# How You Can Generate Extra Profits And Give A Valuable Free Gift To your Clients



Dear [First Name],

As you can see, I have attached a nice, crisp $1.00 bill to the top of this letter. Why have I done this? Actually for 3 reasons:

1. I have something very important to tell you and I needed a powerful way to catch your attention.
2. I have an idea that will make a lot of money for both of us, so I thought the dollar bill was appropriate.
3. I want you to make money from my idea immediately, so here’s your first dollar!

Hi! My name is Jim Armstrong, owner of Jimbo’s Floors in Yuba City. I specialize in dazzling my clients with the most outstanding floor covering service ever, and the most POWERFUL guarantee in the flooring business (more about that in a minute). I am looking for ways to expand my business and I’ve come up with a way we both can profit.

**I need your help…**

I’m sorry to admit this, but many flooring dealers and installers out there are less than ethical. I have lost count of the clients who have come to my store with horror stories of shoddy workmanship, missed appointments, bait-and-switch sales tactics, warranties that are not honored, etc., etc., etc.

You, your family, your staff, or some of your clients may have had similar experiences with flooring dealers. I never, ever use any of these unethical practices on my clients. My goal has always been to turn floor covering “nightmares” into a dream come true for my clients who have had bad experiences in the past. That’s why I need your help.

**Here’s my idea…**

**You’ll be able to give all your clients a free gift**. This gift is from you. It is a gift certificate for $200 to Jimbo’s Floors. This gift certificate is good for any purchase over $2,500. If the purchase is between $1,000- $2,499, they will get dinner for two at The City Café. Under $1,000 and they’ll get passes to the Movies-8 Cinema.

I will have these gift certificates printed up at no cost to you, and they will be personalized with YOUR business name. (See enclosed sample.)

Your clients are going to love you for giving them a valuable free gift! This alone will create more business for you by making your clients so happy that they refer other business to you.

**I make you look like a “Rock Star” for referring Jimbo’s Floors!** From the minute a client steps through the door and is offered a refreshing drink from our beverage menu, until after the floor is installed and they receive a personalized gift package from us, YOUR CLIENTS are treated like royalty! And we don’t leave it to chance! We have invested thousands of dollars implementing our “World Class Installation System” to insure that your clients are not only treated like royalty, but are kept updated throughout the process. They will LOVE YOU for referring us!

**I would like to meet with you at your earliest convenience so I can share with you some of the systems and strategies that I use to provide outstanding service, and find out if there is a synergy between the two of us, and an ability for us to work together.**

**Naturally you want to know more about**

**Jim Armstrong and Jimbo’s Floors, so here goes…**

Jimbo’s Floors has been in business since 1989. We provide high-quality flooring and installation of all kinds: carpeting, hardwood, laminate, LVT, tile, etc. Our clients rave about our service, which you can see for yourself in the attached testimonials (back page).

**Your Clients Are Protected By My Written**

**100% Iron-Clad, Triple Guarantee!**

This is the written guarantee your clients will receive:

**Guarantee #1: Zero Regrets Guarantee**.

Here’s how the “Zero Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too…I guarantee it!

**Guarantee #2 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 at Jimbo’s Floors. 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.

**Guarantee #3 Installer Professionalism Guarantee**

Jimbo’s Floorsinstallers are neat, clean, well-groomed, well-spoken and professional. They are trained and qualified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall guards 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!

**“I’m Interested, Jim. What Happens Next?”**

I will phone you next week to schedule a time for us to meet. If next week doesn’t work, please have your assistant contact me at 530-790-7900 or email me at Jim@JimbosFloors.com and we can schedule a different time.

Sincerely,

Jim Armstrong

Owner, Jimbo’s Floors

**P.S.** If you have questions about my services please feel free to call me anytime. 530-790-7900

P.P.S. See what your neighbors are saying about Jimbo’s Floors. (Next page)

**What Your Neighbors Are Saying About Jimbo’s Floors**

TESTIMONIALS

**Ph: 530-790-7900 • JimbosFloors.com • 897 Park Ave., Yuba City, CA 95991**

Business Logo