



**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: It's That Time Again... Why Does Everyone Hate Me?

It’s me, **Daylight Saving Time**—you know, the one everyone loves to complain about. Well, guess what? It’s that time of year again when I pack my bags and retreat into the shadows for a few months. But before I go, can we talk about something that’s been bugging me? Why does everyone hate me so much?

I mean, I try to help! Remember those long, bright summer evenings when you could have a BBQ after work or take a nice evening stroll? That was me! You’re welcome. And yes, I know some of you say, “But DST messes with my sleep!” or “Why does it even exist anymore?” Well, excuse me for trying to make the most of those precious daylight hours.

Sure, I understand the annoyance of losing an hour of sleep back in March. But think of it this way: I’m about to **give** you that hour back this weekend! That’s right—on Sunday, November 5th, at 2:00 AM, you’ll get to roll those clocks back an hour. Extra sleep, no strings attached. You’re welcome again.

But still, the grumbles continue. “Why do we need this outdated concept?” “Isn’t it just confusing?” Well, I get it. But trust me, I’m just following tradition, doing my job, and trying to give you more light when you need it. Let’s not throw shade on me for that.

So, as you prepare to set those clocks back, maybe—just maybe—you can cut me a little slack this year? I promise, we’ll do it all over again in March. But until then, enjoy that extra hour of sleep (and don’t say I never gave you anything).

Grudgingly yours,

**Daylight Saving Time**  
The Most Misunderstood Clock Manager

*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: Sip, Savor, Celebrate: Happy National Cappuccino Day!

Happy **National Cappuccino Day**! It’s finally here, and today is the perfect day to indulge in the rich, frothy goodness of your favorite cappuccino. Whether you're starting your morning or taking a well-deserved afternoon break, today’s all about enjoying the moment with a perfectly crafted cup in hand.

Cappuccinos aren’t just about the caffeine boost (though we won’t deny that’s a bonus!). They’re about the experience—the comforting warmth, the bold espresso flavor balanced by creamy milk foam. With each sip, you’re reminded to slow down, breathe, and savor life’s little pleasures. And what better day to do that than today?

On **November 8th**, National Cappuccino Day offers us all an opportunity to take a break from the hustle and bustle. Whether you're cozying up at home, making a quick coffee run, or meeting up with a friend, let this be your excuse to pause and enjoy a little “me time” or “we time.” Cappuccinos are a perfect way to share a conversation, catch up with a colleague, or simply enjoy a quiet moment to yourself.

And if you’re feeling adventurous, today might be the perfect day to try something new—maybe a flavored cappuccino or one from that café you’ve been meaning to visit. You could even learn how to make your own at home, adding that extra personal touch to your cappuccino experience.

National Cappuccino Day is the perfect day to take a look at the most popular coffee drinks out there and what makes each of them unique:

Here are the most popular types of coffee drinks and their main ingredients – starting with the favorite for today:

* **Cappuccino**: Equal parts espresso + steamed milk + thick milk foam on top.
* **Espresso**: Just a shot of concentrated coffee brewed by forcing hot water through finely-ground coffee beans.
* **Americano**: Espresso diluted with hot water for a smoother, less intense flavor.
* **Latte**: Espresso + steamed milk + a small layer of milk foam on top.
* **Macchiato**: Espresso + a small dollop of steamed milk or milk foam.
* **Mocha**: Espresso + steamed milk + chocolate syrup or powder + whipped cream (optional).
* **Flat White**: Espresso + steamed milk (less foam than a latte, creating a velvety texture).
* **Cortado**: Equal parts espresso + steamed milk (smaller and stronger than a latte).
* **Affogato**: A scoop of vanilla ice cream "drowned" with a shot of hot espresso.
* **Cold Brew**: Coarsely ground coffee steeped in cold water for 12-24 hours, served over ice.

So, as **National Cappuccino Day** unfolds, treat yourself to something delicious and take a moment to appreciate the art of slowing down and savoring life’s simple joys.

Enjoy the day, and happy sipping!

*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: Unique Ways to Celebrate Thanksgiving and Why Gratitude Matters

As Thanksgiving approaches, many of us look forward to traditions like gathering with family, enjoying a delicious meal, and watching football. But this year, why not add a unique twist to your Thanksgiving celebration while focusing on what the holiday is really about—**gratitude**?

Here are some creative ways to celebrate Thanksgiving while deepening the spirit of appreciation:

**1. Host a Gratitude Circle**

Before diving into the turkey and stuffing, gather your loved ones for a "Gratitude Circle." Each person can share one thing they’re grateful for, no matter how big or small. This can spark meaningful conversations and remind everyone of the joys in life that are often taken for granted. It’s a simple but powerful way to highlight what truly matters.

**2. Gratitude Jar**

Place a "Gratitude Jar" in a central spot where family and friends can drop in notes of things they’re thankful for throughout the day. At the end of the evening, open the jar and read the notes aloud. It’s a heartwarming way to reflect on the blessings that surround us, while encouraging everyone to express appreciation.

**3. Host a Potluck with a Twist**

Instead of the traditional Thanksgiving meal where one person does all the work, host a potluck where each dish comes with a story. Ask your guests to prepare a dish that holds special meaning to them and share the story behind it. This adds a personal touch to the meal and creates a deeper sense of connection and understanding.

**4. Create a Thankful Tree**

Craft a “Thankful Tree” using a small branch or a paper cutout of a tree, and provide paper leaves. Throughout the day, have everyone write what they’re thankful for on the leaves and hang them on the tree. Watching the tree fill up with gratitude is a beautiful visual reminder of all the good things in life.

**5. Volunteer as a Family**

Thanksgiving is not just a time for giving thanks, but for giving back. Volunteering at a local shelter, food bank, or community center as a family is a meaningful way to celebrate the holiday. It teaches the value of generosity and service, which are essential components of gratitude.

**Why Gratitude Matters**

At the heart of Thanksgiving is the practice of gratitude. Studies show that gratitude can improve mental health, enhance relationships, and increase overall happiness. When we take the time to reflect on the good things in our lives, we shift our focus away from stress and challenges and cultivate a mindset of abundance.

Gratitude isn’t just about acknowledging the big things—it’s about appreciating the small, everyday moments that bring us joy. Whether it’s a warm cup of coffee in the morning, a phone call from a friend, or a peaceful walk in nature, there’s always something to be grateful for.

This Thanksgiving, let’s remember that the holiday is more than a meal—it’s a time to reflect, connect, and give thanks for the people and experiences that enrich our lives. By incorporating unique traditions and focusing on gratitude, you can create a Thanksgiving celebration that’s both memorable and meaningful.

We at [STORE] would love to take a moment and express our gratitude for you and all those who make our business and our lives more vibrant and fulfilling.

Wishing you a Thanksgiving filled with joy, connection, and gratitude!

*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!™**

Jimbo’s Floors

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# Week #4

## Subject line: Finish the Year Strong: 9 Simple Ways to Save Cash & Boost Your Savings

As we approach the end of the year, it’s easy to get caught up in the holiday season’s excitement, celebrations, and spending. But the final months of the year can also be a perfect time to focus on saving. Here are some creative ways to tighten your budget and save money as the year winds down.

**1. Set a Budget for Holiday Spending**

The holidays can be a major drain on finances if you’re not careful. Set a clear budget for gifts, food, decorations, and travel. Make a list of everyone you plan to buy gifts for, and set a spending limit for each person. Stick to your budget by shopping sales, using coupons, or even giving homemade or thoughtful DIY gifts that don’t break the bank.

**2. Plan Your Meals and Grocery Shop Smart**

One of the easiest ways to save money is by planning your meals in advance and sticking to a grocery list. Avoid impulse purchases by shopping with a list, and consider buying in bulk for non-perishable items. Cooking at home is not only more affordable, but it also allows you to avoid costly takeout during the busy holiday season. You can even try meal prepping to save time and money!

**3. Take Advantage of End-of-Year Sales**

Retailers often offer deep discounts on items at the end of the year to clear out inventory. If there’s something you’ve been eyeing, wait for these sales, especially on electronics, home goods, and clothing. Just make sure to compare prices and avoid impulse purchases, even during a sale.

**4. Review Your Subscriptions**

Take a look at your recurring monthly subscriptions—whether it’s streaming services, magazine subscriptions, or fitness apps. Ask yourself if you’re still using them regularly, and if not, cancel or pause them. You can always reactivate them later, but in the meantime, you could save a substantial amount each month.

**5. Use Cash Back and Rewards Programs**

If you’re going to spend, make sure you’re getting something back. Use credit cards that offer cash back or rewards points on purchases, but remember to pay off the balance each month to avoid interest. Many stores also have loyalty programs where you can earn discounts on future purchases.

**6. Declutter and Sell Unused Items**

Use the final months of the year as an opportunity to declutter your home and sell items you no longer need. Whether it’s old electronics, clothing, or furniture, selling these items on platforms like eBay, Facebook Marketplace, or local consignment shops can bring in extra cash and help you start the new year with a cleaner, more organized home.

**7. Limit Energy Usage**

With colder weather, heating bills can spike in the winter months. Save money by lowering your thermostat a few degrees and using energy-efficient heating methods, such as insulating windows and doors. Use a programmable thermostat to control when heating is needed most, and consider swapping incandescent bulbs for energy-efficient LEDs to save on electricity.

**8. DIY Gifts and Decorations**

Get creative with homemade gifts and decorations. Not only are DIY gifts often more personal, but they can also be much more affordable than store-bought items. From baking homemade treats to crafting personalized decorations, these small efforts can lead to significant savings during the holiday season.

**9. Save Your Holiday Bonuses and Extra Cash**

If you receive a holiday bonus or extra income from a side gig, resist the temptation to spend it all. Consider setting aside a portion of that bonus into savings, a retirement fund, or paying off debt to set yourself up for financial success heading into the new year.

By implementing these creative strategies, you can enjoy the holiday season without sacrificing your financial well-being. Small steps toward saving can add up quickly and help you start the new year in a stronger financial position.

*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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