



**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*: Embracing Mindfulness During Your Flooring Installation:   
Finding Zen Amidst the Chaos**

Having new flooring installed in your home can be an exciting yet stressful experience. From budgeting to selecting the perfect flooring materials to enduring some temporary inconveniences, it's a process that can test our patience. However, by incorporating a touch of mindfulness into the journey, we can navigate the chaos with greater ease and find moments of tranquility along the way. In this article, we'll explore how mindfulness can help us alleviate stress during flooring installation while maintaining a sense of humor.

Embracing Mindfulness Amid the Chaos:

**Breathe in, Breathe out:**

Take a deep breath and remember to find moments of calm amidst the hustle and bustle of flooring installation. When the noise and disruptions start to overwhelm you, pause for a moment, and focus on your breath. Inhale positive vibes and exhale any stress or worries. This simple act of mindful breathing can bring a sense of calm and perspective to the situation.

**Finding Humor in the Chaos:**

Let's face it, flooring installation can be a little chaotic. Embrace the unexpected and find humor in the process. Laugh off the inconveniences, the temporary furniture rearrangements, and the funny mishaps along the way. A light-hearted approach can help reduce stress and make the experience more enjoyable. Remember, laughter is a great stress reliever!

**Appreciating the Transformation:**

While flooring installation may disrupt your daily routine, remember to appreciate the bigger picture—the beautiful transformation taking place. Mindfully observe the progress and admire the skillful craftsmanship. Take a moment to envision how the new flooring will enhance your space, and let that anticipation fill you with excitement and gratitude.

**Creating a Serene Space:**

During flooring installation, carve out a small corner or room as your personal sanctuary—a space where you can retreat to find solace amidst the chaos. Decorate it with items that bring you joy, such as scented candles, relaxing music, or inspirational quotes. This peaceful nook will serve as a reminder to pause, breathe, and cultivate mindfulness whenever you need it.

Flooring installation doesn't have to be a stressful experience. By embracing mindfulness (and working with professionals), we can navigate the chaos with a lighter heart and a calmer mind. Take deep breaths, find humor in the unexpected, appreciate the transformation, and create your own serene space. Remember, mindfulness can be a powerful tool to help us find peace amidst the temporary disruptions and appreciate the beauty that emerges from the process. So, take a mindful step forward, and soon you'll be walking on new floors, both literally and metaphorically.

***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:* Spooky and Spectacular: Best Halloween Front Yard Decor Trends

Halloween is just around the corner, and it's time to transform your front yard into a hauntingly delightful spectacle. Get ready to embrace the spirit of the season and create a memorable experience for trick-or-treaters and passersby. In this article, we'll explore some of the best Halloween decor trends for the front yard that will leave a lasting impression.

**Enchanting Illumination:**

Set the stage for an eerie ambiance with captivating lighting. LED lights in vibrant orange, purple, and green hues can instantly transform your front yard into a bewitching wonderland. Consider string lights, lanterns, and spotlights to highlight spooky elements like creepy crawlies, haunted trees, or ghoulish figures.

**Sinister Silhouettes:**

Silhouette decorations are a classic and effective way to create a spine-chilling atmosphere. Cut out spooky shapes like bats, witches, or ghosts from black cardboard or use pre-made silhouettes and place them strategically against windows, doors, or on the lawn. When illuminated from behind, these haunting shadows will bring an extra touch of fright to your front yard.

**Haunted Graveyard:**

Transform your front yard into a chilling cemetery scene. Create tombstones from foam or wood and use weathered paint or moss to give them an aged appearance. Arrange them in various angles, as if they have been long forgotten. Add some faux cobwebs, skeletal remains, and eerie ghost figures to complete the eerie ambiance.

**Spooky Scarecrows and Jack-O'-Lanterns:**

No Halloween front yard is complete without scarecrows and jack-o'-lanterns. Craft scarecrows with tattered clothing, straw, and eerie masks to stand guard over your yard. Carve intricate and menacing faces into pumpkins to showcase your creativity and place them on your porch or scattered throughout the yard. Use LED candles or string lights inside the pumpkins for a mesmerizing glow.

**Creepy Crawlies and Giant Spider Webs:**

Incorporate oversized spiders, their intricate webs, and other creepy crawlies into your front yard decor. Place them on bushes, trees, or create giant spider webs across your porch or lawn using black rope or string. These arachnid accents will give an extra dose of fright to your Halloween display.

# As Halloween approaches, let your imagination run wild and transform your front yard into a spine-tingling spectacle that will enchant and thrill all who pass by. Remember, the key is to strike a balance between spooky and fun while showcasing your creativity. So, get into the spirit of the season, have a hauntingly good time, and prepare for a night of tricks and treats!

# *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:* The Best-Tasting Fruit Debate

**Moderator**: "Welcome to the Great Fruit Debate, where we will be discussing the most delicious fruits in the world. On one side, we have Team Banana, who will argue that bananas are the best-tasting fruit in the world. On the other side, we have Team Pineapple, who will argue that pineapples are the superior fruit. Let's begin with opening statements from Team Banana."

**Team Banana:** "Ladies and gentlemen, I present to you the humble banana. Not only is it packed with potassium and other essential nutrients, but it also has a sweet and creamy flavor that simply can't be beaten. And let's not forget about its versatility. You can eat it on its own, in a smoothie, in a bread, or even in a curry. Bananas truly are the king of fruits."

**Team Pineapple:** "Nonsense! The banana may be okay, but it can't compare to the tropical paradise that is the pineapple. The tangy, juicy flavor of a ripe pineapple is like a vacation for your taste buds. And let's not forget about its presentation, pineapples are often used as decorations, making a beautiful addition to any fruit platter. Pineapple for the win!"

**Moderator:** "Team Banana, how do you respond to Team Pineapple's argument?"

**Team Banana:** "Pineapples are great, but they're also pretty tough to cut and prepare. Bananas are much more user-friendly. Plus, have you ever tried a banana split? Delicious!"

**Team Pineapple:** "Oh, please. Pineapples may be a bit more work, but the reward is well worth it. And let's not forget about pineapple on pizza, which is a game changer.”

**Moderator:** "Team Banana, do you have any further arguments?"

**Team Banana:** "Bananas are a classic fruit that never goes out of style. Plus, they're affordable and available year-round. Pineapples are great, but they're not exactly the most budget-friendly option."

**Team Pineapple:** "Pineapples may be more expensive, but you're paying for quality, and the taste is truly incomparable. Plus, pineapples are a symbol of hospitality and welcoming, and who doesn't want to be a welcoming host with a tasty pineapple?"

**Moderator:** "And there you have it, folks. Both fruits have their own unique qualities and preferences. It's up to you to decide which is the best-tasting fruit."

# *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:* Protecting Your Online Privacy: The Case for Disabling Third-Party Cookies and Beyond

In today's digital age, cookies play a significant role in tracking our online activities and preferences. While cookies can enhance our browsing experience, they also raise concerns about online privacy and data security. Disabling third-party cookies and all cookies is a proactive step individuals can take to safeguard their personal information and regain control over their online footprint.

**Understanding Cookies:**

Cookies are small text files stored on a user's computer by websites they visit. They serve various purposes, such as remembering login credentials, saving preferences, and improving website functionality. However, some cookies, known as third-party cookies, are set by websites other than the one you are currently visiting. These cookies track your online behavior across different sites, creating a digital profile that raises privacy concerns.

**The Risk of Third-Party Cookies:**

Third-party cookies can lead to invasive tracking practices, personalized advertising, and potential data breaches. Advertisers and data analytics companies often use these cookies to build detailed profiles of users, which can compromise user anonymity and expose sensitive information. Disabling third-party cookies can significantly reduce the risk of such intrusive tracking.

**The Benefits of Disabling All Cookies:**

While disabling third-party cookies is a crucial step, opting to disable all cookies provides even greater privacy protection. Though disabling all cookies may affect certain website functionalities, it ensures that no tracking or data collection occurs during your browsing sessions. Some web browsers offer the option to clear cookies automatically upon closing, striking a balance between privacy and convenience.

**How to Disable Cookies:**

Disabling cookies varies depending on the web browser you use. In popular browsers like Google Chrome, Mozilla Firefox, Safari, and Microsoft Edge, you can adjust cookie settings in the browser's privacy or security preferences. Simply search for "disable cookies” or “disable third-party cookies" and follow the steps provided by your browser.

For example:     
Google Chrome offers these simple steps to disable **all cookies**:

1. Select Chrome menu icon
2. Select **Settings > Site Settings > Cookies and site data**
3. Deselect **Allow sites to save and read cookie data (recommended).**

Likewise, Google Chrome offers these simple steps to disable **third-party cookies**:

1. Select Chrome menu icon
2. Select **Settings > Site Settings > Cookies and site data**
3. Select **Block third-party cookies.**

**Ensuring Privacy Without Sacrificing User Experience:**

Some users may hesitate to disable all cookies due to potential inconveniences, such as losing saved login details or personalized settings. However, many websites now offer alternative privacy options that respect user preferences while still providing a satisfactory browsing experience. Look for privacy-focused tools and browser extensions that block tracking scripts and protect your data without sacrificing usability.

As online privacy concerns continue to grow, taking control of your digital footprint is becoming increasingly important. Disabling third-party cookies and all cookies is a proactive step towards safeguarding your personal information from invasive tracking practices. By utilizing browser settings, privacy tools, and extensions, users can strike a balance between online privacy and user experience, ensuring they navigate the digital landscape with confidence and peace of mind.

# *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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