



**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* |

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| ***Floor Decor***363 Boston Post RoadOrange, Connecticut 06477203-298-4081 |

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| **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 |

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| Anchor

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| ***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.** |

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| *Happy Thanksgiving*!  |

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|  | 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** |

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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*: The Aesthetic Beauty and Practical Concerns of Icicles on Your Roof**

Icicles hanging gracefully from the eaves of your roof can indeed be a picturesque sight during the winter months. They glisten in the sunlight, creating a captivating winter wonderland effect. However, beneath their aesthetic appeal, icicles may pose several practical concerns that homeowners should consider.

**The Aesthetic Beauty of Icicles:**

There's no denying the enchanting beauty of icicles. They add a touch of winter charm to your home, creating a scene straight out of a holiday card. The way they capture and refract light can be truly mesmerizing, enhancing the winter ambiance.

**Practical Concerns:**

While icicles are visually pleasing, they can also indicate potential issues that homeowners should address:

1. **Roof Damage:** Icicles typically form when snow and ice on the roof melt due to heat escaping from the attic. This melting water then refreezes at the eaves, creating icicles. The consistent formation of icicles can be a sign of inadequate insulation or ventilation in your attic, which can lead to roof damage over time.
2. **Ice Dams:** Icicles often go hand in hand with ice dams, which are thick ridges of ice that form along the roof's edge. Ice dams can cause water to back up under shingles, potentially leading to leaks and damage to your home's interior.
3. **Safety Hazards:** Icicles can become hazardous when they grow too large or heavy. They have been known to fall unexpectedly, posing a danger to anyone passing underneath.

**When to Remove Icicles:**

* **Safety First:** If icicles are hanging above walkways, doorways, or areas where people frequently pass, it's advisable to remove them to prevent potential accidents.
* **Roof Maintenance:** If icicles persist, it may be a sign of underlying roof issues like poor insulation or ventilation. In such cases, it's essential to address the root cause to prevent further damage.
* **Professional Help:** Removing large or stubborn icicles can be dangerous and may require professional assistance. Roofing experts can safely remove them and assess your roof's condition.

**Preserving Aesthetics and Preventing Problems:**

While icicles can be charming, it's essential not to overlook the practical concerns they may signify. Regular roof maintenance, proper insulation, and ventilation can help prevent icicle formation and the potential damage associated with them. By addressing these issues, you can maintain both the aesthetic appeal of icicles and the structural integrity of your home during the winter season.

Keep in mind, icicles can add a touch of winter magic to your home, but their presence should not be ignored. It's crucial to strike a balance between appreciating their beauty and addressing the practical concerns they may indicate. Regular roof maintenance and safety considerations will help you enjoy the best of both worlds during the winter months.

***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:* Survival Guide - DIY Home Repair**

Welcome to the world of DIY home repair—a realm where you can transform your living space, save money, and gain a sense of accomplishment. But before you grab that toolkit, let's equip you with the essential knowledge to tackle common household repairs like a pro.

**Safety First:**

* 1. Prioritize safety. Wear appropriate protective gear, turn off power sources, and use caution when working with tools.
	2. Familiarize yourself with common safety guidelines for home repairs.

**Tools of the Trade:**

* 1. Invest in quality tools, including a hammer, screwdrivers, pliers, a wrench, tape measure, and a cordless drill. A well-equipped toolbox is your best ally.

**Research and Learning:**

* 1. Gather information and tutorials on your repair project. Online resources, books, and DIY communities are valuable sources of guidance.

**Start Small:**

* 1. If you're new to DIY, begin with small, manageable projects like fixing a leaky faucet or replacing a doorknob. Gain confidence as you go.

**Materials Matter:**

* 1. Use the right materials for the job. Consult experts at hardware stores for advice on paints, adhesives, and fasteners.

**Measure Twice, Cut Once:**

* 1. Precision is key. Measure accurately before making cuts or drilling holes to avoid costly mistakes.

**Plumbing Primer:**

* 1. Understand your plumbing system. Learn to fix minor leaks, unclog drains, and replace fixtures like faucets and showerheads.

**Electrical Essentials:**

* 1. Familiarize yourself with basic electrical work. Install light fixtures, outlets, and switches cautiously, and consider consulting an electrician for complex jobs.

**Drywall Dynamics:**

* 1. Patch up holes and cracks in drywall using the right techniques and materials. Achieve smooth, seamless repairs with patience and practice.

**Painting Proficiency:**

* 1. Learn proper painting techniques. Prepare surfaces, choose the right paint, and apply it evenly for a polished finish.

**Caulking and Sealing:**

* 1. Seal gaps and cracks around windows, doors, and sinks with caulking. Proper sealing enhances energy efficiency and prevents water damage.

**Resourcefulness and Problem Solving:**

* 1. Embrace creativity and resourcefulness when problem-solving. Sometimes, unconventional solutions work wonders.

**Regular Maintenance:**

* 1. Perform routine maintenance to catch issues early. Inspect your home's exterior, roof, plumbing, and electrical systems regularly.

**Permits and Codes:**

* 1. Familiarize yourself with local building codes and regulations. Ensure you obtain necessary permits for major projects.

**Community and Support:**

* 1. Connect with local DIY groups or online communities. Sharing experiences and seeking advice can be invaluable.

**Hire Professionals When Necessary:**

* 1. Recognize your limits. For complex or high-risk projects, it's wise to hire licensed professionals to ensure safety and compliance.

**Celebrate Success:**

* 1. Acknowledge your achievements. Each completed DIY project adds to your skills and sense of accomplishment.

Remember, DIY home repair is a journey of learning and growth. Don't be discouraged by setbacks—view them as opportunities to expand your knowledge. With patience, practice, and the right mindset, you'll become a confident and capable DIY enthusiast, making your home a better place one repair at a time.

# *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

530-790-3338

**Week #3**

***Subject line:* The Power of Octane in Gasoline- Fueling Your Vehicle's Performance**

When you pull up to a gas station, you're faced with a variety of fuel options, each boasting different octane ratings. Octane is a term you've probably heard, but what exactly does it mean, and how does it affect your vehicle's performance? Let’s dive in.

**Understanding Octane:**

Octane is a hydrocarbon compound found in gasoline that plays a critical role in preventing engine knocking or "pinging." Engine knocking occurs when the air-fuel mixture in the engine's cylinders detonates prematurely, creating a knocking or pinging sound. This can cause damage to the engine over time.

**Octane Ratings:**

The higher the octane rating, the greater the fuel's resistance to knocking.

**Regular (87 Octane)**: This is the most common type of gasoline and is suitable for most vehicles. It provides adequate performance and fuel efficiency.

**Mid-Grade (89-90 Octane)**: Mid-grade gasoline offers a moderate increase in octane levels, making it a choice for vehicles that require slightly higher octane but not the premium variety.

**Premium (91-94+ Octane)**: Premium gasoline has the highest octane levels and is designed for high-performance and luxury vehicles. It provides greater resistance to knocking and can optimize engine performance.

**What Octane Means for Your Vehicle:**

**Engine Performance:** High-performance engines, often found in sports cars and luxury vehicles, are designed to take advantage of premium gasoline with higher octane ratings. Using lower octane fuel in these engines can lead to reduced performance and fuel efficiency.

**Fuel Efficiency:** In most standard engines, using a higher octane fuel than recommended does not provide significant benefits. In fact, it may result in decreased fuel efficiency and increased costs without any noticeable performance gains.

**Engine Knocking:** Using a lower octane fuel than your engine requires can lead to engine knocking, which, if left unchecked, may harm your engine over time. Using the correct octane level is crucial to prevent this issue.

Keep in mind that octane in gasoline plays a pivotal role in your vehicle's performance and engine health. Understanding your engine's octane requirements and using the appropriate fuel can help maintain optimal efficiency and prevent engine knocking. While higher-octane fuels can benefit high-performance engines, using them in standard vehicles may not yield any significant advantages and could be a needless expense. So, the next time you fill up at the pump, remember that the octane rating you choose can have a direct impact on your vehicle's overall performance and longevity.

# *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:* The State of Co-Working Spaces

The COVID-19 pandemic brought about unprecedented challenges for co-working spaces, but they have shown resilience and adaptability. Initially, the widespread shift to remote work and safety concerns led to a decline in occupancy and revenue for many co-working facilities. However, as the world adjusts to the new normal, the state of co-working spaces is gradually stabilizing.

**Survival and Adaptation:**

While some co-working spaces did face closures or downsizing during the height of the pandemic, many have survived by pivoting their business models. They've introduced enhanced safety measures, such as improved sanitation, social distancing, and reduced occupancy to ensure the well-being of members.

**Hybrid Work Models:**

The pandemic accelerated the adoption of flexible and hybrid work models, where employees split their time between remote work and occasional office attendance. Co-working spaces have positioned themselves as ideal solutions for these hybrid work arrangements, offering professionals a place to work closer to home while escaping isolation.

**Corporate Partnerships:**

Many large corporations have partnered with co-working providers to offer flexible office solutions to their employees. This trend has boosted the demand for co-working spaces and expanded their reach beyond freelancers and startups to include established companies.

**Focus on Amenities:**

Co-working spaces are increasingly emphasizing amenities that foster collaboration, networking, and well-being. These include communal areas for brainstorming, fitness facilities, and wellness programs. By providing added value to members, co-working spaces aim to differentiate themselves in a competitive market.

**Niche Specialization:**

Some co-working spaces have found success by catering to niche markets. For instance, spaces designed for specific industries, such as technology, art, or health, offer tailored environments and resources to meet the unique needs of their members.

**The Road Ahead:**

The state of co-working spaces is still evolving as the world navigates the ongoing challenges of the pandemic. While uncertainties remain, co-working providers continue to adapt, innovate, and find new ways to meet the evolving needs of the workforce.

# It's clear that co-working spaces faced significant challenges during the COVID-19 pandemic, but many have survived and are now thriving by pivoting their models, embracing hybrid work, forming corporate partnerships, focusing on amenities, and specializing in niche markets. As remote and flexible work arrangements become more prevalent, co-working spaces are poised to play a vital role in the future of work.

# *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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