



**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: Let the Sunshine In: Strategies for Maximizing Natural Light in Your Home

Do you dream of basking in the warm glow of natural sunlight streaming through your windows? With a few simple strategies, you can transform your home into a bright and airy sanctuary that uplifts your mood and enhances your living space. Say goodbye to dark and dreary rooms and hello to sunny, inviting spaces that beckon you to linger a little longer.

First and foremost, embrace the power of white. Light-colored walls, ceilings, and furnishings act as a blank canvas, bouncing natural light around the room and creating a sense of openness and airiness. Opt for crisp white or soft neutral tones to maximize the brightness of your space and make it feel larger and more expansive.

Next, consider your window treatments. Choose lightweight, sheer curtains or blinds that allow ample natural light to filter into your home while still providing privacy and protection from harsh glare. Avoid heavy drapes or opaque fabrics that block out sunlight and cast shadows, opting instead for minimalistic window coverings that let the sunshine in.

Another key strategy for maximizing natural light is strategic furniture placement. Arrange your furniture to capitalize on incoming sunlight, positioning seating areas and workspaces near windows to take advantage of the brightest spots in the room. Mirrors can also work wonders in reflecting light and creating the illusion of larger, brighter spaces, so consider incorporating mirrors into your decor to amplify the effects of natural sunlight.

In addition to optimizing your existing windows, consider adding more windows or enlarging existing ones to flood your home with even more natural light. Skylights, sun tunnels, and glass doors are excellent options for bringing in additional sunlight and creating a seamless connection between indoor and outdoor spaces.

Finally, don't underestimate the power of accessorizing with light. Incorporate reflective surfaces like glass, metal, and mirrored accents into your decor to bounce light around the room and add a touch of sparkle and shine. From gleaming metallic finishes to crystal-clear glass vases and accessories, these finishing touches can elevate your space and enhance its natural luminosity.

With these simple strategies, you can transform your home into a bright and inviting retreat that celebrates the beauty of natural light. So throw open those curtains, pull back the blinds, and let the sunshine in – your brighter, happier home awaits! ☀️🏡

*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: 🌎 🙂 📆 (World Emoji Day)

Welcome to the one day of the year where a tiny yellow face can speak louder than words – it's World Emoji Day on July 17th! 🎉

Emojis, those little digital hieroglyphs that have somehow become the universal language of our generation, deserve their moment in the spotlight. From conveying complex emotions with a simple face to transforming mundane texts into mini works of art, emojis have revolutionized the way we communicate. 💬

Imagine trying to express your excitement about finding the last slice of pizza without the exuberant 🍕 emoji or trying to politely decline an invitation without the apologetic 🙏 emoji. Emojis have truly become indispensable in our daily conversations.

But let's face it, emojis are more than just a form of communication – they're also a source of endless entertainment. Who hasn't spent hours scrolling through the endless array of emojis, searching for just the right one to perfectly encapsulate their mood? It's like a treasure hunt for the digital age! 💎

And let's not forget the joy of decoding emoji-filled messages from our friends and family. Sometimes it feels like we're deciphering ancient hieroglyphs, trying to unlock the secrets of the emoji language. It's like a puzzle wrapped in a mystery wrapped in a smiling poop emoji. 💩

So, on this World Emoji Day, let's take a moment to appreciate the little characters that have brought so much color and personality to our digital conversations. Whether you're sending a heart to a loved one, a laughing face to a friend, or a thumbs up to your boss, remember that emojis have the power to make our words come alive in ways we never thought possible. Here's to another year of emoji-filled fun! 🥳📅

*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: Navigating High Prices: Tips for Keeping Electric Bills Low During Summer

As the summer heat sets in and temperatures soar, many homeowners find themselves facing the double whammy of high energy prices and rising electric bills. With energy costs on the rise, it's more important than ever to take proactive steps to keep your electric bills in check while staying cool and comfortable during the sweltering summer months.

First and foremost, focus on energy efficiency to reduce your overall energy consumption and lower your electric bills. Start by ensuring that your home is properly insulated and sealed to prevent cool air from escaping and warm air from infiltrating. Proper insulation can make a significant difference in maintaining a comfortable indoor temperature without overtaxing your air conditioning system.

Next, make smart choices when it comes to cooling your home. Set your thermostat to the highest comfortable temperature and use ceiling fans to circulate cool air throughout your living space. Consider investing in a programmable thermostat that allows you to schedule temperature adjustments based on your daily routine, so you're not cooling an empty house while you're away.

Another effective strategy for lowering your electric bills is to minimize heat gain in your home. Keep blinds, curtains, and shades closed during the hottest part of the day to block out direct sunlight and reduce the amount of heat entering your home. You can also use reflective window film to further reduce heat gain and protect your home from the sun's harsh rays.

In addition to these energy-saving tactics, be mindful of your energy usage and avoid unnecessary energy consumption. Turn off lights and electronics when they're not in use, and opt for energy-efficient appliances and lighting fixtures to further reduce your energy footprint. Consider unplugging electronics and appliances when they're not in use to prevent phantom energy usage and save even more on your electric bill.

By implementing these simple yet effective strategies, you can keep your electric bills low and your home cool and comfortable all summer long, even in the face of rising energy prices. With a little planning and mindful energy usage, you can weather the summer heat without breaking the bank.

*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: Unlocking the Secret to Unforgettable Outdoor Parties

Are you ready to take your gatherings to the next level? It's time to master the art of outdoor parties and create unforgettable memories with friends and family. Whether you're hosting a casual barbecue, a festive summer soirée, or a lively garden party, we've got all the tips and tricks you need to throw an epic bash that will have everyone talking.

First things first: set the scene. Transform your outdoor space into a welcoming oasis with cozy seating areas, vibrant decorations, and ambient lighting. String up twinkling fairy lights, scatter plush cushions and blankets, and add pops of color with fresh flowers and greenery. Creating an inviting atmosphere will instantly put your guests at ease and set the stage for a memorable evening.

Next, let's talk about food and drinks. Treat your guests to an array of delicious bites and refreshing beverages that will tantalize their taste buds. Fire up the grill for juicy burgers, sizzling kebabs, and charred veggies, or opt for a build-your-own taco bar or gourmet pizza station. Don't forget to whip up some signature cocktails, mocktails, and fruity punches to keep everyone hydrated and in high spirits.

Now, onto entertainment. Keep the party going with an array of fun activities and games that will keep guests of all ages entertained. Set up a DIY photo booth with props and backdrops for impromptu snapshots, organize a friendly cornhole or horseshoe tournament, or crank up the music and turn your backyard into a dance floor. The key is to keep the energy high and the smiles big.

Last but not least, don't forget the little touches that will make your party stand out. Add personal touches like custom signage, themed party favors, and interactive elements that reflect your personality and style. Whether it's a DIY s'mores station, a make-your-own flower crown bar, or a cozy outdoor movie screening, the possibilities are endless.

With these tips in hand, you're well on your way to mastering the art of outdoor parties. So go ahead, dust off your grill, break out the bunting, and get ready to host the ultimate celebration that will leave your guests counting down the days until your next soirée. Cheers to good times and great company! 🎉🌞

*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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