimate in dull, monotonous excitement.

For those unfamiliar with the sport, baseball is a game where two teams of nine players each take turns playing offense and defense on a diamond-shaped field. The objective is for the offense, also known as "the team at bat," to hit a ball thrown by the defense, also known as "the team on the field," and then run around the bases in a specific order without getting "out" in order to score runs. And that's pretty much it.

The beauty of baseball is in its simplicity. Unlike other sports where players are constantly sprinting and jumping, baseball players are content to stand around for hours on end, occasionally taking a leisurely stroll to first base. And let's not forget about the game's signature move, the "home run," where a player hits the ball so far that they can just jog around the bases instead of actually running. How exciting!

But the real thrill of baseball lies in the waiting. Whether it's waiting for the pitcher to throw the ball, waiting for the batter to swing, or waiting for the outfielder to finally retrieve the ball, baseball is the ultimate test of patience and endurance. And let's not forget about the dreaded rain delay, where the game is put on hold for hours and you get to sit in the stands and watch the rain pour down. Who doesn't love that?

But perhaps the best thing about baseball is the sense of nostalgia it evokes. It's a sport steeped in tradition, with many teams playing in historic stadiums that have been around for decades. And nothing says "tradition" like watching a game played by men in tight pants, using equipment from the 1920s.

So, if you're looking for a sport that's slow-paced, monotonous, and ultimately, uneventful, baseball is definitely the sport for you. But don't let the lack of action fool you. There's plenty of strategy involved in baseball, from pitch selection to defensive shifts, that keeps the game interesting for those who appreciate a more cerebral approach to sports.

And while some may argue that baseball lacks the physicality of other sports, there's no denying the athleticism required to excel at the game. Whether it's the quick reflexes of a fielder making a diving catch or the explosive power of a hitter launching a home run, baseball players must possess a unique combination of skills and athleticism to succeed. In conclusion, baseball may not be the most thrilling sport out there, but it has a charm and simplicity that appeals to many.

So next time you're in the mood for a slow-paced, nostalgic experience, grab a hot dog and a beer and head out to the ballpark. Just don't expect too much excitement.

*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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