



**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*: Financial Planning for a Strong Start**

Financial planning is a journey, and it's never too late to begin. If you're feeling uncertain about your financial situation, don't worry; there are steps you can take to build a more secure future.

1. **Assess Your Current Situation:**
   1. Start by understanding your current financial standing. Gather information on your income, expenses, debts, and assets. This snapshot will guide your planning.
2. **Set Clear Goals:**
   1. Define your financial goals, both short-term and long-term. Whether it's saving for a vacation, buying a home, or planning for retirement, having clear objectives provides direction.
3. **Create a Budget:**
   1. Establish a budget that aligns with your goals. Track your income and expenses to identify areas where you can save and allocate more towards your goals.
4. **Emergency Fund:**
   1. Build an emergency fund to cover unexpected expenses. Aim for at least three to six months' worth of living expenses in a separate savings account.
5. **Tackle Debt Strategically:**
   1. Prioritize paying off high-interest debt like credit cards. Create a debt repayment plan to steadily reduce your outstanding balances.
6. **Save and Invest:**
   1. Make saving a habit. Consider opening a retirement account or investing in a diversified portfolio to grow your wealth over time.
7. **Seek Professional Advice:**
   1. Don't hesitate to consult with a financial advisor. They can provide expert guidance tailored to your unique situation.
8. **Automate Savings:**
   1. Set up automatic transfers to your savings and investment accounts. This ensures consistent contributions without requiring constant effort.
9. **Review and Adjust:**
   1. Periodically review your financial plan. As your circumstances change, adjust your goals and strategies accordingly.
10. **Educate Yourself:**
    1. Take the time to educate yourself about personal finance. Read books, follow financial news, and consider taking courses to improve your financial literacy.
11. **Protect Your Assets:**
    1. Consider insurance options to protect your health, home, and possessions. Adequate insurance coverage can prevent financial setbacks.
12. **Avoid Impulse Spending:**
    1. Practice mindful spending by avoiding impulsive purchases. Take time to consider whether a purchase aligns with your goals.
13. **Build Credit Responsibly:**
    1. Maintain good credit by paying bills on time and managing credit responsibly. A strong credit history can open doors to better financial opportunities.
14. **Stay Patient and Persistent:**
    1. Financial planning takes time and discipline. Stay patient, and remember that small, consistent efforts can lead to significant progress.
15. **Celebrate Milestones:**
    1. Acknowledge your achievements along the way. Celebrate reaching financial milestones, whether it's paying off a debt or reaching a savings goal.

Financial planning is a continuous process, and there's no one-size-fits-all approach. By taking these steps and committing to your financial well-being, you're taking significant strides toward securing a brighter financial future. Remember, every positive choice you make today sets the stage for a more financially secure tomorrow.

***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:* Winter Wonder: The Unique Allure of Winter Vacations**

Winter vacations beckon with a distinct enchantment, setting them apart from other seasonal getaways. Amidst the chill and snow, these trips offer a unique blend of experiences that captivate travelers' hearts. Here's why many adventurers find winter vacations superior to their counterparts in other seasons.

**A World in White:**

Winter dons the world in a pristine blanket of snow, turning ordinary landscapes into ethereal wonderlands. Be it the snow-laden streets of European cities or the serene expanses of Arctic tundra, the sheer beauty of winter vistas is simply unmatched.

**Thrills Abound:**

Winter vacations are an adventure-seeker's paradise. From the exhilaration of downhill skiing and snowboarding to the tranquility of cross-country skiing and snowshoeing, winter offers a spectrum of thrilling activities. For those with a penchant for the extraordinary, ice climbing, dog sledding, and ice fishing beckon.

**Cosy Retreats:**

The cold weather provides the perfect excuse to huddle indoors by a roaring fire in a charming cabin or a snug alpine chalet. Winter vacations are synonymous with the warmth of hot cocoa, the crackling of fires, and the comfort of soft blankets.

**Northern Lights Spectacle:**

For those venturing into polar regions, witnessing the ethereal Northern Lights is a breathtaking experience. These vibrant displays of green and pink lights dancing across the Arctic skies are nothing short of enchanting.

**Festive Magic:**

The winter season is a time of joyous celebrations and festivities. Whether you're exploring the enchanting Christmas markets of Europe or immersing yourself in the vibrant Carnival of Rio de Janeiro, winter vacations allow you to partake in the spirit of the season.

**Peaceful Escape:**

Winter vacations are typically less crowded than their summer counterparts, offering a quieter and more intimate travel experience. Popular destinations can be savored without the hustle and bustle of peak tourist seasons.

**Serenity and Reflection:**

The tranquility of winter offers moments of solitude and reflection. It's an opportunity to connect with nature and oneself on a deeper level, embracing the stillness of the season.

**Culinary Delights:**

Winter brings its own culinary delights, from hearty stews and fondue to seasonal treats like gingerbread cookies and mulled wine. Exploring local winter cuisine becomes a delightful gastronomic adventure.

**Diverse Destinations:**

Winter vacations cater to diverse preferences, whether you're drawn to the frozen wonders of the Arctic, the picturesque charm of European villages, or the allure of mountain retreats.

**In Conclusion:**

While every season has its unique allure, winter vacations stand out for their captivating beauty, adventurous opportunities, and festive ambiance. Whether you seek serenity or exhilaration, the magic of winter beckons, promising a vacation that leaves an indelible mark on your heart. Embrace the cold, explore the snowscapes, and create cherished memories in the heart of winter's wonder.

# *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:* Keeping Warm and Saving Green: Clever Ways to Reduce Your Heating Bills**

Often in the dead of winter, homeowners often find themselves facing rising heating bills. However, there are several creative and effective ways to keep your home cozy while saving on heating costs. In this article, we'll explore some innovative strategies to help you stay warm without burning a hole in your wallet.

**Seal the Gaps:**

One of the most effective ways to reduce heating bills is to seal any gaps or cracks in your home's insulation. Check for drafts around windows, doors, and outlets. Weatherstripping, caulk, and draft stoppers can make a significant difference in retaining heat and keeping cold air out.

**Smart Thermostats:**

Investing in a smart thermostat can be a game-changer. These devices allow you to program your heating system to operate efficiently. You can lower the temperature when you're not at home and warm it up before your return, optimizing comfort while saving energy.

**Zone Heating:**

Consider implementing zone heating in your home. This involves heating specific areas or rooms instead of the entire house. Electric space heaters, pellet stoves, or radiant heaters can be used in commonly occupied rooms, allowing you to lower the overall thermostat setting.

**Use Sunlight Wisely:**

Maximize natural heat by opening curtains during the day to let in sunlight and closing them at night to trap the warmth. South-facing windows are particularly beneficial for passive solar heating.

**Upgrade Insulation:**

Enhancing your home's insulation can have a long-term impact on energy savings. Properly insulating your attic, walls, and basement can significantly reduce heat loss and lower heating costs over time.

**Regular Maintenance:**

Maintaining your heating system is crucial for efficient operation. Schedule annual inspections and cleanings to ensure your furnace or heat pump is running at peak efficiency. Replacing air filters regularly can also improve airflow and reduce energy consumption.

**Reverse Ceiling Fans:**

Many people forget that ceiling fans can be used in the winter too. Reverse the direction of your fan blades to clockwise, which will push warm air down from the ceiling to the floor, helping to distribute heat more evenly.

**Cook and Bake Smart:**

Winter is the perfect time to use your oven and stove, as the heat they generate can warm up your kitchen and nearby areas. After cooking, leave the oven door open (if it's safe) to let the residual heat escape into your home.

With a little creativity and some smart strategies, you can stay warm and comfortable during the winter months without breaking the bank on heating bills. By sealing gaps, using technology like smart thermostats, and optimizing your home for energy efficiency, you'll not only enjoy a cozier home but also save money in the long run. So, get ready to snuggle up, enjoy the winter season, and keep your wallet happy at the same time!

# *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

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**Week #4**

# *Subject line:* Is Winter really the best season?

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

Winter brings the opportunity for **winter sports and activities** such as skiing, snowboarding, ice skating, and snowshoeing. The snow and colder temperatures provide the perfect conditions for these activities, and many people look forward to hitting the slopes or going for a winter hike.

The winter season brings a **sense of coziness and warmth**. The holiday season of Christmas and New Year's Eve bring families and friends together, and the cold weather makes it the perfect time to stay indoors and enjoy warm comfort foods and drinks.

Winter can also offer some of the **most picturesque landscapes of the year**. The snow-covered trees and crisp white landscape creates a sense of wonder and serenity. It can be a magical time for photography and for taking a walk in nature.

Winter can be a **great time for self-reflection and introspection**. The shorter days and longer nights provide a natural opportunity to slow down and focus on self-care. Many people find that the winter season is a good time to set goals, plan for the future, and reflect on the past.

# While some people may prefer warmer seasons, many people find that winter is the best season. With the opportunity for winter sports, cozy holiday gatherings, picturesque landscapes, and reflective moments, there are many reasons to love the winter season. It's a time to come together with loved ones, appreciate the beauty of nature, and embrace the unique opportunities that the colder months have to offer.

# *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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