



**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: Celebrating Grandparents Day- Special Ways for Kids to Honor Their Grandparents

As Grandparents Day approaches, it's the perfect time for young ones to show their love and appreciation for the special elders in their lives. Here are some heartfelt and fun ideas to help kids honor their grandparents on this meaningful day.

**1. Handmade Cards and Crafts**

Encourage children to create personalized cards or crafts. A handmade card with a drawing or a heartfelt message can be a cherished keepsake. Simple crafts like painted picture frames or decorated photo albums filled with family memories are also wonderful gifts.

**2. Memory Sharing**

Kids can spend time with their grandparents, listening to stories from their past. They can then create a "Memory Book" where they write down or draw these stories. This not only honors their grandparents but also preserves family history in a special way.

**3. A Day of Fun Activities**

Plan a day full of activities that both grandparents and grandchildren enjoy. Whether it’s baking cookies, gardening, playing board games, or going for a walk in the park, the time spent together is what truly matters. These shared experiences strengthen bonds and create lasting memories.

**4. Virtual Celebrations**

For those who can’t be with their grandparents in person, a virtual celebration is a great alternative. Kids can perform a song, recite a poem, or even give a virtual tour of their latest artwork or school projects. A scheduled video call can be just as special as an in-person visit.

**5. A Thoughtful Gift**

Help kids choose or make a thoughtful gift that reflects their grandparents' interests. It could be a favorite book, a puzzle, a cozy blanket, or even a jar of homemade goodies. A little thoughtfulness goes a long way in showing appreciation.

**6. Acts of Kindness**

Encourage kids to perform acts of kindness for their grandparents. This could be helping with chores, preparing a simple meal, or just being there to listen and offer a hug. Sometimes, the simplest gestures are the most meaningful.

**7. Create a Family Video**

Compile a video with messages from all family members expressing their love and gratitude. Kids can participate by sharing what they love most about their grandparents and why they are thankful for them. This video can be a beautiful keepsake and a joy to watch together.

Celebrating Grandparents Day is all about showing love, respect, and appreciation. These simple yet meaningful gestures help young ones express how much their grandparents mean to them. Let’s make this Grandparents Day a heartwarming and unforgettable celebration!

*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: A Day in the Life of Friday the 13th

Dear friends,

Hello there! It’s me, Friday the 13th, checking in on this fine September day. I thought it might be interesting to share a little about what it's like to be the most superstitious day on the calendar.

First off, I want to clear the air: I'm not as scary as people think! Sure, I've got a bit of a reputation, but it's mostly for fun. The truth is, I'm just like any other Friday, but with a dash of mystery and intrigue.

Every time I come around, there's an extra buzz in the air. Some people avoid making big decisions, while others embrace the thrill. It's fascinating to see how much influence a simple date can have. You might say I'm the rock star of the calendar, getting more attention than any other Friday.

I do have a few perks, though. I get to witness some interesting traditions. In some places, people stay home, avoiding travel or major purchases. Others might even perform good luck rituals to counteract my supposed bad vibes. It’s a unique perspective, seeing how different cultures and individuals react to me.

But let’s not forget the fun part! I bring out the spooky decorations, horror movie marathons, and an excuse to throw themed parties. For many, I’m a day of excitement and adventure. Embracing the eerie can be a delightful way to break the monotony.

So, as we celebrate this Friday, September 13th, remember that I’m here to add a bit of spice to your routine. Whether you view me with caution or enthusiasm, I'm just happy to be part of your year. After all, every Friday deserves a little fun, right?

Wishing you all the best (and maybe just a little bit of luck),

*Friday the 13th*

*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: 10 Budget-Friendly Landscaping Ideas to Boost Curb Appeal

Boosting your home's curb appeal doesn't have to break the bank. With a little creativity and some strategic planning, you can transform your outdoor space into a welcoming and attractive environment. Here are ten budget-friendly landscaping ideas to enhance your home's exterior.

**1. Clean and Tidy**

The first step is the simplest: clean up your yard. Rake leaves, pull weeds, trim overgrown bushes, and mow the lawn. A neat and tidy yard instantly boosts curb appeal without any cost.

**2. Add Mulch**

Mulch is an affordable way to freshen up your garden beds. It helps retain moisture, suppress weeds, and gives your landscape a polished look. Choose a color that complements your home’s exterior.

**3. Plant Perennials**

Invest in perennials that come back year after year. They may be a bit more expensive initially, but they save money in the long run. Choose varieties that thrive in your climate and require minimal maintenance.

**4. Create a Pathway**

A simple pathway made of gravel, mulch, or stepping stones can add charm to your yard. It guides visitors and gives a structured look to your landscaping.

**5. Edge Your Lawn**

Clean, defined edges around your lawn, flower beds, and walkways can make a significant difference. Use a spade or an edging tool to create crisp lines.

**6. Install Solar Lights**

Solar-powered lights are an economical way to illuminate your pathways and garden. They enhance safety and add a touch of elegance to your landscape.

**7. Add a Pop of Color**

Incorporate colorful plants, flowers, or outdoor decor to brighten up your yard. Potted plants, hanging baskets, and window boxes are easy ways to add color.

**8. Build a Raised Garden Bed**

Raised garden beds are not only functional but also visually appealing. They can be built inexpensively with reclaimed wood or cinder blocks and provide a designated space for your plants.

**9. Use Native Plants**

Native plants are adapted to your local climate and soil, requiring less water and maintenance. They also support local wildlife and add a natural beauty to your landscape.

**10. DIY Projects**

Get creative with DIY projects. Paint old pots, build a birdhouse, or repurpose an old wheelbarrow as a planter. These personalized touches add character to your yard without costing much.

By implementing these budget-friendly landscaping ideas, you can enhance your home's curb appeal and create a welcoming outdoor space. With a bit of effort and creativity, your yard can become a beautiful extension of your home.

*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: An Ear's Perspective- In-Ear Buds vs. Outside-the-Ear Buds

Hello, it's your ear here, ready to weigh in on the great debate: in-ear buds or those that sit outside the ear canal? Let's dive into the pros and cons of each, from my unique perspective.

**In-Ear Buds: The Pros and Cons**

In-ear buds, also known as earbuds, fit snugly inside the ear canal. This close fit offers several advantages. First, the sound quality is often superior because the audio is directed straight into me. This means you get rich bass and clear highs without needing to crank up the volume. The snug fit also helps block out external noise, making these buds ideal for noisy environments.

However, there are some downsides to consider. Prolonged use of in-ear buds can sometimes cause discomfort or even minor irritation. Additionally, if not cleaned regularly, they can introduce bacteria into the ear canal, leading to infections. And let's not forget the issue of fit—everyone's ear canal is different, and finding the perfect pair that doesn't slip out can be a challenge.

**Outside-the-Ear Buds: The Pros and Cons**

Now, let's talk about the new kids on the block: buds that sit outside the ear canal. These are designed to rest comfortably on the outer part of your ear. One of the biggest advantages here is comfort. Since they don’t penetrate the ear canal, they can be worn for longer periods without causing irritation. They're also less likely to introduce bacteria, making them a healthier option for many.

Another benefit is that these buds tend to be more breathable. For those who find in-ear buds too isolating, outside-the-ear buds allow you to stay aware of your surroundings—a crucial factor for outdoor activities like running or cycling.

On the downside, the sound quality may not be as immersive. Without the seal that in-ear buds provide, external noises can seep in, sometimes requiring higher volumes to achieve the same listening experience. Additionally, their fit might be less secure during vigorous activities.

**The Verdict**

So, which is better? It really depends on your needs and preferences. If you prioritize sound quality and noise isolation, in-ear buds might be your best bet. But if comfort and hygiene are your top concerns, outside-the-ear buds could be the way to go.

Ultimately, both types have their merits. From my perspective, it's all about finding the right balance that keeps you happy and me healthy.

*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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