



**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: Transform a Corner of Your Home into a Cozy Reading Nook!

Do you dream of having a peaceful spot to escape with a good book? Creating a cozy reading nook in your home is easier than you think. Here are some tips to help you design the perfect retreat:

**Find the Perfect Spot:** Look for a quiet corner in your home with good natural light. A spot near a window is ideal, but if that’s not available, you can create a cozy nook with the right lighting.

**Comfortable Seating:** Choose a comfortable chair or a small sofa. Consider adding a soft blanket and some cushions to make it extra inviting. Comfort is key to spending long hours lost in your favorite stories.

**Good Lighting:** Proper lighting is essential for reading. A floor lamp or a table lamp with adjustable brightness can help reduce eye strain. If your nook is near a window, natural light is a bonus during the day.

**Add Personal Touches:** Make your reading nook reflect your personality. Add a small bookshelf or a stack of your favorite books, a side table for your coffee or tea, and some artwork or photos that inspire you.

**Keep It Clutter-Free:** A clutter-free space is more inviting and relaxing. Use baskets or bins to store blankets and magazines. Keep only the essentials within reach to maintain a serene atmosphere.

Creating a cozy reading nook is a wonderful way to carve out a little sanctuary in your home. For more home improvement and décor ideas, visit our blog and discover how to transform your space into a haven of comfort and relaxation.

Happy reading!

*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: Declutter and Organize Your Garage Like a Pro!

Hi there, I'm your garage. Yes, the one bursting at the seams with clutter and chaos. I know I might seem like a lost cause, but I deserve a clean-up. Let me help you transform me into an organized, functional space with these simple tips:

**Use Shelves and Storage Bins:** Imagine me with sleek shelving units holding all your items neatly. Label storage bins to make it easy for you to find what you need. Clear bins work wonders for quick identification, and they’ll keep me looking tidy.

**Create Designated Zones:** Picture me divided into zones: tools in one corner, sports equipment in another, and seasonal items in a third. It will make finding and storing items a breeze. Hooks or pegboards can help keep tools off the floor and within reach, making me feel more spacious.

**Utilize Wall Space:** I’ve got plenty of vertical space waiting to be used. Install racks for bikes, ladders, and other bulky items. Magnetic strips can keep small metal tools organized and accessible. Let’s make use of every inch to keep the floor clear.

**Declutter Regularly:** I know it’s tough, but making it a habit to declutter me periodically will keep us both happy. Donate or dispose of items you no longer need. A clean, organized garage not only saves you time but also gives you more room to work and play.

Let’s team up and transform me into the tidy, functional space I know I can be.

I can’t wait to be the garage you’ve always wanted – organized, efficient, and clutter-free!

*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: Sip and Chill: Refreshing Summer Drink Recipes!

As the summer heat rises, staying cool and hydrated is essential. Here are two refreshing drink recipes that are perfect for enjoying outdoors:

**Homemade Lemonade:** Nothing says summer like a cold glass of lemonade. Here’s a simple recipe:

* 1 cup of freshly squeezed lemon juice (about 4-6 lemons)
* 1 cup of sugar
* 5 cups of cold water
* Ice cubes
* Mix the lemon juice and sugar in a pitcher until the sugar dissolves. Add the water and stir well. Serve over ice and garnish with lemon slices and mint leaves for an extra refreshing touch.

**Fruit-Infused Water:** Add a burst of flavor to your water with fresh fruits:

* 1 large pitcher of water
* Sliced fruits (such as strawberries, oranges, and cucumbers)
* Fresh herbs (like mint or basil)
* Combine the sliced fruits and herbs in the pitcher of water. Let it sit in the refrigerator for at least an hour to allow the flavors to infuse. Serve chilled and enjoy the refreshing taste.

These easy-to-make drinks are perfect for summer gatherings or a relaxing afternoon in your backyard.

Try these recipes and hit reply to share your feedback with us.

Stay cool and enjoy the summer with these delicious drinks!

*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: Turn Lunchtime into Fun Time with Creative Sandwich Art!

With the new school year upon us, are you ready to add a little fun to your lunchtime routine?

Transforming ordinary sandwiches into creative and silly sandwich art is a fantastic way to bring a smile to your face and delight your family. Here’s how you can turn a simple sandwich into a work of art:

**Animal Faces:** Use your favorite sandwich ingredients to create cute animal faces. Cut bread slices into circles or other shapes, and use cheese, veggies, and deli meats to make eyes, noses, and mouths. Try making a bear with a cheese muzzle, olive eyes, and a little tomato nose.

**Funny Characters:** Let your imagination run wild by creating funny characters with different expressions. Use slices of different colored bell peppers, cherry tomatoes, and cucumber slices to add features like eyebrows, mustaches, and hair. The more outrageous, the better!

**Edible Landscapes:** Craft a scenic landscape on your sandwich. Use spinach or lettuce for grass, sliced carrots or bell peppers for flowers, and cheese cut-outs for clouds. You can even create a sun using a round piece of cheese and thin carrot sticks for rays.

**Use Fun Cutters:** Invest in some fun sandwich cutters shaped like stars, hearts, and animals. These make it easy to turn a plain sandwich into a delightful shape. Kids will especially love these playful designs.

**Involve the Family:** Make sandwich art a fun family activity. Let everyone create their own designs and share their creations. It’s a great way to encourage kids to eat their veggies and enjoy mealtime together.

Adding a bit of creativity to your sandwiches can make lunchtime more enjoyable and exciting. For more fun food ideas and inspirations, visit our blog and discover how to turn everyday meals into delightful adventures.

Happy sandwich crafting!

*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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