



**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: Unbridled Tradition- Celebrating the Kentucky Derby

Get ready to don your fanciest hats and sip on mint juleps because the Kentucky Derby is just around the corner! This iconic event, known as the "Run for the Roses," is more than just a horse race; it's a celebration of rich traditions, Southern charm, and timeless elegance. So, let's dive into the pageantry and history of the Kentucky Derby.

**The Run for the Roses:**

First run in 1875, the Kentucky Derby is the longest-running continuous sporting event in the United States. It's the first leg of the Triple Crown of Thoroughbred Racing and is held annually on the first Saturday in May at Churchill Downs in Louisville, Kentucky. The race itself is a thrilling spectacle, with majestic thoroughbreds thundering down the track, their jockeys vying for victory and the coveted blanket of roses.

**Fashion Forward:**

One of the most beloved traditions of the Kentucky Derby is the fashion. Attendees don their finest attire, with women sporting extravagant hats adorned with feathers, flowers, and ribbons. Men dress to impress in seersucker suits, bow ties, and, of course, the iconic Derby hat. It's a chance to showcase Southern style and elegance at its finest.

**Mint Julep Madness:**

No Kentucky Derby celebration would be complete without the quintessential drink of the day: the mint julep. This refreshing cocktail, made with bourbon, sugar, water, and fresh mint, has been a staple of Derby Day since the 18th century. Sipping on a mint julep while watching the races is a time-honored tradition that adds to the festive atmosphere of the event.

**The Garland of Roses:**

The Kentucky Derby winner is adorned with a garland of roses, a tradition that dates back to the late 19th century. Each year, a blanket of over 400 red roses, sewn into a lush satin blanket, is draped over the winning horse in the winner's circle. It's a symbol of excellence, beauty, and triumph, and it's one of the most cherished moments of the Derby.

**Derby Day Delicacies:**

In addition to mint juleps, Derby Day is synonymous with Southern cuisine. From bourbon-infused dishes to classic comfort foods like fried chicken and biscuits, the culinary offerings at the Derby are as rich and flavorful as the race itself. And let's not forget the Derby pie, a decadent dessert made with chocolate, pecans, and bourbon—a sweet ending to a day of indulgence.

**The Call to Post:**

Before each race, a bugler plays "Call to Post," a familiar tune that signals the horses to enter the track. It's a timeless tradition that adds to the excitement and anticipation of the races, and it's a moment that Derby-goers eagerly await.

The Kentucky Derby is a cherished tradition that brings together horse racing enthusiasts, fashionistas, and Southern hospitality in a celebration of elegance, excitement, and timeless tradition. So, grab your hat, raise your mint julep, and join in the festivities as we toast to the "Most Exciting Two Minutes in Sports" at the Kentucky Derby!

*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: Baby's Eye View - Making My Home Safe and Fun

As a curious and adventurous little one, I'm always on the move, exploring every nook and cranny of my home. But sometimes, I can get into a bit of mischief! That's why my parents have been busy baby-proofing our home to keep me safe while I play and explore.

First things first, they've covered all the sharp corners and edges with soft padding to protect me from any bumps and bruises. That means no more bonking my head on the coffee table or running into sharp corners!

Next, they've installed safety gates at the tops and bottoms of stairs to prevent me from taking any tumbles. Climbing stairs might seem like fun, but it can be dangerous for a little one like me!

My parents have also secured all the cabinets and drawers with childproof locks to keep me out of trouble. I'm pretty good at opening things, so they have to stay one step ahead of me!

Electrical outlets are another big concern, but my parents have covered them all with outlet covers to prevent me from sticking my fingers where they don't belong. Safety first!

And let's not forget about all the small objects that could be choking hazards. My parents are always making sure to keep small toys, coins, and other small objects out of my reach. They even put up a baby gate to keep me out of the big kids' playroom where all the tiny toys are!

But baby-proofing isn't just about safety—it's also about creating a fun and stimulating environment for me to explore. My parents have set up a special play area just for me

with lots of toys, books, and colorful things to look at.

Thanks to my parents' hard work and dedication, I can play and explore to my heart's content knowing that I'm safe and sound in my baby-proofed home!

*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!**

Jimbo’s Floors

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# Week #3

## Subject line: How videos or posts go viral

Going viral refers to the rapid spread of a piece of content, such as a video or post, through the internet and social media. ‘Going viral’ has become a common phrase when talking about social media posts and news stories. But what causes one post or story to ‘go viral’ vs another? There are several factors that can contribute to a piece of content going viral:

1. **Timing**: Timing can be a crucial factor in whether or not a piece of content goes viral. If a piece of content resonates with a large audience at the right time, it can quickly gain traction and be shared widely.
2. **Emotional appeal**: Content that evokes strong emotions, such as happiness, sadness, or anger, is more likely to be shared and go viral. This is because people are more likely to share content that they feel strongly about or that they think will have an impact on their friends and followers.
3. **Uniqueness**: Content that is unique or unusual is more likely to go viral, as it stands out from the vast amount of content available online. This could be a video with an unexpected twist, a news story that breaks the mold, or a social media post that takes a creative approach.
4. **Viral triggers**: Certain elements, such as a catchy phrase, a memorable visual, or a sense of urgency, can trigger people to share content more frequently. These viral triggers can help a piece of content stand out and get more attention.
5. **Social influence:** People are more likely to share content if they see that it has already been shared by someone they know or admire. This is known as social influence, and it can be a powerful force in driving viral content.
6. **Platform**: The platform on which a piece of content is shared can also play a role in its virality. Some platforms, such as Twitter and Reddit, are known for their ability to spread content quickly, while others, like Facebook and Instagram, may be more conducive to content going viral within a specific community or group of followers.

It's important to note that going viral is not something that can be guaranteed or easily planned for. While there are certain factors that can increase the chances of a piece of content going viral, it ultimately comes down to the content itself and how it resonates with the audience.

*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: The number one way to improve mental health

Mental health is a complex topic and there is no single way to improve it that will work for everyone. However, one of the most effective ways to improve mental health is through working with a professional, whether it’s a coach, counselor or therapist.

This can include different types of work such as cognitive-behavioral therapy (CBT), which helps individuals identify and change negative thought patterns, or dialectical behavioral therapy (DBT) which adds a healthy dose of mindfulness to the traditional CBT work.  Other very effective forms of improving mental health include somatic practices and breathwork, focusing on body movements and breathing to calm the nervous system. Of course talk therapy can help individuals process and understand their emotions.

Navigating difficult experiences, emotions, and thoughts in a safe and supportive environment is the most effective way to improve or maintain mental health even during challenging circumstances. A therapist, coach or counselor can help an individual identify and understand their mental health concerns, provide coping strategies and tools, and support overall well-being. It can also help individuals improve relationships, set and achieve personal goals, and gain insight into themselves.

Additionally, working with a professional can help to reduce symptoms of many mental health conditions. Symptoms of different conditions are often interconnected, and therapy can help individuals understand how they relate and how to manage them. Furthermore, a therapist, coach or counselor can help you recognize patterns in your life and behaviors that might be keeping you stuck in the difficulties you experience, and support you to make changes that will lead to better overall well-being.

Another way to improve mental health is through lifestyle changes such as regular exercise, healthy eating, and getting enough sleep. These activities can help to improve mood, reduce stress, and improve overall physical health. It's also important to have a good support system, whether it's friends, family, or a support group, as having people to talk to and share experiences with can be beneficial for mental health.

In summary, therapy, coaching and counseling are some of the most effective ways to improve mental health as it helps individuals work through difficult experiences, emotions, and thoughts, provide coping strategies and tools, and support overall well-being. A wholistic approach to improve mental health includes lifestyle changes, healthy eating, exercise and sleep, and having a good support system.

*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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