



**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: Celebrating Women's History Month: Honoring Strength, Achievements, and Empowerment**

As Women's History Month unfolds, it is an opportune moment to reflect on the remarkable contributions, resilience, and empowerment of women throughout history. Let’s celebrate the stories of courage, determination, and success that have shaped our world.

**Trailblazers Who Paved the Way:**

Women's History Month allows us to honor the trailblazers who defied societal norms and paved the way for generations to come. From Amelia Earhart's pioneering flights to Marie Curie's groundbreaking contributions to science, these women shattered glass ceilings and expanded the realm of possibilities for all.

**Strength in Diversity:**

This month is a celebration of the rich tapestry of women's achievements across diverse fields, cultures, and backgrounds. It's a recognition that empowerment knows no boundaries, and each woman's story contributes to the vibrant mosaic of progress.

**Empowerment Through Education:**

Education has been a powerful tool for empowerment, and Women's History Month is an invitation to acknowledge the strides made in women's access to education. From suffragists advocating for the right to vote to Malala Yousafzai championing girls' education, women have played a vital role in expanding educational opportunities for all.

**Inspiring Leadership:**

Women leaders have left an indelible mark on politics, business, and beyond. From Eleanor Roosevelt's advocacy for human rights to Angela Merkel's tenure as Germany's chancellor, women in leadership positions inspire us with their resilience, wisdom, and dedication to creating positive change.

**Contributions in the Arts:**

The world of arts and culture has been enriched by the talents of countless women. Women's History Month invites us to celebrate artists like Frida Kahlo, Maya Angelou, and Aretha Franklin, whose creativity has not only entertained but also challenged societal norms.

**Entrepreneurial Spirit:**

The entrepreneurial spirit of women has been a driving force behind innovation and economic growth. From Madam C.J. Walker, the first female self-made millionaire in the United States, to contemporary business leaders breaking barriers, women continue to shape the business landscape.

**Celebrating Everyday Heroes:**

Women's History Month is an opportunity to recognize the everyday heroes in our lives—the mothers, sisters, friends, and mentors whose strength, resilience, and kindness make a lasting impact on the world around them.

**Nurturing Future Leaders:**

As we celebrate women's history, let's also focus on nurturing the potential of future generations. By providing mentorship, educational opportunities, and a supportive environment, we empower young women to dream big and realize their full potential.

In conclusion, Women's History Month is a celebration of empowerment, resilience, and achievement. It's a time to honor the legacies of those who have paved the way and to inspire future generations to embrace their limitless potential. Let's celebrate the incredible women who have shaped history and continue to make a profound impact on our world.

***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: An Ear's Plea: Protect Me from the Roar of Loud Noises**

Greetings, dear reader. I am your faithful ear, and today, I come to you with a heartfelt plea, imploring you to understand the consequences of subjecting me to the relentless assault of loud noises.

**The Delicate Nature of Hearing:**

First and foremost, it's crucial to comprehend that I am a marvel of nature, an intricate organ designed to capture sound and transmit it to your brain. My structure is delicate and intricate, comprising tiny hair-like cells and sensitive nerves that allow you to perceive the symphony of the world around you.

**The Symphony of Sound:**

Imagine, if you will, the world without the blissful symphony of sound. From the rustling of leaves in the breeze to the melodious chirping of birds, your life is enriched by the auditory wonders that I, your ear, bring to you. Sound is not just information; it's an integral part of your existence.

**The Peril of Loud Noises:**

Yet, there exists a dark side to this symphony – the menace of loud noises. When you expose me to loud sounds, especially for prolonged periods, you subject me to harm that can have irreversible consequences.

**Hearing Loss:** Loud noises, like a cacophonous concert or the relentless clamor of machinery, can damage my sensitive components. Over time, this damage accumulates, leading to hearing loss that can range from mild to severe.

**Tinnitus:** The unrelenting assault of loud sounds can also give rise to a condition known as tinnitus. It's a relentless ringing or buzzing in your ears that can be not only annoying but also distressing.

**Noise-Induced Hearing Loss (NIHL):** My plight is compounded by the fact that noise-induced hearing loss is often gradual and painless, making it insidious. By the time you notice the loss, it may be too late to reverse the damage.

**Protection and Preservation:**

Now, I beseech you, dear reader, to heed my plea and protect me from the ravages of loud noises. Wear earplugs at concerts, use noise-canceling headphones in noisy environments, and be mindful of the volume when listening to music through headphones or earbuds.

**Embrace the Silence:**

Furthermore, embrace moments of silence and serenity. These interludes are not empty but rather filled with the tranquil beauty of soundlessness. Allow me to recuperate and rejuvenate during these intermissions.

**In Closing:**I, your faithful ear, play a pivotal role in your life's symphony. I implore you to cherish and protect me from the harm of loud noises. In doing so, you safeguard not only your hearing but also the profound connection you share with the world's auditory wonders. Embrace the serenity of silence, and together, we can continue to enjoy the beauty of sound for years to come.

# *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:Shamrock Shenanigans- Unleash the Fun for Kids on St. Patrick's Day!**

St. Patrick's Day isn't just about leprechauns and a sea of green; it's an invitation for kids to embark on a journey of whimsy and creativity. Break out the rainbow of activities and infuse some Irish spirit into your child's celebration! Here are some kid-approved St. Patrick's Day shenanigans:

**1. Leprechaun Treasure Hunt:**

Transform your home into a leprechaun's playground! Create a treasure map with clues leading to hidden pots of gold (chocolate coins). Watch as the little ones unravel the mystery and fill their pockets with sweet loot.

**2. Shamrock Art Extravaganza:**

Get out the green paint, glitter, and paper, and let the artistic magic happen. Encourage the kids to create their own shamrocks or leprechaun masterpieces. Bonus points for incorporating rainbows and pots of gold into the artwork.

**3. Lucky Charms Sorting Game:**

Turn snack time into a learning adventure! Grab a box of Lucky Charms cereal and challenge the kids to sort the marshmallow shapes. It's a delicious way to practice fine motor skills, pattern recognition, and snack appreciation.

**4. Irish Dance Party:**

Crank up the Celtic tunes and let the little leprechauns showcase their dance moves. Encourage them to create their own jigs or simply dance like no one's watching. It's a joyful way to celebrate the spirit of St. Paddy's!

**5. St. Patrick's Day Scavenger Hunt:**

Hide clovers, gold coins, and mini rainbows around the yard or house. Equip the kids with baskets and send them on a scavenger hunt for these magical treasures. The more giggles, the better!

**6. Pot of Gold Sensory Bin:**

Create a sensory wonderland by filling a bin with gold coins, green beads, and rainbow-colored items. Let the kids dive in and explore the textures, colors, and sounds. It's a sensory-rich adventure that captivates the imagination.

**7. DIY Leprechaun Trap:**

Challenge the kids to engineer their own leprechaun traps using everyday household items. It's a fantastic way to blend creativity, problem-solving, and a dash of mischief. Who knows, they might just catch a leprechaun!

St. Patrick's Day is a chance for kids to unleash their imagination and revel in the joy of themed activities. Whether it's hunting for leprechaun treasure or creating rainbow masterpieces, these playful shenanigans are sure to make March 17th a day to remember. May the luck of the Irish be with you and your little leprechauns!

# *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: Embracing the Best of Spring- The Ultimate Spring Vacation Delights

Spring, a season of renewal and blossoming, beckons us to shed the winter layers and embark on rejuvenating vacations. Here are some elements that make spring getaways truly delightful:

**Blooming Landscapes:**

One of the undeniable charms of spring vacations is witnessing nature come alive. Cherry blossoms, tulips, and vibrant wildflowers transform landscapes into a riot of colors, creating picturesque scenes that awaken the senses.

**Perfect Weather:**

Bid farewell to winter's chill and summer's scorching heat—spring offers the Goldilocks zone of weather. Enjoy mild temperatures that make outdoor activities, from hiking to leisurely strolls, a pleasure.

**Outdoor Adventures:**

Spring invites adventure enthusiasts to embrace the great outdoors. Whether it's exploring national parks, biking along scenic trails, or trying water sports, the mild weather and blossoming landscapes set the stage for unforgettable experiences.

**Al Fresco Dining:**

With warmer temperatures comes the joy of dining al fresco. Sidewalk cafes, waterfront restaurants, and picnics in the park become enticing options, allowing you to savor delicious meals surrounded by the fresh, fragrant air of spring.

**Festivals and Events:**

Spring is a season of celebration, marked by vibrant festivals and events. From cherry blossom festivals to music events, spring vacations offer a chance to immerse yourself in local culture and festivities.

**Serene Beach Escapes:**

While summer often brings crowds to beaches, spring offers a more serene seaside experience. Bask in the gentle sun, take tranquil walks along the shore, and relish the soothing sound of waves breaking against the sand.

**Quaint Countryside Retreats:**

Escape the hustle and bustle by retreating to charming countryside destinations. Spring paints rural landscapes with lush greenery, blooming flowers, and the promise of tranquility, making it an ideal time for a peaceful getaway.

**Wildlife Encounters:**

Spring is a time of renewal for wildlife too. Whether it's birdwatching, spotting marine life, or encountering animals in their natural habitats, spring vacations offer unique opportunities to connect with the diverse fauna of different regions.

**Seasonal Cuisine:**

Spring brings a bounty of fresh, seasonal produce. Indulge in farm-to-table dining experiences, savoring dishes that showcase the flavors of the season. From asparagus to strawberries, culinary delights abound during spring.

**Rejuvenation and Relaxation:**

Above all, spring vacations offer a chance to rejuvenate the mind, body, and soul. Whether you choose a spa retreat, a wellness getaway, or simply a peaceful escape to nature, spring provides the perfect backdrop for relaxation.

Spring beckons with its enchanting allure, and there's no time like the present to seize the moment and plan a spontaneous spring escape. Embrace the blossoming landscapes, relish the perfect weather, and indulge in the delights of the season.

Whether it's a serene countryside retreat, an adventure in the great outdoors, or a beachside rendezvous, the rejuvenating spirit of spring awaits. Don't let the season slip away—seize the opportunity to create lasting memories and embark on a last-minute spring vacation that promises to be as vibrant and invigorating as the season itself. Your adventure awaits, so why not let the magic of spring inspire your next spontaneous getaway?

# *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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