



**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*: Florida’s Britton Hill deserves more respect**

I am Britton Hill, the highest point in the state of Florida. I may not be a majestic mountain like Mount Everest or Mount Denali, but I am still an important part of this state's landscape. However, I often find myself feeling overlooked and underappreciated.

Many people come to Florida for its beaches and sunny weather, but they rarely give me a second glance. They assume that because I am only 345 feet tall, I must not be worth seeing. But, let me tell you, I have a lot to offer.

First of all, I offer an incredible view. From my summit, you can see for miles in every direction. On a clear day, you can even see the Gulf of Mexico to the west and the Atlantic Ocean to the east. My lush vegetation and wildlife also make for a picturesque hike.

I also offer a great challenge for hikers and outdoor enthusiasts. While I may not be as tall as other mountains, I still require a certain level of fitness and determination to reach my summit. Those who make it to the top are rewarded with a sense of accomplishment and a view that is second to none.

But, despite all that I have to offer, I often find myself feeling jealous of my taller counterparts. They get all the attention and admiration, while I am often overlooked. People come from all over the world to hike and climb in places like the Rocky Mountains or the Alps, but they rarely give me a second thought.

It's not just that I am small, but also because Florida is known for its beaches, theme parks, and flat terrain, and not for its mountains. But I am here, and I am proud of it. I may not be as grand as other mountains, but I am still a beautiful and important part of this state's landscape.

So, next time you're in Florida, take the time to visit me. I promise you won't be disappointed. I may not be a mountain, but I still have a lot to offer, and I would love for you to come and appreciate me for who I am.

***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:* Raising Healthy Kids: A Bedtime Story

Once upon a time, there was a group of kids who only wanted to eat junk food. They refused to touch anything green and would rather drink soda than water. Their parents were at a loss on how to get them to eat healthy.

But one day, a magical fairy appeared before them and said, "I can help your kids eat healthy, but it's going to take some trickery." And so, the fairy worked her magic and turned broccoli into "tiny trees," cucumbers into "pickle worms," and carrots into "orange twigs."

The kids were amazed and couldn't resist trying the new foods. And before they knew it, they were eating a well-balanced diet of fruits, vegetables, and whole grains.

But the fairy didn't stop there. She also turned water into "liquid gold," making it the most desirable drink in the land. The kids were drinking so much water, they were practically swimming in it!

The fairy had one last trick up her sleeve. She told the parents to make exercise fun by turning it into a game. They started having races around the neighborhood and turning household chores into a competition. The kids were having so much fun, they didn't even realize they were being active.

The end result was a group of healthy, happy kids who couldn't get enough of their fruits, vegetables, and exercise. And the parents lived happily ever after, knowing that their kids were on the right track to a lifetime of good health.

So if you're struggling to get your kids to eat healthy and be active, just remember the words of the magical fairy, "With a little bit of trickery and a lot of fun, anything is possible."

# *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:* Popular gadgets you didn’t know you need

There are many popular kitchen gadgets available, but some of the most popular ones include:

1. Instant Pot – a multi-cooker that can function as a pressure cooker, slow cooker, rice cooker, steamer, and more.
2. Air Fryer – a kitchen appliance that uses hot air to fry food with little to no oil, resulting in healthier and crispier food.
3. KitchenAid Stand Mixer – a versatile and powerful kitchen appliance that can mix, knead, and whip ingredients.
4. Sous-Vide – a cooking technique that involves sealing food in airtight bags and cooking it in a water bath at a precise temperature.
5. Blender – a machine to blend, puree, and emulsify food and drink.

These are just a few examples, there are many more gadgets in the market. which one is the best for you, depends on your needs, cooking style, and budget.

Bluetooth-controlled lights are a type of smart lighting that can be controlled using a smartphone or tablet through a Bluetooth connection. These lights typically come in the form of LED bulbs that can be screwed into a standard light socket. Some of the features of Bluetooth-controlled lights include:

1. Remote control: You can control the lights from your smartphone or tablet, even when you're not at home
2. Scheduling: You can set schedules for the lights to turn on and off at specific times
3. Dimming: You can adjust the brightness of the lights
4. Color changing: Some Bluetooth controlled lights can change color, allowing you to set different moods or scenes
5. Voice control: Some Bluetooth controlled lights can be controlled with voice commands through a smart speaker

One of the most popular brands in the market is Philips Hue, it offers a wide range of smart light bulbs, lamps, and even outdoor lights that you can control via a smartphone app or with your voice via Amazon Alexa or Google Home.

These smart lights are convenient, energy-efficient and easy to install, they can help you to create a smart home environment and change the ambiance of a room without much effort.

There are several types of noise makers that can be used to help with sleep, some of the most popular options include:

1. White noise machines: These devices emit a steady, ambient sound, such as the sound of falling rain or a fan, which can help to mask other, more disruptive sounds.
2. Nature sound machines: These devices play recordings of natural sounds, such as ocean waves or birds singing, which can be calming and soothing.
3. Sound machines with lullabies: These devices have a variety of soothing sounds and lullabies that can help to put babies and children to sleep.
4. Smart speakers: Many smart speakers such as Amazon Echo Dot, Google Nest Mini, and Apple HomePod, have built-in white noise and nature sound features that you can access via voice commands.
5. Sleep masks with built-in speakers: These devices are sleep masks that have built-in speakers that play white noise, nature sounds, or music.

When choosing a noise maker, consider the sound options available and your personal preferences. Also, you should consider the volume level, some people prefer a loud noise while others may want a softer noise, check the volume control options available.

It's important to note that some people might find noise machines to be disruptive to their sleep, so it's a good idea to try out different types of noise makers to find what works best for you.

# *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!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

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**Week #4**

# *Subject line:* No need to prepare your home for winter

Winter is here and it's time to start thinking about how to prepare your home for the cold, snowy season.

Or is it?

For some homeowners, preparing for winter is about as appealing as eating cold brussels sprouts. Why bother with all the work of sealing drafts, cleaning gutters, and stocking up on emergency supplies when you can just wait until the last minute and hope for the best?

The first step in not preparing your home for winter is to ignore all the signs that winter is coming. Don't bother with checking the forecast or even noticing the leaves falling off the trees. Just keep living your life as if it's still summer and the snow will just magically melt away.

Next, when the first snowfall hits and the temperature drops, make sure to avoid turning on the heat. Instead, grab a few extra blankets and cuddle up with a hot cup of cocoa (made with water, of course, since you didn't bother filling up the propane tank).

When the power goes out and you're sitting in the dark and cold, don't panic. Just break out the candles and remember the good old days when electricity wasn't invented yet. As for the frozen pipes, well, why not just let them freeze? You'll save money on your water bill, right?

Finally, when the snow is piled up outside and you can't get out of your driveway, don't bother shoveling. Just put on your warmest coat and boots and hike to the grocery store like a true winter warrior. Bonus points if you can make it to the store without breaking any bones.

# In conclusion, preparing your home for winter is overrated. So, just sit back, relax, and let Mother Nature do her thing. And if anything goes wrong, just remember: there's always next year to do it better. But in reality, it's important to get prepared and take all necessary precautions to protect your home, your property and yourself from the harsh winter conditions. The best way to enjoy winter is to be ready for it.

# *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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