



**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* |

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| ***Floor Decor***363 Boston Post RoadOrange, Connecticut 06477203-298-4081 |

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| **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 |

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| Anchor

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| ***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.** |

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| *Happy Thanksgiving*!  |

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|  | 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** |

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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*: The Sad, Forgotten Month: August's Cry for More Holidays

Oh, August, the month that finds itself caught in the shadow of its more festive companions. While other months revel in the glory of grand

holidays, August stands alone, yearning for a little more recognition. It's time to shed light on the plight of this neglected month, as we delve into the heartbreaking reasons August can't seem to catch a break when it comes to

holidays.

August's unrelenting competition… July, the month of explosive fireworks and patriotic celebrations - of course it steals the limelight! Then, September swoops in with Labor Day, signaling the end of summer and the return to school or work. Poor August is left hanging,

desperately waving its sun-soaked arms, begging for a moment in the spotlight.

One might argue that August's scorching heat makes it difficult to summon the holiday spirit. While other months boast pleasant weather, August revels in sweat-inducing temperatures that melt ice cream cones faster than you

can say "brain freeze." Who wants to celebrate when they're drenched in perspiration? Perhaps August should consider lobbying for a "National Sweatband Day" or "Ice Cream Truck Appreciation Day" to turn its weather woes into a cause for celebration.

Another reason August struggles to accumulate holidays is the mass exodus of vacationers. Families and friends pack their bags and bid

adieu to their daily routines, leaving August feeling as deserted as a barren beach. It's as if August itself has become a vacation destination, but without the vacationers. Perhaps August should embrace its role as a temporary ghost town and declare a "National Hide-and-Seek Day" where the remaining

souls can play a spirited game of hide-and-seek to fill the void.

And let's not forget the merciless school calendar. August is the month of impending dread, signaling the end of carefree summer days and the beginning of early morning alarms and homework assignments. Back-to-school

shopping and the inevitable "First Day of School" photo ops overshadow any chance of August hosting a holiday extravaganza. It's as if the education system conspired against poor August, forever denying it the joy of a

festive celebration.

So, dear readers, let us acknowledge the silent cries of August and give it the recognition it deserves. While it may not have a parade of

fireworks or a feast to honor, August has its own unique charm. It's a month of lazy afternoons, poolside adventures, and hazy sunsets. It's a time to appreciate the dwindling days of summer and cherish the freedom before autumn arrives.

Let’s raise a glass of lemonade in honor of August, the unsung hero of summer. Let us grant it the gift of an imaginary holiday, a day

dedicated to lounging under shady trees or indulging in watermelon feasts. After all, even August deserves a moment in the holiday spotlight, even if it's just in our whimsical imagination.

Because in the end August isn’t a selfish month, let's remember to embrace the quirks of each month, for it is the diversity of our calendar that makes life so fascinating. So

here's to you, August, a month of sweat, sunshine, and endless possibilities.

Cheers!

***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:* Curb appeal tips your house wants you to know

# Hello there, we haven’t exactly spoken before, so I thought it’s time to introduce myself. I’m your house, and I have been standing here for quite some time now. Let me tell you, I have seen it all on this street. I've seen houses that are well-kept and loved, and others that are in desperate need of a makeover. We don’t want the other houses on this street to think you’re neglecting me, so I’m here to tell you, that in 2023, there is one surefire way to improve my curb appeal!

Here are my best, but simple tips for you:

1.     Plant, Plant, Plant - Just like a well-dressed person, a well-landscaped house is always more attractive. Add some colorful flowers, lush greenery, and maybe even a tree or two. Not only will it make me look more inviting, but it will also help the environment.

2.     Paint, Paint, Paint - A fresh coat of paint can do wonders for my appearance. It's like a facelift for a house. Pick a color that complements my existing features and watch as I go from drab to fab.

3.     Clean, Clean, Clean - I know it sounds obvious, but a clean exterior can make all the difference. Sweep my porch, wash my windows, and power wash my siding. A little elbow grease goes a long way.

4.     Accessorize - Just like adding jewelry to an outfit, adding accessories to my exterior can make a big impact. Hang a new mailbox, add a new door knob, or even put up some new outdoor lighting.

5.     Upgrade my front door - My front door is the first thing people see when they come to visit, so make sure it's in good condition. If it's looking a bit tired, consider giving it a fresh coat of paint or even replace it.

By following these simple tips, I assure you, my curb appeal will be on point in 2023. Remember, a house is not just a place to live, it's also a reflection of yourself and your personality. So, make sure I am representing you well. Happy upgrading!

# *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 #3**

# *Subject line:* How Podcasts started

Podcasting is a relatively new medium that has grown rapidly in popularity in recent years. The history of podcasting can be traced back to the early 2000s, when the term "podcasting" was first coined. The word "podcast" is a combination of "iPod" (a brand of portable media player you may remember from pre-smartphone days) and "broadcasting."

The concept of podcasting started with the introduction of the RSS (Really Simple Syndication) technology in the late 1990s. This technology allowed people to subscribe to website updates, such as new blog posts, and have them delivered directly to their computer or device. In 2000, Adam Curry, a former MTV VJ, and software developer Dave Winer began experimenting with using RSS to distribute audio files. This was the first time audio files were being distributed via RSS, and it laid the foundation for podcasting as we know it today.

In 2004, Apple introduced the ability to subscribe to and play podcasts on their iTunes software. This was a significant moment for podcasting as it made it easier for people to discover and listen to podcasts. The integration of podcasting into iTunes helped to bring podcasting to the mainstream, and it quickly became a popular way for people to consume audio content.

The early years of podcasting saw a proliferation of hobbyists and independent content creators producing a wide variety of shows. The medium was characterized by a high degree of diversity and experimentation. Many early podcasts were produced by individuals working alone or with small teams, and they covered a wide range of topics, including technology, politics, entertainment, and personal storytelling.

As podcasting has grown in popularity, larger media companies have started to invest in podcast production and distribution. This has led to an increase in the number of high-quality, professionally produced podcasts. Today, there are over 750,000 active podcasts, covering nearly every topic imaginable. Podcasting has become an important source of entertainment, education, and information for people all over the world. It has also become a powerful platform for independent voices and niche communities to share their stories and perspectives.

Podcasts can be found on a wide range of subjects, from true crime and news to comedy and fiction, and they offer something for everyone. With the ease of creating and distributing podcasts, it has also become a new way for people to build their personal brand and reach their target audience. Podcasting has become an important source of connection, engagement, and inspiration for listeners, and it continues to evolve and grow in popularity.

# *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:* 2023 Flooring Trends

It's hard to believe that we're already well into the last half of the year, but it's never too late to catch up on the latest flooring trends. As we wrap up the month of August, let's take a closer look at the flooring trends that have been gaining popularity in 2023 and are expected to continue their reign.

1.     Sustainability: The importance of eco-friendly choices has been growing steadily, and flooring is no exception. Homeowners are increasingly opting for environmentally conscious options like bamboo, cork, and reclaimed wood. These sustainable flooring materials not only offer durability but also bring a touch of nature's beauty into our homes.

2.     Textures: Adding depth and character to our floors has become a major trend this year. Textured flooring options like hand-scraped, wire-brushed, and distressed finishes are in high demand. They provide a unique aesthetic that complements various interior styles, adding visual interest and warmth to any room.

3.     Natural stone: The timeless elegance of natural stone continues to captivate homeowners in 2023. Granite, marble, and limestone are popular choices for their durability and sophisticated appeal. These luxurious flooring options effortlessly elevate the ambiance of any space, creating a sense of grandeur and luxury.

4.     Waterproof flooring: Practicality meets style with waterproof flooring options such as luxury vinyl plank (LVP) and luxury vinyl tile (LVT). These versatile and resilient materials have been a hit among homeowners due to their durability, low maintenance requirements, and wide range of design possibilities. Say goodbye to worries about spills and moisture-related issues!

5.     Carpet tile: Flexibility and functionality define the rising trend of carpet tiles. Perfect for high-traffic areas, they offer easy replacement in case of damage. Additionally, carpet tiles provide an opportunity for customization with their mix-and-match patterns and colors. It's a practical choice that doesn't compromise on style.

6.     Concrete: This year, concrete flooring has emerged as a versatile and contemporary trend. With a wide range of finishes available, such as staining, scoring, and polishing, concrete can be tailored to suit various design aesthetics. Its ability to blend seamlessly with other materials makes it a favorite for those seeking a unique and modern look.

As you consider updating your floors, remember to prioritize durability, maintenance, and aesthetics to ensure the perfect match for your home. With these trends in mind, you'll be well-equipped to transform your living spaces into stylish and inviting havens.

# *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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