

***You requested it and here it is ...
your FREE special report!***

**Proven Operations Expert to Several of the World's
Finest Restaurants Reveals...**

**"How You Can Escape The Day-To-Day
Grind and Gain Time Independence
With Simple Secrets To Set Your
Restaurant Operations On Autopilot,
While Slashing Costs, Growing Profits,
and Ensuring A Flawless Dining
Experience Around The Clock!"**

**"Sit-Back and Relax As Your Customers Rave
About Your Restaurant's Transformation and Set
Your Word-of-Mouth Advertising On Fire... Little
Do They Know Your Costs Are A Tiny Fraction of
What They Used To Be."**

***...For example, one restaurant owner made an extra
\$51,609.00 over the past 15 months
using only two of my strategies!***

Jonathan Munsell has worked with thousands of independent restaurant owners throughout the world; individuals who have come into the Restaurant Success System umbrella.

Jonathan has appeared on TV, Radio and has written numerous articles and is a recognized expert in rapid success.

Success has a lot to do with how you think about your business, yourself, and your life. A lot of people struggle with these things. They are important - all the other things that come afterwards can't really happen unless the first things are there. You have to take care of the "First Things First".

People are going through the motions, but they really don't have the foundational thinking and thought process in place to make the other things work. That can have a negative influence on the things that they're doing! They end up just kind of going through the motions. That can get in the way of your own success.

Richard Koch's book *The 80/20 Principle: The Secret to Success by Achieving More with Less* discusses breaking the conventional wisdom of advancement by using unconventional methods. You don't have to go systematically step-by-step up the ladder. You can leapfrog into success and I can help you do it!

You can leapfrog into success and I can help you do it!



Here is Jonathan conducting a private breakout session with his Super Performer Mastermind Group.

These members ALL have experienced double digit Sales & Profit Growth since working with Jonathan

Dear Restaurant Professional, Owner and friend,

I am Jonathan Munsell, I have put this Special Report together to share some of the key factors I have found to be the determining factors between those restaurant owners that fight to get ahead and those that make it look easy and have the huge bank accounts to show for it. I am going to walk you through all the details of what I have found as a result of owning my own successful restaurants and working side by side with restaurant owners as I have helped them build incredible businesses. Success leaves clues and there are always secrets that those on top don't always share with the guy working to get ahead. I am going to blow the lid off of the whole thing and reveal the **“Secrets of Successful Restaurant Owners”**. I am also going to share with you examples of how you can easily become one of them.

How do you know this report is for you?

- A) You clicked on it!
- B) You are probably sickened by all the money being handed over to advertising reps.
- C) You most likely want to have some time to do *something* besides work (and not much money for the amount of hours you are working).
- D) You're probably ready to get off of the financial roller coaster; busy one week, then wondering where all the business went the next.

Have you ever thought ... “The food is great, the crew delivers great service, but... I need more customers or I am not going to make it”?

I have no doubt that you're the best chef in your town, or if you're one of the lucky restaurant owners who are not still cooking every night, you have the best cooks working for you. You probably have the very best equipment, you spend thousands of dollars every year on the best food and ingredients that you can find, and you have the highest standards out of anyone you know. But you still need customers. And why is it that your restaurant is the best, yet your competition is getting lots of

business? It can be frustrating to see your competitors doing so well and knowing your food quality and service are far superior to theirs!

Unfortunately, your competitors probably do a better job of managing and using systems so they can spend their time marketing.

Since you already have the best cook... start spicing up your marketing!

1. **FIRST** - you need to have your restaurants set up with the systems to take the pressure off of you.
2. **THEN** - you've got to get a continuous stream of new business.
3. **THEN** - you've got to take care of this new business and create tons of reasons for your guests to come back time and time again...basically you want to turn all your current guests into Raving Fans.

There is one huge thing that I want to cover right up front before you go any further. Everyone is seduced with advertising and trying to hook **NEW CUSTOMERS**. That is all well and good. I am saying that Marketing, not throwing dollars at advertising reps and people "Selling" you advertising space, who at the end of the day only care about themselves, is the most important thing and that is where you want to end up spending your time.

You have to have a system, just like you do for preparing food to organize your restaurant. It's got to be organized and efficient and you have to be able to repeat your results and even more importantly improve upon them. I am going to show you how to do all that and automate it so you can turn this cash faucet on and off when you want...but you know as well as I when I show you these secrets you will probably never turn it off...and why should you? – You shouldn't...You deserve it!!!

First things First – I can teach you the best, most high return marketing in the industry...a ton of it is even FREE. You can run out there with little or no money and crank it up.

But first I want to give you some special thoughts

One thing you definitely don't want to do is go out and Market a restaurant that isn't ready for it... You could easily pump in business before you are ready which could ruin you ...and quick!

We have all heard the old saying “You have to have your ducks in a row” - well in this case you have to have your Ducks, Chicken, Burgers, Servers and System in order before you fire up all these great ideas.

I will teach you the quickest, easiest way to get your systems locked in so then you can turn your energy on pumping that cash faucet wide open forever. Its normal and has been for years that we can quickly get any restaurant firing on all cylinders, running real tight and easy for the owner and start pushing huge marketing returns through the doors.

I say get your ducks in a row quickly so you can have a stable foundation and generate some bucks\$\$\$. But the Reality is - **Being a Marketer** is a heck of a lot more important and Profitable than it is to being a restaurant operations or food expert!

Yeah, I know this may not sound right to you, but you've got to face reality. Think about it; what good is all that expensive equipment and all that expensive training if you don't have any butts in the seats???

For years the so called “Management Experts” have been running around putting on seminars, telling us that the most important thing to do is sharpen our management skills and sharpen our technical skills...and the business will come. **AND THAT'S ALL WRONG!!**

We have to get your systems in place and I say quickly, then we have to roll up our sleeves and market the heck out of your business.

I could keep rolling on about restaurants for hours, but instead I want to get you some of the insights I have come across in the past few years and share with you some great tips, tactics and true insider secrets that I think make all the difference for a restaurant's true success. I have some great stuff at the end of this report that will let you know how you can really make the difference in your life and have the lifestyle you desire and also I will let you know of a whole bunch of FREE Tools, Gifts and Bonuses available to Restaurant Success System Members.

Insider Secrets of True **Restaurant Success**

Here are the true fundamentals commonly shared by restaurant owners' achieving rapid restaurant success:

The following is an excerpt from my Restaurant Success System which is the fastest way to bring a restaurant's systems and marketing to the level to throw off huge profits and make the owners' job simpler and easier. It is designed to leapfrog you right over the competition. The secrets shared in this special report are the foundation, ground zero of your greatness, if you will, for wealth and profit in the restaurant industry like you have never seen. The details shared as I reveal each secret are important. Take the time to understand them fully. I suggest writing notes or questions right on the page. At the end you will find a way to have any questions answered and also a way to follow-up with me to get more information on the ideas and promotions which are outlined here.

Once again, if you have not already done so, grab yourself a Coke or a cup of coffee, tell your staff to leave you alone, take the phone off the hook, lock the door, and do whatever else you have to do to give me your full undivided attention ...**I promise you there is nothing more important for the success of your business than reading this right now!**

Secret #1 You Must Have the Desire to change and willingness to confront your situation head on.

If you want to improve your business and increase the rate of success, it really just needs to start with wanting to do something about it.

Some don't want to do something about it, they're content or don't want to confront the situation -- even if they're not doing as well as they want. They don't want to peel back the skins of the onion and find out what it is they're doing because it makes them uncomfortable to confront the situation of why they're not getting the results that they want.

There are all sorts of fears around that. There's a kind of a fear of success, even fear of change. Even if they don't like where they are, they don't want to make any changes.

The first step has to be "I want to make a change." A lot of people aren't prepared to confront their reality head on and open up their mind and make the changes that they want - that they need to make.

It affects their ability to accept the reality and the information.

The only thing that goes with this is "taking responsibility for where you are". A lot of people have excuses about why they are where they are. The reality is, we are where we are as a result of the decisions we've made in our life.

Responsibility for where you are, and accountability

There's a big link between responsibility and success. You can't have great success without responsibility. If you don't take responsibility for your actions and where you are in your life, you can't have success. There's a link. The more successful you want to be, the more responsibility you have to take on.

You can't be successful without accepting responsibility. Don't give up. Know there is a way. You need that belief.

You need to confront and recognize that the way you've been doing things has placed you to where you are, and if you want to get from that spot to the next you need different actions, different thoughts, different resources, different tools.

The past is the past. You can't worry about it. You can't change it. Right now - that's where you've got to start.

Responsibility, a desire for change, and recognizing that you've got to do things and challenge some of your beliefs about your business, yourself, your life – are some of the areas you need to look into to find out what's keeping you back from where you need to go?

The past does not equal the future. Why not turn it around today? Why not go ahead and achieve success?

You Must Be Open-minded and Willing to Learn.

Opening your mind up to ideas and testing those assumptions is a huge part of peoples' success. Be open-minded, willing to learn, and prepared to challenge your preconceived notions (which are often really just myths) that you have about this business.

Side Note:

I experienced real success when I opened my mind to the ideas of others and when I finally reached out for help. Once I got over the fact that I do not have all the answers and started talking to other restaurant owners is when it came together. I invested in myself, got a hold of the best materials at the time, and spared no expense since in actuality I was investing to improve myself, my business and my family's future. I often like to say that I have earned the equivalent of Harvard degree for the restaurant industry, my wife likes to point out that I have also paid for it. At the end of the day, I still don't have all the answers but most consider me to be an expert in restaurant start-up and growth. I pride myself with having a ton of answers and the due diligence to research to always find the right answer. When it comes to doing the hard work, I have done it and will provide you with all the details of my experience so you can take the shortcuts and the easy way. I am happy to share my experience and let you leapfrog everyone by doing so.

Secret #2 You Must Take Action on the Right Activities.

There are two parts to this. Taking action is one thing. Lots of people, especially in the restaurant business, are very good - they're not lazy people - they work hard, long hours, so they're doing lots of things. You need to put all your effort and energy into the right activities.

You have to recognize that success is based on action, not ideas. There's no money in ideas, no money in the collection of them. "You need to take the ideas and put them into action. You need to take action on the ideas and get going on them." Pick one thing and focus on it and get that up and running and then move on to the next.

Don't dwell on the failures. Learn from them. Recognize that there's something that you did or didn't do that got that result so you need to make a change or move on to the next thing.

It goes back to a comfort level in being busy, dealing with one crisis after another, accepting that as your job. It's busy work. Take a step back and say to yourself, are these the things - the things that I'm working on now - the things that are going to take me to where I want to go? Are you the best person working on them? How can you get yourself away from that so you can be working on the right activities?

Don't be afraid of making decisions and moving forward, you can always adjust; but doing nothing can usually be the worst thing that you can do.

Side Note:

As you continue through this you are going to find the actions "The Right Activities". If there is anything that I can do for you, it is to provide step-by-step right actions at the right time. Whether it is through my extensive in depth done for you, systems and checklists, or the step by step promotions and the background to implement them quickly and effectively simply by changing "your restaurant" name and address and printing off the hundreds of done for you promotions.

Secret #3 Recognize the Business You Are In... Marketer of Memorable Dining Experiences.

You might think that the operation of your business, making sure that everything runs smoothly is your business - I am here to tell you that yes indeed your restaurant operations are important and must be systematized and run like a machine but if you are really thinking that is your business, then you're really just another employee. What you've done is created yourself a job - you're either a cook or a chef; you might be playing a lot of different roles at different times.

As you are a staff person, if that's what you're doing, that's all that you can earn. If you are doing a \$10.00 per hour job, you can't make a \$100,000 a year doing \$10.00 per hour work. It doesn't matter how many hours you work, it just doesn't work. One of my favorite quotes from a man named Rory Fatt is "You can't make \$100,000 a year doing \$10.00 an hour work." Rory sure is right.

If you want to have rapid success you have to recognize that the success comes from the marketing of your restaurant. Work ON your business instead of IN your business.

Once you have a system in place and your restaurant running smoothly, the next step is to create a memorable dining experience.

A dining experience is much more than just that - it transcends how good your food is - it's about what happens to the patron when he comes in. You need to deliver a consistent experience for all this to work.

The key point here is, recognizing you're in the marketing business, you're in the business of marketing memorable dining experiences and the things that you create in your restaurant; not in the operation of the business.

Be proactive; don't wait until you're at the last straw before taking action.

“Getting Jonathan's latest marketing ideas is one of the highlights of my month...”

"I already do a lot of marketing for my business, but I didn't realize how many marketing opportunities I was missing until I started seeing everything that Jonathan Munsell was doing to promote his restaurant business. I make it a point to connect with Jonathan at least once a month to see his latest and greatest marketing ideas. Getting Jonathan's latest marketing ideas is one of the highlights of my month (what can I say ... I LOVE good marketing ideas).

Even though I don't currently own a restaurant, I've found a lot of value in applying his business concepts and operational systems to my current businesses. That system is easily worth 10 times what he is charging (but don't tell HIM that).

Ben Thole

TriangleBusinessLeaders.com

Having Good Management Skills And Doing Great Work Only Helps You AFTER You Get A Customer In Your Door. Unfortunately You Can't Get That Customer In Your Door Until You Learn How To ...

Systematize & Market Your Business!!!

And that's where I come in!

Secret #4 You Must Understand The Importance of a Relationship With Your Guests Versus Just Having Customers.

Guest versus Customer. A guest implies an ongoing relationship, hospitality that we welcome someone - we want them to come back, we treat them special and make them feel welcome.

A lot of people that work in this business look at the people who come into the restaurant as customers - a one-time transaction. The really successful people look at it as a relationship - an ongoing relationship. Make marketing decisions based on this relationship. All of the money in the restaurant business is based on ongoing repeat transactions.

If one person has a WOW experience at your restaurant they will tell five other people and at least one of those will turn into a loyal guest as well.

When you look at your business in the long-term, a comfort area for your guests, you make different decisions about your business and your marketing. You make decisions based on the desire to get more loyal guests to come in because they're going to be spending money in the restaurant over their lifetime.

The thought process about how you view your guests and how you treat them and the decisions that you make based on that has to be a long-term view of ongoing transactions. If you're only going to look at one transaction with this person, it's so short-term that you're not going to be making very good decisions; you're not going to be treating that person very well. They'll sense it and your staff will sense it and you'll be making marketing decisions and all sorts of other decisions like it too. Make sure you are treating them as a guest, thinking of them in terms of a guest, and that everyone in your staff thinks the same way.

Just to review. We've covered:

1. Desire to change and willingness to confront your situation head on
2. Being open-minded and willing to learn
3. Taking action on the RIGHT activities
4. Recognizing the business you're in - a marketer of memorable dining experiences
5. Importance of relationships to the customers - Customers versus Guests

These are hugely important as the building blocks of success; the foundation. This is what many restaurant owners have in place before they achieve success. Now we are going to get into the brass tacks and tactics necessary to achieve success.

**The foundation prepares the mind,
...and now it's time to plant and harvest.**

Secret #5 Realizing the Importance of Direct Response Marketing

Now that you recognize that you're in the business of marketing memorable dining experiences, that means you become a marketer and you need to focus all your energy and resources in becoming better at it, looking for new ways to do it, honing your skills, studying the masters.

My main idea of marketing is - you need to create systematized marketing that is MEASURABLE. It has to be measurable, accountable, and one that creates a relationship with your guests, making them want to return more frequently and refer their friends.

First step in your marketing is making sure that all marketing is measurable. It's almost like you need to do an audit: What have I done in the past? What am I doing now? What changes need to be made? And what kind of results am I going to get?

"Anything that is measured, improves, and that which is reported improves exponentially." With marketing, you really need to look at everything that you're doing. Most owners understand how much food costs, what you can sell things for, and the cost of labor, and beverages- all those kinds of things; but there seems to be a mystery with marketing.

Marketing is "Salesmanship multiplied". Figure out what you might say to someone to convince them why your restaurant is better than all other options available, but put it in print.

You need to have a sound knowledge of the marketing basics. Avoid the common marketing mistakes; things like image marketing, just throwing your logo out there, copying other people's unsuccessful marketing, advertising to the wrong group of people that aren't likely to be your best prospects.

Understand that there are two types of marketing: one is to go out and get new prospects and another is to get existing guests to come back more often. They are entirely different types of marketing.

Whenever you do marketing, ask yourself who you are going after. That will determine the message.

Let me tell you how this all came together for me and what I figured out:

There is one reason to spend money on advertising – it is to get a customer in your door. That’s it...*PERIOD!*

My big “Ah Ha” moment came when I figured out the strategy that works and almost no one is using “Direct Response Marketing”. Applying this one style and mastering the ins and outs of it will change your life forever. Imagine being able to drum up thousands of dollars whenever you wanted...would that change things? ...You Bet!

How To Get A TON Of New Customers...

I’ve taken these same direct response strategies that ripped the lid off my income and compiled them into an easy to follow System for your restaurant, so worrying about where your next customer is coming from will never be a factor for you ever again.

My methods of marketing will blow you away with a flood of good new clients everyday that want to beat a path to your door. Gone will be the days of *hoping* to have a good week.

Secret #6 Know Your Numbers. Not just in your marketing, but in all the important aspects of your business.

Your operations numbers, your financials, your marketing even measure your customer/guest experience... measure everything so you know how you rate. Quantify it so you can constantly work on and improve it and your profitability.

Don't forget the basics. Don't forget what made you successful.

Together with the marketing, you need to concentrate on an important feature. Keep a customer database so that you can market all these things and keep all the pertinent information you gather from the guests that you have now.

People are always infatuated about going out and getting new guests, which you need to do, but it's not nearly as important or profitable as marketing to your existing guests. You need to have ongoing communication with your existing guests: monthly newsletters, birthdays, anniversaries, thank you, and any other monthly promotions of things happening - a feedback system. This does not mean or have to be discounts.

It may mean something more expensive than you're used to selling ... perhaps a package dinner with wine, flowers, chocolates - something to take home. Oftentimes this can be more expensive if you create a very exciting and compelling offer for your guests.

A really important characteristic of highly successful restaurant owners is that they look at all marketing in terms of return on investment, not cost. They don't worry if something costs \$50 or \$100 or \$0.22 to mail out, what they look at is- after my expenses how much money did I make by doing this promotion? Cost becomes irrelevant.

What you focus on expands. The more you focus on a negative, the more the negative will happen, the more you'll think about it, the more negative your staff will get. Don't get emotional about your marketing. Take the emotion out of the marketing. Let the numbers speak for themselves.

You need to understand and look to see what is making you money. What marketing is working?

Let's talk about how most people plan and spend on marketing...

“THE AD REP”

“The Ad Rep” is a forbidden term around my neck of the woods. Let me tell you why:

You see, “The Ad Rep” gets paid based on the amount of money they can get you to spend on advertising. The more you spend, the more they make.

They don't get paid based on the amount of new business they bring in for you. That's not what they're concerned about.

That's why they keep telling you to keep running the ads over and over again. They say that the people need to keep seeing the ads over and over before they'll respond. There is some minor truth to this. But if an ad loses money the first time, it's not suddenly going to make money the second, third, or fourth time.

(TIP: If your ads aren't making you money right now: STOP RUNNING THEM!)

Running the ads over and over will build name recognition for you, but you can't eat recognition.., you can't deposit recognition in the bank, you need response **_now!**

Secret #7 Invest in, create and use systems to repeat processes.

Don't get overwhelmed. You're already working 80 to 100 hours a week and you just can't handle any more. Don't work longer and harder, do different things to systematize your restaurant. Take a look at the overall results of a process, and monitor the results - don't do everything yourself.

You need to know what your bottom line profit is on an ongoing basis. It doesn't mean you need to do it, it means you need to have a system. Delegate the duty and then measure the response every month.

The reality is that you need to empower your staff to give them systems to allow them to handle the items that you handle. Make a list of all the things you spend your time on that recur from day-to-day or month-to-month, and pick the ones that use up the most amount of your time and develop a system and delegate or outsource these things.

Using a system has the ability to revolutionize any business. If you can make them robotic, put them on autopilot, such as an amazing rewards program, monthly newsletters, birthdays, etc., you won't have to think about them - you won't have to worry about what you need to do right then and there.

The measuring stick should be - what is it that you want to earn in a year? What are the things that you can delegate that are below your base earnings target that someone else can do cheaper? In other words, if you can get an item done for \$10, \$20, or \$30 per hour, you need to be doing that because it's the only way that you're going to get to the number on your earnings target. Anytime you can delegate something that's cheaper than what your time value is, you should be doing it.

You can't focus on the minimum wage activity and expect to make high salary on the other end.

What Systems Work Best?

Everything should be on some type of constantly rolling system. Your job is to manage the systems not be a “cog” in the workings of the machine.

If you're opening a new restaurant then you have a clean slate, no preconceived thoughts or bad habits. This is the time to get things set up right from the get go.

If you have a restaurant, even if it isn't going as well as you would like, that works too. You have to make the decision to change. The best way to prove to those around you that you have what it takes, is to implement well, thought out, proven systems and to do so in such a way that makes everyone's life easier, your staff included but especially yours.

Secret #8 You Must Have The Right Mindset to Gain Huge Sales and Profits... How do you think of your restaurant?

Are you thinking too small? What are all the ways that you can use your restaurant? What are all the ways you can use your resources, your staff, and your expertise to make money? What are all the things you can do with everything you have available to you?

Don't have an antiquated thought process of the restaurant business. Don't think that you have to get everyone to come in to your restaurant. Times have changed and people are eating in many different ways. They're now microwaving things at home, running kids off to sports practice, eating in the car, etc.

There are many ways you need to think about in which your guests want to purchase food or have a wonderful dining experience. Don't limit this by what you thought of this business 20 years ago. Think big. Think in different ways. Stretch your ideas and your thoughts. Think outside the

box. You can accomplish so much more than you realize. The people that are most successful are the ones that will change with the times.

Think big in terms of money and how you can sell what you create.

If you can imagine it, if your mind can conceive it and believe it, then you can achieve it. As Walt Disney said, “It’s kind of fun to do the impossible”.

You are only limited by what you believe and what you think. If your thoughts are too small, that’s what’s manifested. If your thoughts are big, you can manifest those thoughts.

What would you do to have a day like this:

You drive to your beautiful new restaurant that’s on the corner of the busiest intersection in town. You have a big sign out front. The lot is full of cars and a line is forming at the door just to put their name on the list to be seated.

You walk into your restaurant at your usual time of 11:15 and look at the reservation book. It’s packed. Your manager says that he’s already had a few calls this morning from customers wanting to get “last minute catering orders” (which of course you squeeze in, on your terms). You’re already over-booked for this week.

Next week is already filled up too. What a great feeling! You can remember when this was your business for the whole month, not just a couple of days. You’ve got great managers to handle the ‘business stuff’ and have excellent staff handling the ‘service details’

So what’ll it be this afternoon — golfing or fishing? Hummm???

Now this is what it is to have fun as a restaurant owner! If you have to drag yourself out of bed in the morning because you hate to go to work or if you’re working like a dog early morning till late at night, you might as well go get a J.O.B working for someone else — hell, life’s too short!

Running your own business should be mentally, emotionally, and most of all — financially rewarding, with plenty of time to take off to go out and enjoy life!

Secret #9 Understand the value of being around other like-minded individuals with a common goal.

Be part of a mastermind group, participate, ask questions and share. It will rapidly increase the rate of your results and they will help you move forward. They have the answers to the questions, they think like you do.

Get your staff to see the increases, to see what the marketing and the promotions are bringing in. If the staff sees the numbers they will start getting more involved in helping you capture names because they see that it will impact them as well.

Feedback systems are crucial. You should constantly be looking for and listening to what your guests want. Make sure you stay in touch with what's happening in the industry, and listen to what other people are doing in other parts of the country. The trade publications can be a great source, as well as discussion forums. Always bring new things to the table. This will create an excitement for your guests as well.

I still to this day participate in the highest level mastermind groups available. I truly believe in "Surround yourself with great people and you will be successful".

“My Business Will Easily Double ... Next Year”

Jonathan is not only bright, action-oriented, and one of the savviest business owners I know, but he is also fun to work with! I would conservatively estimate that his creative marketing ideas for my business will easily double the size of it next year. If you get a chance to work with him—take it!

Jackie Kelm
Wake Forest, NC

Jonathan, this is all great but...

What does all this have to do with Restaurant Success System.

First and foremost it is an understanding of like-minded people.

Does the information I present make sense?

Second is the actual application and implementation of this great knowledge.

If any of these questions ring in your ears then I know I can help you succeed:

Quick Q&A

- Do You Have The Plan To Take Your Restaurant To the Level You Desire?
- Do You Have All The Systems Nailed Down To The Point That You Don't Have To Worry About Things?
- Do You Cringe When You Hear A Conversation With One Of Your Friends That Start With ... I Ate At Your Restaurant?
- Do you worry they may have received poor service because you know the waitstaff is under trained?
- Do you worry that the food was terrible because your cooks don't have any real procedures to follow?
- Do you worry that the bathroom was a disaster because it often is even when you are in the restaurant?

- Did you ever take the time to think of how to resolve all this once and for all? Of course you did. At the same time you realized how much time it would take or how many hundreds of man hours you would have to spend or the thousands and thousands you would have pay to get it done.

What if it was done for you and at a steal of a price?

Do you want to know the ultimate secret?

secret #10

Restaurant Success System has it ALL done for you. We have the ability to give you the life that you want.

What exactly are you going to get from us that will make your life easier or better?

You need to have systems and tools that make your life easier! You Deserve it!

Turn Key with a twist – Customization. We are not just going to give you every tool, system and marketing weapon you need already done for you, but we are going to give you all of it in a format that you can easily, with one click, make it your own fully customized to your restaurant. You will have the tools that all the big successful restaurants use but they will be yours. You can even use them as the basis for your own expansion as you grow beyond belief.

People often ask me - How do I get so much done? I almost never start from scratch and neither will you.

Since everything I want to show you is already done, waiting only for implementation, your work-load INSTANTLY gets smaller and easier. Even... fun again!

You have to decide where you want to start on your journey with me... But you must realize that you should not go this alone. I have done it, I can help and you have never been closer than right this moment reading these words from the person that will give you the boost you need to catapult you to true Restaurant Success. You do not need to do it step by step up the ladder, this is your chance to jump to the top and quickly I might add.

You can leapfrog into success and I can help you do it!

Where to start?

Do you need a **real Plan**? Do you have a plan that will help you create the foundation for the best restaurant that ever existed – Your Restaurant!

For More Details go to:

<http://restaurantsuccesssystem.com/start-up-growth/>

Do you need to get your **Operations & Systems** in order so you can then Market the heck out of this great restaurant you created? Do you need the nuts and bolts full proof system to manage your business, while at the same create more Freedom for you?

Are you ready to **blow the top off the marketing** and make obscene amounts of money, take more time off and enjoy whatever it is you enjoy the most (family time, freedom, travel, success, you name it – It can all be yours). Are you ready to super charge your guests' perception of what an amazing restaurant you have that not only drives thousands of new guests beating a path to your door but also takes these new guests and your existing guests and makes them come more often and consistently and spend more with you...not your competitors?

For More Details go to:

<http://restaurantsuccesssystem.com/no-risk-offer/>

Do you want the **coaching** you need to take your soon to be award winning restaurant to the Highest Levels; someone like me to guide you on your projects and strategies and even hold you accountable?

Do you need a **Mastermind Group of Super Successful Restaurant Operators** and Industry professionals as your “Virtual Board of Directors” where you can share ideas, ask questions, pick the brains of the doers in our industry?

For More Details go to:

<http://restaurantsuccesssystem.com/super-performers-coaching-program>

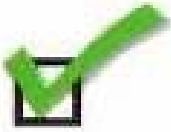
What to do Next?

Your very next action is quite possibly the most important action you take towards the success and future of your Restaurant!



Are you going to add another item to your “To Do” list and get back to your hectic day?

Or



Are You going to learn how to get rid of the “To Do” list and take real action by getting involved with Restaurant Success System and a Coach that can quickly guide you to success?

Please read ALL the information in your introduction packet it will change your life...if you are truly ready to make a proactive change and improve things for you, your family and your restaurant FOREVER!

For More Details go to: <http://restaurantsuccesssystem.com/no-risk-offer/>

If you have any questions or would like to discuss the best course of action for you, please do not hesitate to call me directly at 919.334.6800 ext 3

A handwritten signature in blue ink, appearing to read 'Lorinda'.

Brought to you by:

RESTAURANT
SUCCE\$\$
SYSTEM

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