



**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: Hosting the Perfect Holiday Dinner Party—With Grace and Gratitude

The holiday season is upon us, which means it’s time to gather family and friends for a festive dinner party! But let’s be honest—hosting can sometimes be tricky, especially when it comes to balancing everyone’s personalities and opinions. With a few thoughtful touches, you can create a warm and welcoming atmosphere that honors everyone, even those you might not always see eye-to-eye with. Here are some tips for making your holiday gathering one to remember:

**1. Create a Welcoming Environment:**  
Set the mood with soft lighting, cozy décor, and a cheerful playlist. Make everyone feel at ease by offering a signature drink as they arrive. A relaxed, comfortable setting can set the tone for a positive evening.

**2. Plan Your Seating Strategically:**  
Consider the dynamics of your guests when arranging seating. Place people with common interests near each other and mix up family members to encourage diverse conversations. If there are individuals who tend to clash, try to place them at a distance without making it too obvious.

**3. Focus on Gratitude and Positivity:**  
Begin the meal by sharing what you’re thankful for or acknowledging something special about each guest. Focusing on gratitude helps set a positive tone and can shift the focus from any tensions to shared appreciation.

**4. Include Everyone’s Favorites:**  
Catering to dietary preferences and including a dish that each guest loves shows thoughtfulness and consideration. This way, everyone has something they can enjoy, making them feel valued and welcome.

**5. Steer Clear of Controversial Topics:**  
While lively discussions are great, try to steer conversations away from hot-button topics. If you sense things getting heated, gently redirect to a more neutral subject—like favorite holiday traditions or fun memories.

**6. Have a “Gratitude Game” Ready:**  
To keep the energy light, consider introducing a short game like “Two Gratitudes and a Wish,” where each guest shares two things they’re grateful for and one positive hope for the new year. It’s a simple way to keep the focus on positive connections.

With a little planning and a lot of love, you can create a holiday dinner that leaves everyone feeling cherished and included. Wishing you a joyful, harmonious 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: Wrap It Up! Creative & Budget-Friendly Gift Wrapping Hacks 🎁✨

With the holiday season upon us, it’s time to think beyond basic wrapping paper and get creative—without breaking the bank! Check out these clever, budget-friendly gift wrapping ideas to add a unique touch to your presents this year:

**1. Repurpose Old Maps, Sheet Music, or Newspaper:**  
Dig into those forgotten drawers and give old maps or sheet music a new life. They add a charming vintage feel, and you’ll save money by reusing what you already have!

**2. Craft Paper & Evergreen Sprigs:**  
Plain craft paper is a blank canvas. Tie it up with twine and tuck in a sprig of pine, rosemary, or even a candy cane. Voila! You’ve got a minimalist masterpiece that’s rustic, elegant, and smells great!

**3. Use a Scarf or Fabric Wrap:**  
Wrap gifts in a pretty scarf or a fabric square (think bandanas or handkerchiefs). Not only does it look beautiful, but the wrapping itself doubles as a gift—eco-friendly and stylish!

**4. DIY Potato Stamp Patterns:**  
Want custom wrapping paper? Use a halved potato as a stamp! Cut a festive shape like a star or tree into the flat side, dip it in paint, and stamp away on plain paper or bags. Easy, fun, and perfect for getting the kids involved.

**5. Personal Touch with Photos:**  
Print small photos of you and the gift recipient to use as gift tags. Attach them with a cute clip or some twine, and it instantly transforms the gift into something meaningful and memorable.

**6. Jazz It Up with Washi Tape:**  
Washi tape is a lifesaver for quick and pretty wrapping. Create patterns on plain paper, use it to seal edges, or decorate gift bags. It’s colorful, affordable, and adds a dash of personality.

Wrapping doesn’t have to be expensive to be beautiful—just a little creativity goes a long way. Have fun with these ideas, and give your gifts that “wow” factor this holiday season!

*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

479 Park Ave., Yuba City, CA 95993

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# Week #3

## Subject line: 🎵 The 12 Days of Christmas – Flooring Store Edition 🎵

Merry Christmas!

The holiday season is in full swing, and we’re bringing you a fun twist on the classic “12 Days of Christmas” song—with a flooring store edition! It’s the perfect way to celebrate the season and highlight some of the amazing products and services we offer. So, let’s count down the days together and share a little flooring cheer!

**On the first day of Christmas, my flooring store gave to me:** A stunning **hardwood entry** to greet my guests festively.

**On the second day of Christmas, my flooring store gave to me:** Two plush **area rugs**,  
And a stunning hardwood entry.

**On the third day of Christmas, my flooring store gave to me:** Three types of **tiles**,  
Two plush area rugs,  
And a stunning hardwood entry.

**On the fourth day of Christmas, my flooring store gave to me:** Four **luxury carpets**,  
Three types of tiles,  
Two plush area rugs,  
And a stunning hardwood entry.

**On the fifth day of Christmas, my flooring store gave to me:** **FIVE VINYL PLANKS!**  
Four luxury carpets,  
Three types of tiles,  
Two plush area rugs,  
And a stunning hardwood entry.

**On the sixth day of Christmas, my flooring store gave to me:** Six stylish **laminates**,  
Five vinyl planks!  
Four luxury carpets,  
Three types of tiles,  
Two plush area rugs,  
And a stunning hardwood entry.

**On the seventh day of Christmas, my flooring store gave to me:** Seven sleek **stone slabs**,  
Six stylish laminates,  
Five vinyl planks!  
Four luxury carpets,  
Three types of tiles,  
Two plush area rugs,  
And a stunning hardwood entry.

**On the eighth day of Christmas, my flooring store gave to me:** Eight **engineered woods**,  
Seven sleek stone slabs,  
Six stylish laminates,  
Five vinyl planks!  
Four luxury carpets,  
Three types of tiles,  
Two plush area rugs,  
And a stunning hardwood entry.

**On the ninth day of Christmas, my flooring store gave to me:** Nine **trim moldings**,  
Eight engineered woods,  
Seven sleek stone slabs,  
Six stylish laminates,  
Five vinyl planks!  
Four luxury carpets,  
Three types of tiles,  
Two plush area rugs,  
And a stunning hardwood entry.

**On the tenth day of Christmas, my flooring store gave to me:** Ten **pads for padding**,  
Nine trim moldings,  
Eight engineered woods,  
Seven sleek stone slabs,  
Six stylish laminates,  
Five vinyl planks!  
Four luxury carpets,  
Three types of tiles,  
Two plush area rugs,  
And a stunning hardwood entry.

**On the eleventh day of Christmas, my flooring store gave to me:** Eleven **samples showing**,  
Ten pads for padding,  
Nine trim moldings,  
Eight engineered woods,  
Seven sleek stone slabs,  
Six stylish laminates,  
Five vinyl planks!  
Four luxury carpets,  
Three types of tiles,  
Two plush area rugs,  
And a stunning hardwood entry.

**On the twelfth day of Christmas, my flooring store gave to me:** Twelve **happy family gatherings**,  
Eleven samples showing,  
Ten pads for padding,  
Nine trim moldings,  
Eight engineered woods,  
Seven sleek stone slabs,  
Six stylish laminates,  
Five vinyl planks!  
Four luxury carpets,  
Three types of tiles,  
Two plush area rugs,  
And a stunning hardwood entry.

Wishing you a wonderful holiday season from all of us at [Store Name]! May your home be filled with joy and your floors stay fabulous all year long!

*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: Best of 2024: Our Favorite News Headlines from Each Month***

As we wrap up a truly incredible year, it’s important to take a moment to celebrate the positive stories that brought hope and inspiration throughout 2024.

While many focus on challenges, there were countless uplifting events that remind us of the good in the world. Here’s a look at each month’s most heartwarming headlines from around the world. Enjoy!

**January:**  
A brave passenger saved the day in a dramatic mid-air incident. When the pilot of a small plane suffered a cardiac arrest, an untrained passenger stepped in and successfully landed the plane, demonstrating calmness and courage in a life-or-death situation​ ([Good News Network](https://www.goodnewsnetwork.org/)).

**February:**  
In the UK, a 91-year-old man had his sight restored thanks to a pioneering cornea transplant using an artificial cornea. This groundbreaking procedure gives hope to thousands of patients on long waiting lists for traditional human cornea transplants​ ([Positive News](https://www.positive.news/society/good-news-stories-from-week-23-of-2024/)).

**March:**  
An animal shelter in Pennsylvania celebrated a heartwarming milestone when, for the first time in its 50-year history, it managed to find homes for all its animals during the holiday season. No pet had to spend Christmas alone, highlighting the power of community efforts​ ([The Good News Hub](https://thegoodnewshub.com/)).

**April:**Ghana took a major step in its long-standing battle against malaria by moving into the “elimination phase” of the disease. This progress reflects years of successful vaccine trials and health initiatives, making malaria eradication a realistic goal for the country​ ([Good News & Do Good](https://www.goodgoodgood.co/articles/good-news-2024)).

**May:**  
London’s Great Ormond Street Hospital achieved a major breakthrough in pediatric cancer treatment. A new drug, Blinatumomab, showed promising results in reducing leukemia in children without the harsh side effects of traditional chemotherapy, offering hope for gentler cancer therapies​ ([Positive News](https://www.positive.news/society/good-news-stories-from-week-3-of-2024/)).

**June:**The Buenos Aires Ecopark celebrated its transformation into a national conservation center, relocating 1,000+ animals to sanctuaries and becoming a leader in endangered species rehabilitation ([Good Good Good](https://www.goodgoodgood.co/articles/good-news-this-week-june-29-2024)).

**July:**In a touching animal conservation success story, two safari parks in Africa collaborated to reunite a pair of rhino sisters that had been separated for years. The effort to transport the sisters safely across multiple countries brought tears of joy to conservationists ([Good News Network](https://www.goodnewsnetwork.org/)).

**August:**A social media plea by Palm Beach Animal Care saw hundreds of homeless pets adopted or fostered. This heartwarming event showcased the power of social media to bring communities together for a common cause and gave many homeless animals a forever home ([Sunny Skyz](https://www.sunnyskyz.com/good-news)).

**September:**The first vaccine for melanoma, a type of skin cancer, demonstrated remarkable success in trials. The vaccine, combined with immunotherapy, significantly reduced the risk of recurrence, offering hope for a future where melanoma is more manageable and treatable ([Positive News](https://www.positive.news/society/good-news-stories-from-week-23-of-2024/)).

**October:**In a twist of fate, an Illinois man who almost didn’t buy a lottery ticket because of frustration at the store won a $9.2 million jackpot in October 2024. His story became a reminder that sometimes luck arrives when least expected, bringing a joyous twist to his otherwise ordinary day ([Sunny Skyz](https://www.sunnyskyz.com/good-news)).

**November:**

**December:**

These headlines showcase resilience, breakthroughs, and the strength of community, reminding us that even in challenging times, there are always stories of hope, compassion, and progress. Share with us any great news stories that stood out for you this year. We’d love to hear them!

*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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