



**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*: Is Fall Really The Best Season?

Fall is often considered the best season by many people for several reasons.

First and foremost, the changing leaves of fall create a beautiful landscape. The trees turn vibrant shades of red, orange, and yellow, making for breathtaking scenery. This also provides great opportunities for outdoor activities such as hiking, apple picking and leaf peeping.

Coming in a close second, fall weather is often mild and comfortable. The temperatures are cooler than the summer heat, but not as cold as winter. This makes it the perfect time to enjoy outdoor activities such as camping, bonfires and picnics.

After a mostly empty holiday calendar towards the end of summer, fall is associated with many holidays and festivals. Halloween, Thanksgiving, and other holidays bring a sense of community and celebration. Many communities host festivals and events that celebrate the season and its bounty.

But maybe most important, fall is a time for reflection and introspection. As the days get shorter and the darkness increases, it can be a natural time to slow down and focus on self-care. It can be a time for people to reassess their goals, plan for the future and reflect on the past.

All in all, fall is a unique and wonderful season that offers many opportunities for enjoyment and growth. Whether it's the changing leaves, mild weather, holidays, or the chance for reflection, there are many reasons to love fall. It's a season that promises 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.** **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:* A Message From Sam the Skunk

Thank you for actually reading this instead of immediately hitting the delete button after seeing the word ‘skunk’. You see, as a skunk, I am often misunderstood and misjudged by society. People see my unique markings and immediately assume that I am nothing more than a smelly nuisance. But let me tell you, there is so much more to me than meets the eye.

First of all, let's talk about this whole "smelly" thing. Yes, I do have the ability to spray a stinky scent as a defense mechanism, but in reality, I only use it as a last resort. And let's be honest, most of the time the humans are the ones who are causing the problem, not me. They're the ones who get too close, try to catch me, or threaten me in some way. So, really, they have no one to blame but themselves (present company excluded, of course).

But beyond that, I am a highly intelligent and curious creature. I am an excellent digger and can create intricate burrow systems. I am also a very social animal and enjoy the company of others. In fact, I would make the perfect pet for someone who is willing to invest the time and energy into understanding and bonding with me.

You see, people often assume that because I am a wild animal, I am not capable of forming strong bonds with humans. But that is simply not true. With proper training and socialization, I can become a loving and affectionate companion. And let's not forget, I am a small and low-maintenance pet, taking up little space and requiring minimal care.

So, why am I misunderstood? Because society has a narrow-minded view of what makes a "good" pet. They want fluffy and cute, but they don't realize that true companionship goes beyond appearance. I may not be a traditional pet, but I am just as worthy of love and respect.

# I hope you can see that I am not just a smelly nuisance, I am a complex and fascinating creature that deserves to be understood and appreciated. So next time you see a skunk, don't judge us by our markings, give us a chance and you might be surprised by the loving pet we can become.

# *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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479 Park Ave., Yuba City, CA 95993

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**Week #3**

# *Subject line:* Foods That Boost Your Mood

Eating a healthy, balanced diet is important for maintaining overall physical and mental well-being. Some foods have the added benefit of helping to improve mood and reduce feelings of stress and anxiety. And let’s face it, after the past few years we’ve all been through, we can use all the mood-boosting power available to us!

Here are a few examples of foods that can boost your mood:

**Dark chocolate:**   
Dark chocolate contains antioxidants and is a good source of magnesium, both of which have been shown to have mood-boosting effects. Just be sure to choose a high-quality, minimally processed dark chocolate and enjoy in moderation.

**Salmon and other fatty fish:**   
Omega-3 fatty acids, found in fatty fish like salmon, have been linked to improved mood and reduced risk of depression. They may also help to reduce inflammation and improve brain function.

**Berries:**   
Berries, particularly blueberries and strawberries, are high in antioxidants and have been shown to improve brain function and mood. They also make a tasty and healthy snack.

**Nuts and seeds:**

Nuts and seeds, such as almonds, pumpkin seeds, and chia seeds, are high in nutrients like zinc, magnesium, and vitamin E, which can help to improve mood and reduce stress. They also make a convenient and portable snack.

**Leafy greens:**

Leafy greens, such as spinach and kale, are rich in folate, a B vitamin that has been linked to improved mood and reduced risk of depression. They are also high in antioxidants and other nutrients that are good for overall health.

**Fermented foods:**

Fermented foods, like yogurt, kefir, and kimchi, contain probiotics, which are beneficial bacteria that can help to improve gut health and potentially boost mood.

It's important to note that these foods are just a small part of a healthy diet and are not a replacement for seeking medical treatment for mental health issues. However, incorporating these mood-boosting foods into your diet, along with a variety of other healthy foods, can help to support overall mental well-being. If you have any fantastic recipes using the foods above, we’d love it if you would share!

# *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:* What’s Your Uber Rating?

Have you been paying attention to your Uber rating? Depending on how often you ‘Uber’, it may be more important than you think. Basically, the Uber rating system is a way for riders to rate their experience with a driver and for drivers to rate their experience with a rider. The rating system is based on a scale of 1-5 stars, with 5 stars being the highest rating and 1 star being the lowest.

Riders & drivers are prompted to rate each other after every trip. Riders can rate the driver based on things like driving skills, friendliness, and cleanliness of the vehicle. And drivers can rate the rider based on things like behavior, respect for the vehicle, and punctuality. Overall ratings are an average of all ratings given for a particular person.

Both riders and drivers can see their ratings in the Uber app. They can also see the ratings of the people they're matched with before a trip. Uber uses the rating system to ensure that both riders and drivers have a positive experience. If a rider or driver's rating falls below a certain threshold, they may be removed from the platform. This helps to ensure that everyone is held accountable for their behavior and that the community remains safe.

Additionally, Uber uses the rating system to match riders with drivers. Riders with high ratings are more likely to be matched with drivers with high ratings, and vice-versa. This helps to ensure that riders and drivers are matched with people who are more likely to have a positive experience. Hmm… this may be why some riders tend to have recurring negative experiences on their Uber rides, they’re being matched with low-rated drivers! 😩

Apparently, your rating can also affect the level of service you receive from Uber, riders and drivers with high ratings may have priority when it comes to customer service and support.

# It’s good to know that while your rating alone is not the only criteria for acceptance or being matched, it is one of the factors considered by the platform.

# *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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