



**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*: Best Car Models for Winter Driving**

When it comes to driving in the winter, having a car that can handle the harsh conditions is essential. Some key features to look for in a winter car include all-wheel drive, good ground clearance, and a sturdy build. Here are a few car models that are known for their exceptional winter driving capabilities:

**Subaru Outback:** This versatile SUV is built for adventure, and it's also great for winter driving. It features standard all-wheel drive and a high ground clearance, making it perfect for navigating through snow and ice. The Outback also has a sturdy build and a reliable engine, making it a great choice for drivers who need a car that can handle the elements.

**Audi Q5:** This luxury SUV has all-wheel drive as standard and is built for performance and handling. The Q5 has a strong and reliable engine, and it's also equipped with features such as quattro all-wheel drive and advanced suspension systems, which make it a great option for driving in winter conditions.

**Volvo XC90:** With its standard all-wheel drive and high ground clearance, the XC90 is a great choice for winter driving. Additionally, this luxury SUV is equipped with advanced safety features, such as lane departure warning and automatic emergency braking, which can be especially useful when driving on icy or snowy roads.

**Mercedes-Benz GLE:** This luxury SUV is known for its powerful performance, and it's also a great option for winter driving. The GLE has standard all-wheel drive and a high ground clearance, making it perfect for navigating through snow and ice. It also has a sturdy build and a reliable engine, making it a great choice for drivers who need a car that can handle the elements.

**Jeep Grand Cherokee:** This SUV is known for its off-road capabilities and its standard all-wheel drive, making it a great option for winter driving. Additionally, the Grand Cherokee has a high ground clearance and a sturdy build, making it perfect for navigating through snow and ice.

It's worth noting that these are not the only models that are good for winter driving, and there are many other models that can be great as well. But these models are known for their exceptional performance and durability, making them a great choice for driving in winter conditions.

***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:* The Winter Squash Chronicles:**

**A Flavorful Tale of Winter Vegetables**

Greetings, dear friends of the culinary realm! I am Winter Squash, the head of the Winter Vegetable Association and your designated advocate for all things delicious and nutritious in this frosty season. Allow me to regale you with the wonders of winter vegetables, as seen through my own flavorful perspective.

**The Magnificence of Winter Vegetables:**

Oh, what a splendid time winter is for vegetables! We thrive in the chilly embrace of this season, offering not only hearty sustenance but also a burst of captivating flavors and nutrition that are bound to warm your soul.

**Winter Vegetables: Nutritional Powerhouses:**

First and foremost, let me extol the virtues of winter vegetables as nutritional powerhouses. We, winter vegetables, are laden with vital vitamins, minerals, and antioxidants, poised to strengthen your immune fortifications and ward off the seasonal chill's lurking ailments.

**A Commitment to Sustainability:**

In our world, sustainability reigns supreme. Many of us winter vegetables are resilient, demanding minimal environmental resources. When you indulge in our delights, you contribute to eco-friendly eating, ensuring a healthier planet for generations to come.

**A Symphony of Flavor:**

As the head of the Winter Vegetable Association, I must acknowledge the symphony of flavors we bring to your winter table. The crisp air enhances our sweetness and depth of flavor, turning ordinary meals into extraordinary feasts.

**The Crème de la Crème of Winter Vegetables:**

Now, allow me to introduce you to some of my esteemed colleagues in the Winter Vegetable Association:

* **Kale:** Our beloved kale is a nutritional marvel, boasting vitamins A, C, and K, alongside an abundance of fiber and antioxidants.
* **Brussels Sprouts:** These miniature cabbages come into their own during winter, offering a generous dose of vitamin C, fiber, and vitamin K.
* **Sweet Potatoes:** With their vibrant orange hue, sweet potatoes are a visual and nutritional delight, brimming with beta-carotene, a boon to your well-being.
* **Butternut Squash:** Creamy and rich butternut squash graces your dishes with vitamins A and C, along with an infusion of fiber.
* **Carrots:** These crunchy companions, known for their vibrant orange hue, are teeming with beta-carotene, a friend to your vision and vitality.
* **Cabbage:** Our versatile cabbage partners harmoniously in slaws, soups, or stir-fries. It offers an abundance of fiber and vitamin C.
* **Parsnips:** The sweet, earthy parsnips are another winter favorite, contributing to your health with vitamin C and dietary fiber.
* **Turnips:** These humble roots may be low in calories, but they are abundant in vitamin C, fiber, and essential minerals.
* **Winter Squash (that's me!):** Varieties like acorn and spaghetti squash represent the diverse world of winter squash, offering a medley of flavors and nutritional treasures, from vitamin A to potassium.
* **Radishes:** These peppery delights add a zesty kick to your winter salads while providing you with vitamin C and fiber.

**In Closing:**

As the advocate for winter vegetables, I, Winter Squash, invite you to embrace this season's bounty. Roasted, sautéed, simmered in soups and stews, or prepared in any way that tickles your taste buds, winter vegetables promise to warm your body and delight your senses. Let us celebrate the amazing world of winter vegetables together, turning each chilly day into a flavorful feast.

# *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

479 Park Ave., Yuba City, CA 95993

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**Week #3**

# *Subject line: Considering giving a pet for Christmas? Best Pets for Small Kids*

The holidays are upon us, and each year parents consider giving a pet as a Christmas gift. There are a lot of things to consider before gifting a pet, here are a few thoughts to get you started.

Embarking on the journey of pet ownership is an exciting milestone for any family, but determining the right time for your child's first furry friend can be as challenging as it is joyful.

Balancing your child's maturity, family lifestyle, and the pet's needs is key to a harmonious introduction. At just 3 years old, children can begin learning the basics of pet care, albeit under vigilant supervision. By age 5 or 6, they can take on simple tasks like feeding, always with an adult nearby. Around 8 years old, they start to grasp more complex responsibilities, like grooming and walking, ensuring both the child's and pet's safety.

But age is just one piece of the puzzle. Your child's readiness to understand the lifelong commitment of pet ownership is equally vital. It's important to note that all pets have specific needs and require certain levels of care, attention and responsibility. Your ability to supervise children when they interact with pets and teach them how to handle and care for them properly is also an important consideration.

When the time is right, selecting the ideal pet is paramount.

Fish, with their vibrant colors and easy care, make for a captivating introduction to pet companionship. Hamsters, guinea pigs, and rabbits offer interactive, low-maintenance joy, teaching kids responsibility and empathy. Cats, independent yet affectionate, provide comfort and life lessons about boundaries. The right dog, chosen for its temperament and compatibility, can become a cherished childhood companion, fostering a sense of responsibility and friendship.

Remember, each pet, whether finned, furry, or feathered, requires dedicated care. Thoughtful consideration, ample supervision, and proper education empower your child to become a compassionate and responsible pet owner.

As you embark on this heartwarming adventure, involving the whole family ensures a loving and secure environment for both your child and their newfound friend.

# *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: Outside the box ways to start the new year off right*

As 2023 comes to a close and we embark on a new year, the inspiration to make the next year more amazing than the last is upon us.

Let’s embrace the dawn of the new year with a burst of positive energy and enthusiasm! Here’s a treasure trove of invigorating ideas to ensure you step into the future on the right foot:

**Craft Purposeful Goals:** Map out your ambitions for the year ahead. Personal milestones and professional triumphs can be the stars guiding your journey.

**Nourish Your Well-being:** Cultivate a holistic approach to health. Exercise, savor nutritious delights, and embrace calming rituals like meditation or yoga to nurture your body and mind.

**Embrace Order:** Clear the clutter from your life. Transform your living space into a haven of serenity, enhancing your mental clarity and boosting your focus.

**Discover New Passions:** Dive into the allure of a new hobby or resurrect an old one, reigniting the spark of joy that comes with doing what you love.

**Give Back:** Share your time and resources with a cause that ignites your passion. Volunteering creates ripples of positive change, both for others and within your own heart.

**Practice Gratitude:** Take a serene moment to reflect on the past year. Embrace forgiveness, shower yourself with gratitude, and release any lingering burdens to make room for new beginnings.

**Financial Empowerment:** Evaluate your financial landscape and set a course for improvement. Small changes today can pave the way for a more secure tomorrow.

**Learn and Grow:** Cultivate your intellect by acquiring a new skill. Whether it's a language, a craft, or a dance, the joy of learning knows no bounds.

**Wanderlust Adventures:** Embark on a journey to uncharted territories. Travel opens your eyes to diverse cultures and enriches your soul with unforgettable experiences.

**Cherished Connections:** Strengthen the bonds with your loved ones. Invest time in meaningful conversations, create lasting memories, and revel in the warmth of shared laughter.

# These are merely stepping stones to a vibrant year ahead; the canvas is yours to paint. Let your creativity flourish and embrace the endless possibilities. Happy New Year!

# *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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