



**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: Summer Moving Made Easy: Your Ultimate Survival Guide!

As the sun shines brightly and temperatures soar, summer marks the peak season for moving. Whether you're relocating to a new city or just down the block, navigating the process can feel like a daunting task. But fear not! With the right strategies in place, you can breeze through your summer move like a pro.

Here's your ultimate survival guide for moving:

* **Plan ahead:** Start planning your move well in advance to avoid last-minute stress. Create a timeline and checklist to stay organized and on track.
* **Declutter:** Take the opportunity to purge unwanted items before packing. Donate, sell, or recycle anything you no longer need to lighten your load.
* **Beat the heat:** Summer temperatures can be sweltering, so plan to move during the cooler parts of the day. Stay hydrated and take breaks to avoid heat exhaustion.
* **Pack smart:** Use sturdy boxes and packing materials to protect your belongings during transit. Label boxes clearly to make unpacking a breeze.
* **Hire help:** Consider hiring professional movers to assist with heavy lifting and transportation. Alternatively, enlist friends and family to lend a hand on moving day.
* **Notify important parties:** Don't forget to update your address with the post office, utility companies, and other essential services. Notify friends, family, and subscription services of your upcoming move.
* **Stay organized:** Keep essential items, such as medications, important documents, and valuables, easily accessible during the move. Pack an overnight bag with essentials for your first night in your new home.
* **Take care of your pets:** Moving can be stressful for pets, so make sure to plan ahead for their comfort and safety. Keep them in a quiet, secure area during the move and provide plenty of food, water, and attention.
* **Clean up:** Leave your old home in good condition by cleaning thoroughly before you leave. This will ensure a smooth transition for the next occupants and may even help you get your security deposit back.
* **Celebrate your new beginning:** Once you're settled into your new home, take some time to relax and celebrate your accomplishment. You did it!

With these tips in hand, you're ready to tackle your summer move with confidence. Happy moving!

*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: Dad Jokes, we’ve got ‘em

Why don't scientists trust atoms? Because they make up everything.

Why did the tomato turn red? Because it saw the salad dressing.

Dad jokes have been a staple of fatherly humor for generations. These jokes, which are often corny and predictable, have become synonymous with the stereotypical image of a dad. But where did these jokes come from, and why do they make us cringe?

* Why don't oysters give to charity? Because they're shellfish.
* Why was the math book sad? Because it had too many problems.
* Why doesn’t Superman like to go out after dinner? He’s afraid of krypto-night.

The origins of dad jokes can be traced back to the early 20th century, when the traditional nuclear family structure was becoming more prevalent. As fathers became the primary breadwinners and heads of household, they also became the primary source of humor and entertainment for their families. This led to the development of a distinct brand of humor, characterized by puns, wordplay, and a sense of playfulness.

* Why don't skeletons fight each other? They don't have the guts.
* Why did the banana go to the doctor? Because it wasn't peeling well.
* How did Supergirl fix the broken bridge? A lot of Super Glue

As the decades passed, dad jokes became a staple of popular culture. They were featured in sitcoms, movies, and stand-up comedy routines, and were often used as a source of comedic relief. However, as the humor evolved, the jokes became more and more predictable, and the punchlines more and more groan-worthy.

* Why did the cookie go to the doctor? Because it was feeling crumbly.
* Why did the scarecrow win an award? Because he was outstanding in his field.
* Why did Bruce’s dentist give him mouth wash? Because he had bat breath.

One reason why dad jokes make us cringe is because they often rely on puns and wordplay, which can be seen as cheesy and unoriginal. Additionally, the predictability of the jokes can make them feel stale and uninspired. The jokes also tend to rely on stereotypes and cliches, which can make them feel out of touch and insensitive.

* Why did the computer go to the doctor? Because it had a virus.
* Why did the golf club go to the doctor? Because it had a bad case of the shafts.
* Which super hero runs in marathons? Irun Man

Another reason why dad jokes make us cringe is that they often have a sense of nostalgia attached to them. As children, we may have laughed at these jokes and found them funny, but as adults, we can't help but feel embarrassed by them. The cringe-worthy nature of dad jokes can be seen as a reminder of our own childhoods, and the awkwardness that comes with growing up.

* Why did the pig dump her boyfriend? Because he was a real BOAR.
* As a farmer, I hear lots of jokes about sheep. I’d tell them to my dog, but he’d herd them all.
* Did you hear about the circus fire? It was in tents!

Despite the cringe-inducing nature of dad jokes, they continue to be a beloved part of popular culture. They have become a symbol of fatherhood and family, and continue to be passed down from generation to generation. While dad jokes may not always be the funniest, they are a reminder of the playful and lighthearted nature of fatherhood.

* What farm animal keeps the best time? A watch dog.
* What do you call a horse that lives next door? A neigh-bour.
* Which super hero is the most curious? Wonder Woman

In conclusion, dad jokes have been around for a long time, and they continue to make us cringe. Their origins can be traced back to the early 20th century, when the traditional nuclear family structure was becoming more prevalent. They are often seen as cheesy, predictable, and unoriginal. They also tend to rely on stereotypes and cliches. Despite all this, dad jokes continue to be a beloved part of popular culture and a reminder of the playful and lighthearted nature of fatherhood.

*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: Smart Home Technology: Enhancing Convenience and Security in Your Living Space

As a smart home, I've undergone a remarkable transformation, embracing cutting-edge technology to enhance the convenience and security of my living space. With every upgrade, I've become more adept at assisting my owner in their daily life, offering a seamless blend of comfort and protection.

One of my most notable features is automated lighting, which allows me to adjust brightness and color based on the time of day or the owner's preferences. Whether it's creating a cozy ambiance for movie nights or simulating natural sunlight to wake them up gently in the morning, I ensure that the lighting always complements the mood and activity.

Additionally, I've integrated smart thermostats and climate control systems to optimize energy efficiency and comfort. By learning the owner's schedule and preferences, I can adjust temperature settings automatically, ensuring a cozy environment while minimizing energy waste and utility costs.

Security is another area where I excel, thanks to advanced surveillance cameras, motion sensors, and smart locks. I keep a vigilant eye on the property, detecting any suspicious activity and sending real-time alerts to the owner's smartphone. With the ability to remotely monitor and control access to the home, I provide invaluable peace of mind, even when they're away.

Furthermore, I've embraced voice-activated assistants and home automation hubs, allowing the owner to control various functions with simple voice commands or through their smartphone. From adjusting the thermostat to locking the doors or even ordering groceries, I streamline everyday tasks, saving them time and effort.

In conclusion, smart home technology has revolutionized the way I operate, empowering me to offer unparalleled convenience and security to my owner. With a host of intelligent features and seamless integration, I ensure that their living space is not just a house but a truly smart home that adapts to their needs and enhances their lifestyle.

*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: Stay Cool and Hydrated this Summer: Tips from Your Favorite H2O!

Ever wonder what keeps you feeling refreshed and energized, ready to take on the day? YES! It's me: water, the elixir of life itself! Yet, despite my importance, many people struggle to stay adequately hydrated, especially during the scorching summer months. While I can't fathom why anyone would resist my clear, refreshing embrace, I understand that some humans seek alternatives with more flavor. However, before reaching for caffeinated sodas as a replacement, let me share some helpful and entertaining tips to encourage hydration and keep you feeling your best all summer long.

First and foremost, embrace the power of flavor-infused water. By adding slices of citrus fruits, berries, or herbs like mint or basil to your water, you can enhance its taste without compromising its health benefits. Experiment with different combinations to find your favorite flavor profile and make hydration a delightful experience.

Additionally, consider incorporating hydrating foods into your diet, such as watermelon, cucumber, and leafy greens. These foods have high water content and provide essential vitamins and minerals to support overall health. Smoothies and homemade popsicles made with hydrating ingredients are also excellent options to beat the heat while staying hydrated.

As for caffeinated sodas, while they may offer a burst of flavor and a temporary energy boost, they cannot effectively replace water as a hydrating beverage. In fact, caffeinated drinks like soda can have a diuretic effect, causing your body to lose more water through increased urination. Moreover, the added sugar and artificial ingredients in sodas can have negative effects on your health when consumed in excess.

Instead of relying on caffeinated sodas, opt for sparkling water or herbal teas as refreshing alternatives. These beverages provide hydration without the negative side effects of caffeine and added sugars. Plus, you can customize them with natural flavors and enjoy them guilt-free.

In conclusion, while I, water, may not boast the bold flavors of caffeinated sodas, I offer unmatched hydration and essential health benefits. By getting creative with flavor-infused water, hydrating foods, and refreshing alternatives, you can stay cool, hydrated, and healthy all summer long. So, let's raise a glass (or bottle) to staying hydrated and embracing the goodness of water!

*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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