



**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: Boost Your Productivity: Top-Rated Apps for Busy People

In today’s fast-paced world, staying organized and productive can be a challenge. Thankfully, there are several highly-rated apps designed to help busy individuals manage their time, tasks, and overall well-being. Here are some of the best-rated apps to keep you going:

**1.** [**Todoist**](https://todoist.com/)

Todoist is a top-rated task management app that helps you keep track of your to-do lists. With its intuitive interface and powerful features, you can easily create tasks, set deadlines, and organize projects. The app also allows you to set priorities and reminders, ensuring you stay on top of your responsibilities. Its cross-platform compatibility means you can access your lists from any device, keeping you productive wherever you are.

**2.** [**Trello**](https://trello.com/)

Trello is a popular project management tool that uses boards, lists, and cards to help you organize tasks and collaborate with others. Whether you’re managing personal projects or working with a team, Trello’s flexible and visual approach makes it easy to track progress and stay organized. With features like due dates, checklists, and labels, you can customize your workflow to suit your needs.

**3.** [**Evernote**](https://evernote.com/)

Evernote is a versatile note-taking app that helps you capture and organize your thoughts, ideas, and to-do lists. You can create notes in various formats, including text, photos, audio, and web clippings. Evernote’s powerful search functionality allows you to find information quickly, making it an invaluable tool for busy professionals. The app also syncs across all your devices, ensuring your notes are always accessible.

**4.** [**Google Calendar**](https://calendar.google.com/)

Google Calendar is a must-have for anyone looking to manage their schedule efficiently. This app allows you to create events, set reminders, and share your calendar with others. Its integration with other Google services, like Gmail and Google Meet, makes scheduling meetings and appointments seamless. With color-coded events and multiple view options, you can easily visualize your schedule and stay on top of your commitments.

**5.** [**Headspace**](https://www.headspace.com/)

Balancing productivity with well-being is crucial, and Headspace is an excellent app for maintaining mental health. This mindfulness and meditation app offers guided sessions to help you reduce stress, improve focus, and enhance overall well-being. With a variety of programs tailored to different needs, Headspace can be a valuable tool for maintaining a healthy and balanced lifestyle.

Incorporating these apps into your daily routine can significantly enhance your productivity and overall well-being. Whether you need to manage tasks, organize projects, take notes, schedule events, or find a moment of calm, these top-rated apps have got you covered. Stay organized, stay productive, and keep going strong!

*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: Get Organized for the Holidays: Tips for Storing Your Decorations

With the holiday season quickly approaching, now is the perfect time to start thinking about how to organize your decorations. We’ve all promised ourselves that we’d get everything in order year after year, but this October, let’s make it happen! Here are some practical tips to help you prepare for a stress-free holiday season and ensure your decorations are stored neatly and efficiently.

**1. Take Inventory**

Before you dive into organizing, take stock of what you have. Pull out all your holiday decorations and group them by holiday—Halloween, Thanksgiving, Christmas, etc. This will give you a clear picture of what you own and what needs organizing.

**2. Declutter**

While you have everything out, take the opportunity to declutter. Discard any broken or outdated items, and consider donating decorations that you no longer use. This will make organizing easier and free up space for new additions.

**3. Invest in Storage Solutions**

Purchase clear, labeled storage bins for each holiday. Clear bins allow you to see the contents easily, and labels make it simple to identify what’s inside. Consider bins with compartments for fragile items or ornament storage boxes to keep everything safe and organized.

**4. Use Protective Materials**

Wrap delicate items in tissue paper or bubble wrap to prevent damage. You can also use cardboard dividers or egg cartons to store small, fragile decorations. These materials provide cushioning and help keep items secure.

**5. Create a Dedicated Storage Area**

Designate a specific area in your home for holiday decorations. Whether it’s a section of your garage, attic, or a closet, having a dedicated space ensures everything is kept together and easy to find.

**6. Store by Order of Use**

Place the bins for the earliest holiday at the front and the later holidays towards the back. For example, store Halloween decorations in an easily accessible spot in October, with Christmas decorations further back until you need them. This will save you time and effort when switching out décor.

**7. Keep an Inventory List**

Create a simple inventory list of your decorations, including the number of bins and their contents. Store this list in an easily accessible place or digitally on your phone. This will help you keep track of what you have and make it easier to find specific items when needed.

**8. Plan for Future Additions**

As you organize, leave some space in your bins for new decorations you may acquire. This forward-thinking approach ensures you won’t be scrambling for storage space after the holidays.

By taking these steps in October, you’ll set yourself up for a more organized and enjoyable holiday season. With a bit of preparation, you can finally achieve that organized holiday décor system you’ve been aiming for. Here’s to a stress-free and festive season ahead!

*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: Fun and Safe Twists for This Halloween

Hey there, Halloween enthusiasts!

This year let’s take a look at some of the best alternatives to everyone’s favorite Halloween tradition. Every year, kids dress up in their spookiest, funniest, or most creative costumes and venture out for a night of fun and candy. While the classic door-to-door trick or treating will always be a beloved tradition, here are some fresh and exciting twists to ensure this year's Halloween is both safe and unforgettable for everyone.

**1. Trunk-or-Treat**

This new twist involves gathering in a large parking lot where families decorate the trunks of their cars and hand out treats. It’s a great way to keep everything contained in one area, making it safer and easier for kids to navigate. Plus, the creativity that goes into decorating the trunks can be as fun as the costumes themselves!

**2. Neighborhood Costume Parade**

Organize a neighborhood parade where kids can show off their costumes. This allows everyone to see each other's creative outfits and collect candy along the route. It’s a fun and active way to celebrate while keeping a close eye on the little ones.

**3. Trick-or-Treat Scavenger Hunt**

Instead of traditional trick-or-treating, set up a scavenger hunt around your home or neighborhood. Hide treats in various spots and give the kids clues to find them. This adds an element of adventure and excitement, ensuring the fun lasts longer.

**4. Drive-Through Trick or Treat**

Some communities are setting up drive-through trick-or-treat events. Families drive through a designated route where volunteers hand out candy to the kids through the car windows. It’s a safe and socially distanced way to collect treats without missing out on the Halloween spirit.

**5. Backyard Halloween Party**

Transform your backyard into a Halloween wonderland with themed decorations, games, and candy stations. Kids can enjoy activities like bobbing for apples, a mini haunted house, or a pumpkin decorating contest. It’s an intimate and controlled environment perfect for younger children.

**6. Virtual Costume Contest**

If you’re looking to connect with friends and family who can’t be there in person, consider hosting a virtual costume contest. Set up a video call where everyone can showcase their costumes and vote on the best ones. You can even have virtual games and spooky storytelling sessions.

**7. Candy Stations at Home**

Set up different candy stations in your home or yard where kids can trick-or-treat. Each station can have a different theme or activity, like a mini carnival. This way, the kids still get the experience of collecting treats, but within a safe and familiar environment.

**8. Glow Stick Safety**

Whether you're trick-or-treating traditionally or participating in any of these fun twists, make sure safety comes first. Equip kids with glow sticks or reflective tape on their costumes to ensure they are visible in the dark. Safety and fun can go hand in hand!

These creative twists on trick-or-treating are sure to keep the Halloween magic alive while ensuring everyone stays safe and happy. So, put on your best costume, gather your candy bags, and let’s make this Halloween one to remember!

Happy Halloween!

*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: Home Security Essentials: Protecting Your Family and Property

With the holiday season approaching and more time spent away from home, it's important to ensure that your home and loved ones are safe and secure. Taking proactive steps now can help you protect your family and property from potential threats. Here are some essential tips for enhancing your home security:

**1. Install a Security System**

Investing in a reliable security system is one of the best ways to protect your home. Modern systems offer a range of features, including alarms, cameras, and smart home integration. Look for a system that suits your needs and provides 24/7 monitoring.

**2. Secure Doors and Windows**

Make sure all doors and windows are properly secured. Use deadbolt locks for exterior doors and consider adding a security bar or rod to sliding doors. Reinforce door frames and use window locks to prevent easy access.

**3. Use Outdoor Lighting**

Illuminate the exterior of your home with motion-sensor lights. These lights deter intruders by eliminating dark areas where they could hide. Place lights near entry points, walkways, and the perimeter of your property.

**4. Maintain Your Yard**

A well-maintained yard can improve your home’s security. Trim bushes and trees that could provide cover for intruders. Keep your lawn tidy and remove any items that could be used to break into your home.

**5. Get to Know Your Neighbors**

Building a strong relationship with your neighbors can enhance your home’s security. Neighbors who look out for each other can quickly spot and report suspicious activity. Consider joining or starting a neighborhood watch program.

**6. Use Smart Home Technology**

Smart home devices, such as video doorbells and smart locks, offer additional layers of security. These devices allow you to monitor your home remotely and receive alerts if something unusual is detected. They can also give the appearance that someone is home, even when you're away.

**7. Secure Valuables**

Store valuables in a secure location, such as a safe. Keep important documents, jewelry, and other valuable items out of sight. Consider using a security deposit box for highly valuable items.

**8. Implement a Security Routine**

Establish a security routine for your household. Make sure everyone knows to lock doors and windows, set alarms, and turn on security lights before leaving the house or going to bed. Regularly check your security system to ensure it’s functioning properly.

**9. Protect Against Fire and Carbon Monoxide**

In addition to protecting against intruders, ensure your home is equipped with smoke and carbon monoxide detectors. Test these devices regularly and replace batteries as needed. Have a fire extinguisher readily accessible in case of emergencies.

**10. Stay Informed**

Stay updated on the latest home security trends and technologies. Attend community meetings, follow local news, and participate in online forums to learn about recent security developments and tips.

By implementing these home security essentials, you can create a safer environment for your family and protect your property from potential threats. Taking these steps now will give you peace of mind and help ensure your home is secure throughout the year.

Stay safe and secure!

*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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