



Bar and Restaurant Success

Nick Fosberg

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If you're a bar or restaurant owner, who's looking to attract new customers and turn them into loyal customers, *Bar Restaurant Success* is going to give you a step by step road map to follow to make that happen. Here's what 2 industry experts had to say.

"This should be a book that every owner or operator owns and devours. In my 20 plus years in the hospitality industry, I have yet to read anything like this. I got value on just about every page and couldn't stop reading!"

James Henderson, Former Director of Operations TGI Fridays & Former Vice President of Human Resources for Rafferty's Restaurants

"From Nick's personal experience, his insight into the industry, not only provides today's operators with an informative analysis on the ever changing consumer loyalty relationship, but has also developed a proven solution in navigating and fusing the old world traditions of the hospitality industry with today's ever changing technology driven consumer. *Bar Restaurant Success* is a must read for any operator looking to stay ahead of the curve in securing and building customer loyalty for long term success."

James Moreland, a New York based bar lifestyle, trade & industry expert

Who Is The Book For?

Any bar or restaurant owner who:

- Wants an easier, faster, less riskier way to increase sales and attract new customer without risking advertising dollars.
- Wants multiple ways to leverage their time and systematize their business so they can spend more time with family and friends.
- Wants a simple step-by-step guide to hand to their managers to help increase sales and get new customers in the door.
- Wants any advantage they can get over their competition.

Any manager, server, or bartender who:

- Has a passion for marketing and promotions and wants to take their income to the next level by helping their owners build their business with proven, time tested marketing strategies.
- Eventually sees themselves opening up their own bar or restaurant in the near future and wants a proven formula for building and scaling the business in a way where their brand stands out from the competition.

Here Are A Few Secrets That You'll Discover...

- The number one reason owners see zero results from social media marketing and the one simple tweak to fix it.
- How to ONLY advertise to people in your area who are BUYING beer, wine, liquor, and meals at other bars and restaurants on their credit cards - can you think of the ROI you'd get targeting ONLY these types of people with offers to your business.
- How Lena added 20 daily loyal customers to her business in just 60 days using one marketing strategy that

cost very little to use. (Every bar and restaurant owner should be using this one strategy, but most are unaware of what it is)

- How a high end steakhouse in Houston, TX made almost \$60,000 in sales and got over 2,000 brand new customers in the door with one promotion using Facebook and e-mail.
- The little known secret a restaurant owner in a town of 14,000 in Minnesota used to generate nearly \$30,000 in sales from only using his e-mail list (If this works for small town restaurant owners, it will work for anyone).
- The one key element that determines if your marketing campaign is going to be a success or failure.
- The best offers to make to get new customers in your doors & the worst offers to make (Based on 6 years of testing different offers. This is your shortcut to eliminating trial and error).
- The 5 key ingredients you need in every ad to get the highest ROI on your marketing dollars - If you leave one of these out, you're marketing efforts can be a total loss.
- The \$85 marketing campaign that can easily bring you well over \$1,000 in sales if your ticket average is at least \$15.

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Eva Pham:

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Sean Jones:

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