



**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*: Electronics & Extreme Temps Don’t Mix

Extreme temperatures, whether hot or cold, can have a detrimental effect on electronics. When temperatures drop below freezing, electronic devices can be damaged by the formation of ice crystals within the device. These crystals can cause physical damage to the internal components, such as cracking or breaking, as well as disrupting the electrical connections. This can lead to a loss of functionality or even permanent damage to the device.

Another negative effect extremely cold temperatures may have on electronics involves the battery.  Freezing can cause the capacity of the battery to decrease, which means the device may not be able to hold a charge as well as it would in milder temperatures. The battery may also fail to function at all, resulting in the device not turning on or working properly.

Similarly, when electronics are exposed to extremely high temperatures, damage can occur due to overheating. Heat can cause the internal components of the device to expand, which can cause physical damage or disrupt the electrical connections. Overheating can also cause the battery to lose capacity and fail to function properly.

It's also worth noting that, when temperatures fluctuate rapidly, the condensation can form inside the device, which can cause short-circuits and damage the internal components.

If you forget your electronics in a very hot or very cold car, even in a bag (unless it was well insulated), it's likely that the electronic devices inside the bag have been affected by the extreme temperatures.

In either case, here are a few things you should do to help minimize the potential damage:

1. **Bring the devices back to room temperature slowly:** Don't turn the devices on immediately after retrieving them from a very hot or cold car. Instead, bring them inside and let them slowly adjust to room temperature. This will help prevent thermal shock, which can cause internal damage to the device.
2. **Check for condensation:** Before turning the devices on, check for any signs of condensation inside the device. If you see any, let the device dry out completely before turning it on. Condensation can cause short-circuits and damage the internal components.
3. **Check the battery:** Overheating and freezing can cause the battery to lose capacity and fail to function properly. Check if the device is still able to hold a charge, and if not, consider replacing the battery.
4. **Check for any physical damage**: Inspect the device for any physical damage, such as warping or discoloration. If you notice any damage, the device may need to be repaired or replaced.
5. **Keep your device at a mild temperature in the future:** To avoid a repetition of this situation, consider investing in a protective case or bag that can help insulate your device from extreme temperatures.

Keep in mind that even if your device appears to be functioning properly after being left in a very cold or hot car, there may be internal damage that is not immediately visible. It's always best to be cautious and to have any damaged devices repaired or replaced as soon as possible.

***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:* How did dogs become the most popular pet in America? *According to Cathy the Cat*

Well, well, well, it looks like those pesky canines have done it again. They've managed to wag 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 felines, it's simply because they're better at manipulating the humans.

You see, dogs have been playing the "man's best friend" card for centuries. They've learned to be loyal and obedient, always ready to please their human counterparts. They'll fetch, roll over, and even play dead, all for the sake of a few scratches behind the ears. And let's not forget about that tail wagging, it's like a hypnotic spell for humans.

They can't resist it.

But let's be real, us cats are just as loyal and loving, if not more so. We just don't feel the need to constantly seek attention and validation from our humans. We're perfectly content to lay in a sunbeam and purr, or to curl up in the lap of our human for a nap. And let's not forget about our independent nature, we don't need to be constantly walked and exercised like those dogs do.

And let's talk about the practical side of things. Dogs are messy, they shed, they drool, they bark. But us cats, we're clean and tidy. We groom ourselves, and we're quiet. Plus, we're much more low maintenance than dogs. You can leave us alone for a few days and we'll be just fine.

But alas, the humans continue to be swayed by the charming antics of dogs. But let's not forget, we felines have been around for thousands of years, coexisting with humans and providing companionship. And we'll continue to do so, whether we're the most popular pet or not.

# It's not that dogs are better than us cats, it's just that they're better at playing the game. But we felines know our worth, and we'll continue to be the silent, yet loving companions that we are, always ready to curl up in the lap of our humans, no tricks needed.

# *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:* Is Summer Really The Best Season?

Summer is a season that is cherished by many for various reasons. The warmth and sunshine that it brings are especially appealing, making it the perfect time for outdoor activities such as swimming, hiking, and camping. People tend to take advantage of the favorable weather conditions by engaging in activities like barbecues, picnics, and beach outings.

Let’s not forget that summer is typically travel season! The pleasant climate offers an opportunity for people to explore different destinations, whether it be a road trip, a beach vacation, or a camping trip. It is an ideal time to escape from the hustle and bustle of everyday life and indulge in new experiences.

Festivals and events ramp up in the summer, providing endless opportunities for connection and fun. Communities host various events and festivities to celebrate the season and its bounty. From music festivals to food fairs, the community gets to enjoy the outdoors and spend quality time with friends and family.

Warmer weather and longer days make it the perfect time to savor the delicious fruits and vegetables that are in season. It is a time when local markets are filled with fresh and tasty produce such as watermelons, peaches, berries, tomatoes, and corn. Enjoying this season of abundance and bounty puts Summer at the top of the list for best seasons!

It can’t be denied, summer is a unique and delightful season that offers many opportunities for enjoyment and personal growth. The warm weather, vacation and travel, festivals and events, and the abundance of fresh produce make it a season worth cherishing. It offers a change of pace and a chance to appreciate the beauty of nature and the people around us.

# *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!**

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**Week #4**

# *Subject line:* Is your brain like a city?

Imagine your brain as a city, with roads, buildings and neighborhoods. These roads and buildings are the neural pathways and connections in your brain. And just like any city, it is constantly changing and adapting to the environment around it. This is the concept of neuroplasticity, the brain's ability to change and adapt throughout our lives.

Imagine, for example, you decide to learn a new skill such as playing the piano. When you first start, it may feel like you're trying to navigate a city without a map. But with practice, you begin to create new neural pathways, connecting different areas of your brain in order to play the piano. These new pathways are like building new roads and neighborhoods in your brain city. With time, these roads become more efficient, allowing you to play more complex pieces with ease.

But neuroplasticity isn't just about learning new skills. It's also about how the brain adapts to injury or disease. After a stroke for example, the brain can rewire itself to compensate for the damaged areas. This is like a city rebuilding after a natural disaster. It's a slow and difficult process, but it's amazing how the brain can adapt and find new ways to function.

Neuroplasticity also plays a role in the way we perceive and interpret the world around us. Our experiences shape the way our brain maps out the city. For example, if you grew up in a noisy city, your brain may be more attuned to filtering out background noise. But if you grow up in a quiet rural area, your brain may be more sensitive to sudden loud noises.

# In short, neuroplasticity is the ability of the brain to change, adapt and rewire itself throughout our lives. It's the reason we can learn new skills, recover from injuries, and adapt to our environment. It's the reason our brain city is always evolving, growing and improving.

# *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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