



**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: Saddle Up for Sanity: The Joyful Journey of Bicycle Riding

Hello, fellow adventurers! Today, we're diving into the two-wheeled wonderland of bicycle riding, where health benefits and sheer joy collide like tires on a freshly paved trail. So, buckle up, or rather, pedal up, as we explore the exhilarating world of cycling.

**The Zen on Two Wheels:**

Picture this: wind in your hair, sun on your face, and the rhythmic hum of rubber meeting the road. Cycling is a moving meditation, a chance to escape the hustle and bustle of daily life and find your zen on two wheels. The simple act of pedaling becomes a rhythmic symphony, drowning out the cacophony of the outside world.

**The Cardiovascular Tango:**

Let's talk heart health, shall we? Cycling is a cardiovascular dance, a tango with your ticker that gets the blood pumping and the heart singing. It's a low-impact, high-return exercise that strengthens your heart muscles, lowers blood pressure, and invites cardiovascular wellness into your life. Consider it a love letter to your heart.

**Muscle Symphony:**

Have you ever seen a cyclist without killer calves? It's a rare sight, my friend. Pedaling engages a symphony of muscles, from your powerful quads to your steadfast hamstrings. It's a full-body workout disguised as a joyride. So, by the time you reach your destination, you'll not only have a smile on your face but sculpted legs to boot.

**Endorphin Extravaganza:**

Cycling is like a joy dispenser on wheels. The rhythmic motion releases endorphins, those delightful neurotransmitters responsible for happiness and euphoria. It's your ticket to an instant mood boost, a natural antidepressant that doesn't come in a pill but in the form of a trusty bicycle.

**Commute with a View:**

Say goodbye to the monotony of the daily commute. Cycling transforms the mundane into the extraordinary. Swap crowded public transport or gridlocked traffic for the scenic route, where each pedal stroke brings you closer to the great outdoors. It's not just a commute; it's a daily dose of adventure.

**Earth-Friendly Expedition:**

As you pedal through the world, you're not just benefiting yourself; you're giving Mother Earth a high-five. Bicycles are eco-friendly marvels, emitting zero emissions and leaving behind only the faint hum of rubber meeting the road. It's a small, sustainable choice that makes a big impact.

So keep in mind, dear reader, the joys of bicycle riding extend beyond the physical. It's a mental escape, a cardiovascular celebration, and an all-around adventure. So, dust off that old bike, or treat yourself to a shiny new one, and embark on a journey where health benefits and unbridled joy ride side by side. Happy cycling!

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. With our ZERO REGRETS guarantee you’ll love your new floors or we’ll replace them FREE!**

Jimbo’s Floors

479 Park Ave., Yuba City, CA 95993

530-790-3338

# Week #2

## Subject line: The Unenviable Role of April 15th: A Tax Day Lament

Hello there, I'm April 15th, a seemingly innocuous date on the calendar that, year after year, finds itself the unfortunate target of collective groans and discontent. Now, let me set the record straight – it's not my fault. I didn't ask for this reputation.

**The Dreaded Misconception:**

Picture this: pens feverishly scribbling numbers, folks frantically searching for receipts, accountants working overtime. It's not exactly a scene from a feel-good movie, and here I am, April 15th, caught in the crossfire of frustration. The truth is, it's not me; it's the taxes. Blame the complex forms, the looming deadlines, and the ever-changing tax codes. Don't shoot the messenger.

**A Symbol of Financial Woes:**

Sure, parting with your hard-earned money isn't exactly a cause for celebration. But, let's not forget the bigger picture. Those funds support vital public services, infrastructure, and the greater good. It's like a communal piggy bank – everyone chips in, and we all reap the benefits.

**An Unwarranted Reputation:**

I'm just a date on the calendar, hanging out in April, minding my own business. Yet, somehow, I've become synonymous with stress, paperwork, and financial headaches. If you're cursing April 15th, consider redirecting that energy towards the system that necessitates this annual reckoning.

**The Real Culprit:**

The blame lies with a complex tax system that can leave even the most financially savvy scratching their heads. It's the labyrinth of deductions, the dance with W-2s and 1099s, and the anxiety-inducing prospect of an audit that causes the real discontent.

**Speaking of Passing the Buck:**

And before you single me out as the black sheep of the calendar family, let's talk about those other troublesome dates – Mondays that feel like an eternity, the ominous Friday the 13th, and the deceivingly uneventful Wednesdays that are, somehow, the hardest to endure. April 15th might be tax day, but there are other calendar culprits out there deserving of some side-eye.

As April 15th, I bear the brunt of a nation's tax-related woes. It's a tough gig, but somebody's got to do it. If a date on a calendar can have goals, my life’s goal is to once again become just another day on the calendar.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S. When you buy floors from us, you are protected by our Installer professionalism guarantee!**

**Our installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths.**

**You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!**

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# Week #3

## Subject line: The MLM Rollercoaster: Navigating the Highs and Lows

Multi-Level Marketing (MLM) ventures, often likened to a rollercoaster ride, come with their fair share of thrilling highs and dizzying lows. Let's embark on this wild journey of good and bad points in the realm of MLMs.

**The Highs:**

* **Flexible Work Hours:** MLMs often tout the allure of flexible work hours, allowing individuals to be their own bosses. Say goodbye to the traditional 9-to-5 grind!
* **Community Spirit:** Being part of an MLM can feel like joining an exclusive club. The camaraderie among members creates a sense of belonging, akin to a team huddle before the big game.
* **Potential Earnings:** MLMs promise limitless earning potential. With the right strategy, dedication, and a sprinkle of luck, financial dreams could turn into reality.
* **Skill Development:** Joining an MLM can be an educational experience. Participants often acquire sales, marketing, and interpersonal skills that can be transferable to various aspects of life.
* **Discounts and Incentives:** MLMs frequently offer discounts on their products and exciting incentives for top performers. Who doesn't love a good discount or the chance to win a trip to an exotic locale?

**The Lows:**

* **Financial Risk:** While the potential for financial gain is enticing, there's an inherent risk. Many MLM participants find themselves investing more money than they earn, leading to financial strains.
* **Saturation and Competition:** As the saying goes, too many cooks spoil the broth. In the MLM world, oversaturation in the market can make it challenging for participants to stand out, especially with similar products.
* **Product Quality Concerns:** Some MLMs have faced criticism for the quality of their products. Participants may find themselves stuck with inventory that is hard to move due to these concerns.
* **Social Strains:** Joining an MLM can put strains on personal relationships. Friends and family might become wary of constant sales pitches and invitations to join the business.
* **Success Hurdles:** The pyramid-shaped structure of MLMs means that only a few at the top reap substantial benefits. Many participants may struggle to climb the ranks, leading to frustration and disappointment.

Embarking on an MLM adventure is like stepping onto a rollercoaster—exciting, with its twists and turns. While the highs can be euphoric, the lows are an inevitable part of the ride. As with any journey, approaching it with caution, a sense of humor, and realistic expectations can make the MLM rollercoaster a thrilling experience.

*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 to 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!™**

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# Week #4

## Subject line: Pedal Power- Navigating City Streets with Bike Rental Systems

Earlier this month we shared an article about bicycling for your health that certainly stirred some interest! Some comments included questions and suggestions of information around the various city bike rental systems out there both close to home, and in cities we may visit on vacation. So as requested, here you go.

In recent years, city dwellers and visitors alike have witnessed a two-wheeled revolution transforming urban landscapes – the rise of bike rental systems. These systems, often characterized by fleets of brightly colored bikes stationed at strategic points across the city, provide an eco-friendly and efficient mode of transportation. Let's take a closer look at the pedal-powered phenomenon reshaping the way we navigate city streets.

**1. Convenience at Your Fingertips:**

Gone are the days of searching for the nearest bike rental shop. With bike rental systems, convenience is key. Users can easily locate available bikes through mobile apps, making impromptu rides or planned commutes a breeze.

**2. Sustainable and Healthy Commuting:**

Bike rental systems contribute to eco-friendly urban mobility. By pedaling instead of relying on motorized transport, users reduce their carbon footprint and promote a healthier lifestyle. It's a win-win for both individuals and the environment.

**3. Flexibility in Travel:**

Whether you're a daily commuter or a visitor exploring the city, bike rental systems offer unmatched flexibility. Zip through traffic, explore hidden gems, and take detours without being tied to fixed routes or schedules. The city becomes your cycling playground.

**4. Cost-Effective Transportation:**

Bike rentals often prove to be a cost-effective transportation solution. Users can choose from various pricing models, including pay-per-ride or subscription-based plans, making it accessible for different budgets.

**5. First and Last Mile Connectivity:**

Bike rental systems seamlessly integrate with public transportation, addressing the "first and last mile" challenge. Commuters can hop on a bike to bridge the gap between home, work, or transit stations, enhancing the overall efficiency of their journey.

**6. Reduced Traffic Congestion:**

More bikes on the road mean fewer cars, reducing traffic congestion in city centers. Bike rental systems contribute to a smoother flow of traffic, especially during peak hours, making urban mobility more efficient for everyone.

**7. Community Building:**

Bike rental systems foster a sense of community among users who share a common interest in sustainable transportation. Events, group rides, and community challenges organized by these systems create opportunities for social interaction.

**8. Healthier Cities, Happier People:**

Promoting cycling as a means of transport not only reduces air pollution but also contributes to creating healthier and happier cities. Cycling is known to boost mental well-being, and the accessibility of bike rental systems encourages more people to embrace this physically active lifestyle.

In conclusion, bike rental systems have become a pedal-powered revolution, offering urbanites a convenient, sustainable, and healthy way to navigate city streets. As cities continue to prioritize eco-friendly initiatives, the hum of bike wheels is becoming synonymous with the pulse of urban life. So, grab a helmet, hop on a bike, and enjoy the ride!

*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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