

# Would You Like Me To Personally Double your Sales, Increase Your Profits or Help You Get Freedom Back In Your Life...For Free?

From the Desk of Ryan Gromfin  
Authentic Restaurant Concepts  
195 S. Broadway, Suite #206  
Santa Maria, CA 93455



Dear Friend,

I'm looking for a few "dream" clients that **I can bring in massive results for.**

If you're that client, **I will personally work with you one-on-one in your business to help you Double Your Sales, Increase Your Profits or Give You Some Freedom Back!**

The first thing I'm going to do for you is personally help you create a strategic plan to reach your goals.

There's no charge for this and it only takes about half an hour for us to do this together.

(After opening up nearly a dozen restaurants from quick service to fine dining, working with 100's of clients and operating everything from burger and pizza joints in a mall food court to being a Chef at 5 Star 5 Diamond hotels, I have seen it all and have gotten pretty good at getting results, quickly!)

Anyways, ***I'll even do most of the heavy lifting for you...***telling you exactly what needs to be done, where you can get any resources you need and exactly what to expect along the journey.

At the end of the initial strategy session **one of these three things will happen:**

1) **You will love the plan** and decide to implement it on your own. If this is the case, I'll wish you the best of luck and ask that you keep in touch with me to let me know how you're doing.

**2) You love the plan and ask to become my client so I can personally help you execute quickly, maximize and profit from it ASAP.**

If that's the case, we'll knock it out of the park...And that's a promise. Every single one of my client's gets results. Literally. Every. Single. One.

3) In the unlikely and unprecedented event that you feel like I wasted your time, **I will send you a coupon for \$200 off my online Training Program "Restaurant Owners Roadmap"** No questions asked. Your time is your most valuable asset you have, and I respect that.

**It really is that simple, there's no catch.**

Think about this.

The "worst" that can happen is you get \$200 of a 100% satisfaction guaranteed program for me "wasting" a few minutes of your time.

*Seems like a pretty fair offer!*

**The best that can happen is we work together one-on-one to increase sales, profit, employee performance, develop your restaurant concept and get it open. Or maybe you just want some more time off and freedom in your life. Trust me, as a father of 9 month old I get that!!!**

It's Truly a Win Win for You!

Here's how it'll work:

First, we get on the phone (or skype if you are out of the United States) one-on-one and go over your business.

*I will ask you a bunch of questions fast so be prepared!*

I want to take a look at what you've got, what you're doing and what you want to achieve going forward.

Once we have those "raw materials", I'll help you come up with a strategic plan of action to **immediately increase your profits dramatically.**

*There are a number of ways I might do this for you.*

For example, I might show you a **better way to market your restaurant**. We might develop a strategy for **increasing your sales** (*but you must know, sometimes more sales is the worst thing that can happen to a restaurant*). In that case I might help **lower your costs (which will increase your profits)**.

What I find most of the time is that restaurants lack SYSTEMS. Which is why owners work so many hours and feel like they are not getting anywhere!

Setting up the proper systems in your restaurant is like setting up an elaborate string of dominos. It takes some time and patience, but if it's set up properly, every morning when you open your doors, you knock over the first domino and each one strategically knocks the next one over, automatically, till you shut the door at the end of the night.

Your job as an owner, is just to **simply make sure each domino is in the right place**, so momentum can take care of the rest. **Your Job is to Manage Systems and Develop Your Employees!**

## **So Why Would I Offer This type of Strategy Session FREE?**

Two Reasons:

First of all, I enjoy it! This type of thing is what I do best and it makes me very happy to see someone's shoulders drop a bit and relax, **when we relieve some of that stress the restaurant is placing on your life**. Plus the benefits I have seen with owners **marriages, health and time with their kids are very rewarding to me**.

*I just had a baby boy myself, if I was still working the crazy hours I did before I discovered and implemented the strategies I want to share with you, I would never see him.*

Second of all, it's how I attract my favorite clients.

Here's how *that* part works:

Assuming **you're happy with the advice and strategies we develop together**, you'll probably want to continue working together long term so I can help you implement them.

If this is the case, depending on availability, I might invite you to become a consulting client.

My “fee” ranges from \$297 to \$497 a month...but if you think about it, **it really doesn't “cost” you anything.**

## *Why my Coaching **DOESN'T** really “cost” you anything?*

**Because I expect to make you much more than \$497 in your first month...and if we keep working together over the next 12 months, I'm confident I can double your restaurants profits...(if that is something you want)?**

**Actually, in our first session I will give you a plan that can put \$1,000's in your pocket within just a few weeks.**

And I will share with you the 1 thing my clients are doing different than everybody else in their marketing that is getting MASSIVE results (for literally pennies a day) on our first conversation – **which is free!**

So you'll see the value by the time we hang up the phone – without ever spending a dime.

Think about this for a second, if you have one unit doing 1 million a year, and we cut 1% (which I have done multiple times in one conversation) that is \$10,000 in PROFIT. Imagine if you are doing 2 or 3 million in 2 or 3 units and we can shave a point in food, labor, liquor or all three?

1 hour can be worth \$20,000 or \$30,000 per YEAR!

And look. If you don't want to become a client, don't worry about it. You won't get any sales pitch or pressure from me of any kind, ever.

***In fact, here's my “GIANT PROMISE” to you:***

**You Find Our Conversation To Be Incredibly Valuable Or I'll Give you \$200 off “Restaurant Owners Roadmap” Immediately To Compensate You For Your Time.**

Now, obviously this is an amazing offer which you'll probably never see from another consultant in the world.

Think about it!

I'm personally generating a profit-plan **for you** up front – *for free*- and then letting you pay me later if (and only if) we decide to work together long term.

## Who Else Would Do That?

**NOBODY.** (I Checked)

But I'm happy to put it on the line like this because consulting clients always get results.

**Period.**

My stuff works and I know if we work together you'll **be a better RESTAURANT OWNER, a better BOSS, a better MEMBER OF THE COMMUNITY and a better SPOUSE & PARENT!**

Consider this:

Over the past 20 years I have been working in the restaurant business! I have worked with some of the highest paid celebrity chefs in the world and I have renovated a pizza by the slice restaurant that we bought for \$6,000 in a run down mall and doubled the old operators sales instantly.

**AND...**when it comes to managing your Front of the House, your business and making money, I have operated every kind of restaurant there is, I have been involved in restaurants that needed to be turned around, quickly, and I have been in ones that just cranked it out, day in and day out!

There is not one restaurant or client of mine who is no longer in business! **Every single restaurant I have touched is still in business. That SAYS something!**

I need to be honest with you though:

**The type of consulting I provide is NOT for Everybody. Here's who I CAN Help:**

I'm very picky about who I'll speak with and I've got a strict (but reasonable) set of criteria that needs to be met in order for us to proceed.

Here it is:

**1) You have to have a solid business already (or be very serious about getting started and open soon)...I don't work with lookie-loos!**

This type of consulting is for people who are up and running and simply want to run a lot faster.

You should be grossing at least \$800,000 a year in sales already (or pretty close to it).

**2) You must be a good person with a good reputation.**

I have worked for & with a\$\$holes and shady individuals enough in my life. I made a decision after the last one, never to do it again. You need to be an **honest person, delivering an honest experience to customers and manage a staff you actually care about.**

**3) You MUST be the kind of person who follows directions.** (Don't worry nothing weird) but results come from action.

**4) You have to be open to some new ideas and a different ways of thinking.** Success generally runs against the grain, if you are stuck in the way you have always done things or are not open to trying new things, this might not be for you!

*“The definition of insanity is doing the same thing over and over again expecting different results” – Albert Einstein*

After all, if you don't actually implement the stuff I give you, neither one of us will make money.

That's it! Those are all my requirements.

## **Here's What To Do Next!**

If you meet the criteria above and would like to talk to me personally about getting you incredible results, then I'll happily set aside some time for you.

Here's how the process works:

First, you'll need to fill out an application. Don't worry. It's simple, **I just need to know more about your restaurant, get an idea of what areas I can help you with, and so forth!**

I'm also going to ask for a "real person" deposit of \$1.

## **Why \$1?**

I could care less about the \$1. I'm just using it as a "filter" to keep the time-sucking vampires at bay.

### **Here's What Will Happen After That.**

Once I have your "real person" deposit and your application. Either myself, or somebody from my office will email, skype or call you to set up a time for us to talk.

**So it's important you give us the best contact information!**

Our initial call will be 30 minutes.

This is where we really begin working to figure out exactly how to get you what you want...**and make it happen.**

**I will also share with you my strategy for putting \$1,000's of dollars in your pocket within a few short weeks.**

If you see the value in becoming a high level client, great! We can talk about it.

And if you don't want to become a client – that's OK too. You got a valuable strategy at a highly discounted rate of \$1

If you tell me I completely wasted your time, **I'll give you my "Restaurant Owners Roadmap" program to try for 30 days free.**

You Literally Can't Lose

## **WARNING – TIME IS A FACTOR**

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results.

Therefore, it is physically impossible for me to work with more than a handful of people.

Also, you should realize there is a very large demand for personal one-on-one help from me, and **what I'm offering to you is unprecedented.**

So with that said, know that the window of opportunity won't be open long.

**If you feel like this is right for you, click here, fill out your application and let's talk.**

All my best,

Ryan Gromfin

The Restaurant Boss