

USA \$9.97

www.InTheNext12Months.com

Experience

The
PHENOMENONTM

Achieve **More** In The **Next 12 Months** Than The **Previous 12 Years**

with

Rory Fatt

Practitioner of the PhenomenonTM



**Best Opportunities Today
For Independent Restaurant
Owners To Quickly & Easily
Make More While Working
Less Than Ever Before**

If you like this eBook you should also try:

Create the Lifestyle of Your Dreams by Learning How Email and the Internet can Double (or even triple) Your Income. Imagine...creating \$5,000.00 - \$25,000.00 a MONTH in extra income while working less than ever before with Alexandria Brown

How To Start or Transform A Struggling eBay Business Into A No-Fail, Money Generating Machine with Andrew Lock

Best Opportunities Today For Chiropractors To Quickly and Easily Make More While Working Less Than Ever Before with Ben Altadonna

How ANY Independent Retailer Can Discover The HIDDEN WEALTH In Their Retail Business And Can See Increased Sales of 20%...50%...Even 100% Within 12 Months or Less with Bill Glazer

Discover How ANY Loan Officer Can Easily Bring Home 6 Figures, Working Fewer Hours and Finally Start Enjoying Life Again with Brian Sacks

How Anyone, Of Any Background, Any Education, Living Anywhere Can Quickly and Easily Create A Highly Successful Internet Business In 12 Months or Less with Derek Gehl

Learn the Secret To Building a WILDLY Successful Commercial Real Estate Business...more money, less work in 12 months or less with Jim Gillespie

Stop Wasting Precious Time and Money with Unproductive Behaviors Learn How To Quickly and Easily Achieve the "Millionaire Mindset" and in 12 Months or less you too can experience The Phenomenon™ with Lee Milteer

How To Transform Any Struggling Mortgage Business Into A No-Fail, Money Generating Machine... While working less than ever before with Michael Miget

Best Opportunities Today In Making More and Working Less In The Highly Profitable World of Real Estate with Rob Minton

Best Opportunities Today For Anyone, From Lifeguard to CPA, To Quickly and Easily Build A Highly Profitable College Planning Business with Ron Caruthers

Auto Repair Shop Owners...Learn How to Go from Working 70 and 80 Hours a Week, to Working Only a Few Hours Per Week...Make More Money Than Ever with Ron Ipach

Learn How Regular People Just Like You Are Bringing In An Extra \$10,000, \$25,000...Even \$50,000 or More PER MONTH In Quick Turn Real Estate with Ron LeGrand

Best Opportunities Today For Independent Restaurant Owners To Quickly & Easily Make More While Working Less Than Ever Before with Rory Fatt

Found: Your Missing Phenomenon™ Link Discover Ryan Lee's 21 Day Secret System For Achieving Superior Health And A Phenomenal Lifestyle with Ryan Lee

The Truth About Making \$400,000, \$800,000 or even \$1 Million Per Year In The Mortgage Industry with Scott Tucker

Learn the Single Greatest Strategy For Improving Your Credit and Achieving A Phenomenal Lifestyle. Feel Like You Have a Second Paycheck Coming in Every Month! with Stephen Snyder

The Truth About Making BIG MONEY With Real Estate Investing...just imagine, in 12 short months you could be making more by working less than ever before with Tim Winders

How Anyone Can Build A Wildly Successful Online Business Regardless If You Know Anything About Computers Or The Internet with Yanik Silver

How to Get \$100,000...\$300,000...even \$500,000 (or more) Worth of FREE Publicity. Discover how any entrepreneur or business owner can boost sales by getting publicity in newspapers, magazines and on radio/TV shows - without spending a nickel on advertising with Bill & Steve Harrison

Attention Dentists, Professionals and Entrepreneurs....Breathe New Life into Your Practice and Business. Discover How You Too Can Learn My Proven Secrets to Building A Wildly Successful Practice or Business, START Seeing A 30%, 50%, even 65% Increase in Production ALL in 12 Months or Less with Dr. Charles Martin

Stop Getting Scammed by Those So Called Real Estate "Guru's"...Discover a PROVEN Way to Create A Predictable and Consistent Residual Income From Real Estate Investing Imagine...\$2,500 - \$10,000 EACH MONTH, working just 1-2 hours a day and creating the lifestyle of your dreams with Jim Canale

Experience the Phenomenon™ by Transforming Your Body and Your Life! Imagine...a whole new lifestyle in less than 12 months with Lloyd Irvin

Dentists...STOP Working So Hard For Average Profits! Discover How You Too Can Learn My Proven Secrets To Building A Massively Successful Dental Practice, START Seeing A 30%, 50%, even 65% Profit Increase and Skyrocketing Referral Rates...ALL While Taking More Time Off and Enjoying Your Practice Like Never Before with Ed O'Keefe

How Anyone from Any Background Can Quickly and Easily Learn a Profitable Skill or Trade And Rapidly Build Their Very Own Highly Profitable Business...All In 12 Months or Less with Gene Kelly

Make Your First Real Estate Deal in 21 Days or Less GUARANTEED! Just think...No Sitting in Classrooms, No Empty Promises...ONLY a Proven System that is sure to have you making more in 12 months or less with Sherman Ragland

Copyright © KGS Enterprises, LLC. KGS Enterprises, LLC expressly disclaims all warranties as to the contents of this publication including, without limitation, the implied warranties of merchantability, fitness for a particular purpose, and non-infringement, and makes no warranty as to the results that may be achieved by using the information contained in this publication. Because this information can be used in a variety of ways to fit various business purposes, KGS Enterprises, LLC will not be responsible for any damages (including, without limitation, indirect, consequential, special, or punitive damages) suffered or incurred by any person arising out of such person's use of or reliance on this publication or the information contained herein.

All rights reserved. Reproduction or translation of any part of this work beyond that permitted by Section 107 or 108 of the 1976 United States Copyright Act without permission of the copyright owner is unlawful. Requests for permission or further information should be addressed to KGS Enterprises LLC.

Rory Fatt

Name: Rory Fatt

Family: Married 9 years with 2 young sons

Lives: Splits time between his residence in Vancouver, BC Canada and his beach front home.

Businesses: Restaurant Marketing Systems Inc. & Firepower Marketing (Royalty Rewards™)

Major Accomplishments:

- Most successful advisor and coach in the industry for Independent Restaurant owners with over 5,347 members, established the largest most successful coaching group to Independent Restaurant Owners, 1st ever Better Your Best Contest for Independent Restaurant. He has given away two brand new \$38,000 convertible sports cars to the winners.
- Because of the needs of the Independent Restaurant Owners he has been working with, he created Royalty Rewards™ – a loyalty program that puts all of their marketing, including new guest acquisition, on autopilot.
- Expanded Royalty Rewards™ Turnkey Loyalty And Automated Direct Marketing Program to include Jewelers, Men's Wear, Lady's Wear, Shoe Stores, Furniture Stores, Book Stores, Florists, Supermarkets, Auto Repair Shops, Hotels, Gift Shops, Pet Centers, Pharmacies and virtually any kind of retailer or business with repeat purchases.

Personal Interests: Running, reading, travel with his family and fun with his sons.

Phenomenon™ Experiences

In 1992 Rory was flat broke and struggling to keep his food business in operation. With over \$150,000 in debt and running all aspects of his business with no employees, he was getting desperate. After hearing Dan Kennedy speak, Rory put the magic of direct response marketing to work in his own food business and developed a proven system that now helps thousands of restaurant owners create the same Phenomenon™ in their own lives. Now, with ZERO debt, he now owns two rapidly growing multi-million dollar businesses, with a large staff handling the day to day operations.



PHENOMENON™ STATISTICS

- 1992 - \$150,000 in debt, met Dan Kennedy and never looked back
- 1996- sold business to an international food company with sales in excess of \$50 million
- 1997 - started Restaurant Marketing Systems
- 2007 - now owns two rapidly growing multi-million dollar businesses with over 5,347 members in 14 different countries... estimated to be worth over \$4.5 million dollars.

An In-Depth Interview with Rory Fatt About Opportunities For Restaurant Owners

We interviewed Rory Fatt, the man who has led thousands of restaurant owners to achieve amazing marketing results with his done-for-you marketing systems and coaching programs. Rory has experienced The Phenomenon™ several times throughout his career but this was not by accident. Let's see just how he did it and what restaurant owners can learn from him and his amazing story...

Q1: Let's start with a brief description of the opportunities you introduce people to and the education and support you provide....

Fatt: I provide information to Independent restaurant owners to help them make the mental shift from being the operators of their restaurant to becoming marketers of their restaurants services. Most independent restaurant owners market by copying other restaurants marketing plan, especially that of the national chains, only to get poor results. They are often copying things that don't work, especially for an independent restaurant. I teach them to differentiate themselves from the National Chains and compete on a level that the chains can't play on. We provide a package of materials to restaurant owners that teach them the basics of my principles. We have a monthly newsletter and guest expert CD interview series that reinforces these principles and teaches them to focus on the things that will get them more new customers in their restaurant. We also offer several mastermind coaching groups, with some coaching via phone calls and tele-seminar, and some coaching during live, face-to-face meetings. Each year we host a variety of seminars and events, which highlight marketing from my most successful members and reveal the most cutting edge updates to the attendees. I also hold an annual contest called "Better Your Best" and give away a convertible sports car to the restaurant owner who improves and achieves the most in their business. I also have a turnkey

program called Royalty Rewards™ that puts all of the strategies I teach on autopilot for my clients. This program does *all* of the marketing for them to get their customers coming back again and again. Because of the success of Royalty Rewards for its users it has now been expanded to include retailers of all kinds. Jewelers, Mens and Lady's Wear, Shoe Stores, Book Stores, Furniture Stores, Florists, Pharmacies, Gift Stores, Hotels, Furniture Stores, Shoe Stores, Pet Centers, Auto Repair Shops and virtually any kind of retailer or business with repeat transactions.

Q2: What is it like for a person getting started in the food service industry? How difficult? How costly? And, in the spirit of The Phenomenon™, how quickly can they experience success? What can happen in just 12 months?

Fatt: Opening a restaurant is very labor and capital intensive and demands a lot of time, energy and resources. It's complicated – there's manufacturing your meals consistently, the short shelf life of the product, food safety issues, regulations on local, state and federal levels. It requires a large pool of labor, which can be hard to fill. This is further complicated by the fact that there are 950,000 food service locations in the US alone, which creates intense competition, especially from the National Chains, and results in a low success rate for independent restaurants.

To open a restaurant, it can cost several million dollars, and many people need

to raise the money with investors or put all they've ever worked for on the line. Often Restaurant owners experience success as soon as they open. That's a problem because they don't realize until 6 months down the road that they don't have a system to get new customers or get them to come back. People can be working 100 hour weeks and taking very little money home for their efforts. It's exhausting to say the least. Many people suffer burnout, divorce, it's all very common...and very sad. After the novelty of being the new restaurant in town has worn off, and everyone in the community has tried out the "new place" most restaurant owners don't have any marketing systems to attract new guests and keep current ones coming back – and then sales and profits begin to slide.

One of my favorite sayings is "You can't make \$100,000.00 a year doing \$10.00 an hour work" and that's where restaurant owners get stuck – in operating the restaurant, instead the marketing of their restaurant.

The days of serving a great meal and having the world beat a path to your door are over. Now, you still have to create a memorable dining experience for your guests, but in the end, it's the

"You can't make \$100,000 a year doing \$10 an hour work...that's where restaurant owners get stuck..."

best marketer who wins.

Once people begin implementing my strategies – I’ve seen people triple or quadruple their profits in 90 days. Within 12 months they can be working half as much, spending more time with their family and taking vacations they haven’t had in years.

Q3: Let’s go back to how you got started.....

Fatt: I had a degree in Marketing and had worked for a number of very large food companies when I decided to venture out on my own. I had my own food business and I started using traditional marketing that I learned in University that was designed for very large businesses with very large marketing budgets. I quickly discovered that it was not working in my food business and was struggling. Nearly bankrupt, I had over \$40,000 in credit card debt, I owed \$70,000 to investors and had about \$40,000 in trade debt. It was so bad, that when I needed a new van for the business...I’m embarrassed to admit this...I bought it with money I won in Las Vegas. I decided to attend a seminar that was coming to my city and at the end of the day, I heard Dan Kennedy speak. He taught me about direct marketing that would work for a small food business and my results took off. Subsequent to that, people saw my marketing and approached me for assistance – and the people that got the most value out of my skills were restaurant owners. So, I sold my food business and decided to focus my efforts on helping other restaurant owners grow their business.

Q4: Fast forward and describe your business and your life as it is today...

Fatt: Now I have 5,347 clients all over the world including US, Canada, Thailand, Greece, United Kingdom, and Australia. I consult with people over the phone and at live events throughout the year. I started Royalty Rewards™, a turnkey program that puts restaurants and well as other retail or service businesses on autopilot. As I teach

my clients to, I am able to spend a lot of time with my family, coaching my sons T-ball team and being involved in my kids lives, taking vacations all over the world, working when I want, and I love helping restaurant owners and other small business owners make more money and create a business that supports the lifestyle they desire.

Q5: What are the five or six most significant turning points, discoveries or breakthroughs that occurred for you along the way?

- Realizing I am in the business of marketing of my business vs. the operator running the day to day activities.
- Seeing that I am rewarded for the results I produced vs. the time I put in.
- That the value I deliver is far more important than any qualifications I have.
- Surrounding myself with people that have the expertise and abilities that I do not have.
- Recognizing what my unique abilities and strengths are doing only those things and delegating the rest.
- That I can accomplish more than I ever dreamed of and that money is actually easy to make once I take action on my ideas. I can actually get and accomplish more in 12 months than I had in the previous 12 years.

Q6: Is it reasonable to say that it is easier for someone beginning in the food service industry today to achieve significant success than it was for you, when you started out? I’m going to assume you’ll say ‘yes’, so - why?

Rory: Yes – because there wasn’t the specific marketing tools systems or a road map for anyone in a food service business when I started. What I offer now to restaurant owners are proven winning strategies that my members and I have tested.

What are the biggest benefits of owning

or operating a restaurant?

Rory: As a restaurant owner you can:

- Control your own hours
- Set it up to support the lifestyle you desire
- Be a celebrity in your own community
- There’s a great social aspect to it. You get to be around good food, good people – and you get lots of free meals!
- If you plan wisely, you can establish wealth and secure you and your families future

“...you still have to create a memorable dining experience with your restaurant and your food, but in the end, it’s the best marketer who wins.”

Q7: How much money are people making with your strategies?

Rory: I’ve had members go from \$600,000.00 to over \$2 million in sales, \$2.3 million to \$5.4 in sales. And some smaller restaurants, one for example went from \$300,000 to \$1.5 million in annual sales – and he’s only got a truck stop in a town with a population of only 5,000. I’ve seen these results in small towns and big cities, tourist locations, fast food, fine dining, family casual and pizza. Once you have applied the principles that I teach, they will work for any restaurant or retailer.

*Please note that individual results do vary but the key word here is results. If you plug in the system you will get results...how much?...now that’s up to you but take a look at the Success Stories Page. Those results don’t lie!

Q8: We both know - people are skeptical. They’re going to doubt that the real picture is as rosy as you make it out to be. They’re going to suspect there’s a part of the story you’re not telling. Or

they're going to accept your accomplishments as fact, but still doubt that they can experience the same kind of success. What do you have to say to people with these kinds of doubts?

Fatt: All people start out skeptical, that's why we guarantee our marketing system and provide a 90 day free trial of our loyalty program. Let me tell you a couple of stories as examples:

Jon Bryan, owner of a small independent Mexican restaurant in Ontario, came to me in a panic. His sales had plummeted in the prior 12 months and he was falling farther and farther behind financially. After joining my Restaurant Marketing Systems Program he sent out 2 emails and a letter from my system that immediately made him \$16,000.00! He continues to do extremely well in his market, even with TWO big chain competitors opening up in the last few months. He simply plugged my system in and watched the magic unfold.

In case you still have doubts let me tell you about Lisa Krampf of When Pigs Fly in Cumberland, MD. Lisa has a story that many can relate to...80-100 hour work weeks, doing everything from chopping onions to payroll. She was working herself silly and really starting to hate her business and the headaches that were coming along with it. After Lisa put my system to work in her business her profits went up 50% and even more important...she now has a life again.

Now I don't tell you this to toot my own horn but I wouldn't have 5,347 Independent Restaurant Owners as members, be able to fill a sold out 3-day Boot Camp every year with rabid fans, have people constantly waiting to get into my Coaching groups – if they weren't having success with the methods that I teach them. My system works, period.

Q9: *All right, let's get into some detail. Let's go through the nitty-gritty of exactly how a person makes money with your restaurant strategies and methods.*

Let's start with Step One...

1. Eliminate the "Waste" in your marketing – stop copying other peoples advertising and using marketing that doesn't get you results.
2. Recognize you are in the business of Marketing your food and dining experiences, not in the business of operating of your restaurant.
3. Give yourself permission to take action, decide that you are going to make things better.
4. Learn the importance of direct marketing – creating that mindset for yourself – you need to do things differently.
5. Surround yourself with other success minded people – people that have a proven track record of creating value and results.
6. Get away from your business to develop the skills and obtain the resources that you need to achieve your success.
7. Find someone who is successful and knows what you need to know and do whatever you have to do to learn from them
8. Follow proven marketing strategies – you don't need to reinvent the wheel
9. Empower your staff and relinquish control but not responsibilities so you can concentrate on marketing your business.
10. Bring value to others, to your guests, to your employees, to your family and to your business.
11. Focus your Firepower – only continue to do the things that deliver value and create results.
12. Understand the competitive advantages of Independent Restaurant owners and leverage them to beat the National Chains in your community
13. Take time away from your business to revitalize yourself
14. Make sure you spend quality uninterrupted, time with your family. No restaurant owner at the end of their life has ever I wished they had spent more time at the restaurant.

Q10: *Next, I want to talk about The Phenomenon™, and your experiences with it - but first, let's tell people how they can take a next step and learn more about everything you offer to help those in food service and restaurant owners.*

Rory: Well, I really wanted to do something special for those who have invested in The Phenomenon™. They have already take that first step by getting the book so now I'm going to help them get closer to experiencing the Phenomenon™ for themselves by giving them a very eye-opening FREE report "Double Your Restaurants Profits in 119 Days or Less Even In A Tough Economy" I'm going to also throw in a Free Trial subscription to my monthly newsletter and audio CD interview series for ONLY \$1 PLUS a FREE Trial of Royalty Rewards™ – the loyalty program that puts all their marketing, including new guest acquisition, on autopilot.

Look, I know how hard it is in the restaurant business. Sometimes you just need a little help, or maybe a lot, either way I'm making it incredibly easy to get some very valuable information that could help turn your business around.

Q11: *Okay, let's talk about The Phenomenon™. Give us some insight into your understanding of it and how you've applied it in your life.*

Fatt: It goes back to what I've said earlier. I surround myself with people that are good at the things that I don't like to do and focus on the things that I do like to do. I've recognized that whatever my goal is, personally or within my business, you need to be focused on the value that it will deliver. For the Restaurant Owners, nothing will work unless they provide great value to their guests. Regardless of the qualifications they have, we are able to take on any and all challenges and obstacles that get in our way, if we focus on bringing value.

I give myself permission to take bold

action – and make decisions knowing that the resources and people needed to complete the task will emerge. Since I’ve done that my income, time off and results have skyrocketed year after year.

A good example is Royalty Rewards™. I turned a difficult relationship with a supplier into a whole new business that has catapulted independent business owner’s sales and profits while generating \$2.5 million in sales in 12 months.

Another example is that due to the success that my members were achieving, I created a more exclusive and high level coaching program that has generated a million dollars in just 12 months – and has increased the rate at which my clients are able to achieve their financial and lifestyle goals.

Q12: *The theme of The Phenomenon™ film that you were a part of is –getting more accomplished in the next 12 months than in the previous 12 years. You have lived it, and seen it, but for many people, this is going to be a difficult concept, possibility and goal to wrap their heads around. Using your strategies, capitalizing on the opportunities we’ve been talking about here, what could a person do in just the next 12 months?*

Fatt: The challenge most restaurant Owners face is that they get too caught up in the day to day details of operating their restaurant. They are letting other peoples priorities dictate how they operate. For instance, a food distributor shorts their order so they end up running out to solve the problem that the distributor created. What they *should* be doing is forcing the distributor to solve their own problems NOT accepting them as their own.

It’s important not to get caught up in the day to day operations, instead empower other people to deliver value for you. Focus your energy and resources with the profit making tools and marketing I provide. This provides value to the restaurant and guests making it possible

to double and triple your income in the next 12 months.

One of the easiest and quickest ways a restaurant owner can start seeing results is by plugging into my Royalty Rewards™ Program. You see, guests who belong to a loyalty program visit that restaurant an average of 6.79 TIMES more often!

And Royalty Rewards™ isn’t like anything you have ever seen before. I’ve spent 10 long years and spent hundreds of thousands of dollars to develop the ultimate, user-friendly, turn-key customer loyalty program. It’s a huge revenue-producer for my students who use it. We’ve seen results like...

- Sylvia Raves is getting 28 to 50% of her customers returning, just from one postcard. Her Return on Investment is \$27 to \$65 dollars in sales on every \$1 she spends on marketing—can you picture how great that is for her bank account?
- Dick and Sherry Varano are seeing 22-35% return rate, and their ROI is \$31 to \$62 in sales on every dollar they spend mailing postcards...hey, if they didn’t have to run a restaurant, they should just mail postcards, right?
- Cypress Grill has a return rate of 37 to 54% off their Royalty Rewards™ program, and their ROI is running \$29 to a whopping \$87 per dollar invested.

“The information you require to achieve your goals and desires is available to you if you give yourself permission to take ACTION.”

WOW, right?

Here’s the thing...a good customer loyalty program like Royalty Rewards™ transforms your guest into an unpaid sales force for you and they’re happy to do it. Why? Because it makes them

look very sophisticated to their friends that they’ve got the inside scoop at what’s going on at everyone’s favorite restaurant—which, by the time you get done putting my restaurant marketing system into place, will be your restaurant!

If anyone wants to learn more about my Royalty Rewards™ Program I would love to tell them more about it and offer them a 90 Day FREE trial! by going to www.royaltyrewards.com.

Q13: *I’m sure you have some final ‘words of wisdom’.....*

Fatt: Two things. One, your past does not have to dictate your future. You can have a restaurant and a business that supports the lifestyle you dreamed of when you opened your restaurant if you take action now to change your future. The information you require to achieve your goals and desires is available to you if you give yourself permission to take ACTION.

And second, you can’t make \$100,000.00 a year doing \$10 an hour work. If you want to change the amount of money that you make and the lifestyle that you live with your restaurant you must change the value of the activities that you chose to focus on.

You didn’t have this information up until now so if you are not happy with your situation it is not your fault. However, now you now know there is a better way.

10 Steps to Success With Rory Fatt's 'Restaurant Marketing System'

STEP 1: Eliminate the “Waste” in your marketing – stop copying and using marketing that doesn't get you results. You can't compete with the marketing done by the national chains that have larger budgets than you do. You have competitive advantages being an Independent Restaurant Owner. Learn to leverage these advantages to beat the national chains in your community

STEP 2: Recognize you are in the business of Marketing your food or dining experiences...NOT in the operation of your restaurant. There is too much competition out there, you need to offer a WOW experience – but you need to get a constant flow of new customers, and get them to return again and again, with your marketing.

STEP 3: Give yourself permission to take action, decide that you are going to make things better – there are tools available to you that are proven winners – you don't need to reinvent the wheel, you just need to take ACTION. Make the decision to be successful, make more money and live the life you dreamed of when you started your restaurant.

STEP 4: Learn the importance of direct marketing – create a learning mindset, be willing to test new ideas – you need to do things differently if you want things to be different.

STEP 5: Surround yourself with other success minded people – people that have a proven track record of creating value and results.

STEP 6: Find someone who is successful and knows what you need to know and do whatever you have to do to learn from them.

STEP 7: Empower your staff and relinquish control but not responsibility, so you can concentrate on marketing your business.

STEP 8: Bring value to others, to your guests, to your employees, to your family and to your business.

STEP 9: Focus your firepower – only continue to do the things that deliver value and create results.

AND MOST IMPORTANTLY...

STEP 10: Take time away from your business to revitalize yourself. Make sure you spend quality, uninterrupted time with your family. No restaurant owner at the end of their life has ever wished they had spent more time at the restaurant.

Beat The Pants Off Your Competition

Restaurant Business

Would you buy a T-Bone Steak, cut out the tenderloin serve it to your customer and then throw the rest of the steak away? Of course you wouldn't! If all you need is a tenderloin then that is all that you would buy. Right?

Yet just like the above example I see restaurants throwing their advertising dollars away every single day with the money they spend on advertising. So much time and effort goes into operations, food preparation, getting staff to do their jobs. Leftover time is allocated for getting new customers in the door.

Typically, restaurant marketing decisions are made when some advertising sales rep walks in the door and seems to give the restaurant owner a good pitch on why they should use his paper or coupon book. Since most restaurant owners are already overworked they rely on the sales rep to come up with the advertisement and the restaurant owner makes sure it "looks good". However, advertising sales representatives are selling space not results. What you bought is advertising space and what you want is results. You need a different kind of advertising.

There are two types of advertising. One is image or institutional advertising the other is direct response. Image advertising is what very large companies do...IBM, McDonald's and General Motors. Their advertising is designed to make you aware of their business and HOPE that eventually that awareness will translate into you purchasing their products. It's a very indirect method of getting results. With it comes lots of waste.

In 2005 it is estimated that McDonald's spent \$1.6 Billion on advertising. They have 30,000 restaurants in 100 countries. With those kinds of numbers, they can afford image advertising. However, most restaurant owners don't have the bankroll or the

number of outlets to last long enough to see any benefits from image advertising. For the single or several unit operator, this kind of marketing is a recipe for disaster. **It is similar to going after a mosquito with a nuclear bomb.**

Despite this fact, many restaurant owners continue to use image advertising. What restaurants need is direct response advertising. That is, marketing that is designed to produce measurable results every time. Marketing that pays its own way and targeted to reach only people that are similar to your best customers that you already have. **That is target marketing.** Focusing your marketing resources where it has the best chance of success.

If you can't measure the amount of business you get from some form of advertising then don't do it. You need to get hard nosed about this. This should save you thousands of dollars a year. Next, you need to reinvest the marketing dollars that were previously wasted into direct response marketing.

Find out everything about who your best customers are. Match this information with the media that closely resembles this group of people or businesses. Monitor the results. Remember you are paying for all the circulation or coverage of the media you choose. The less waste the better. The people that your advertisement reaches that are not likely to come to your restaurant is wasted money. Shouldn't you stop throwing away your hard earned marketing dollars?

Rory Fatt is President of Restaurant Marketing Systems and the Controversial Critic of Normal Ways Owner's Promote Their Restaurants. To get a copy of his FREE REPORT "How To Double Your Restaurants Profits in 119 days Or Less Even in a Tough Economy" call his free 24 hour recorded message at 1-800-348-4687.

Success Stories



“\$16,500 With Just Two Emails And A Letter”

“Before I joined RMS, my sales for the past 12 months had fallen, and I was so far behind financially it was crazy. Then one promotion I did made me \$16,500 from just two emails and a letter! There is light at the end of the tunnel - I achieved this growth with managers and staff who weren't 100% behind me (and have recently been replaced!) and a new \$3,000,000/year restaurant open up in town. We have another big one opening up in August and we will take them on too . . . and we'll still be here in years to come. Thanks again!”

**Jon Bryan,
Mexicali Rosa's, Peterborough, ON**



“Profits are up over 50%”

*“RMS has completely changed my business; in the past year **sales were up about 18%, over the course of two years sales are up about 33%. My profits are up over 50%. I couldn't be happier.** I've just posted the best year we have ever had, I have a life, I have seen every member of my family for every holiday and birthday, I travel a lot more with friends, I bought a new house.*

You have to save yourself first. If you don't save yourself, you can't save the business or your family or anything else. Before RMS I was working 80 to 100 hours a week, I chopped onions, I was the fry cook when somebody didn't show up, I did the inventory, I did the ordering, I did the payroll, I was the hostess when somebody didn't show, I was the extra bartender when we got busy.

I can remember Christmas three years ago at my parent's house surrounded by my family, the successful this, the successful that, the successful we're going here, we're going there...and I was making less money then ever. I am the oldest, I have always been the overachiever and I was the least successful person in the family. I wanted out of this business, I hated it, I was miserable.

But I got your kit, I tried one little thing, and what I learned has turned around my whole life. Whether you are unhappy or not, if you are making money or not, I don't care if you're not working 100 hours a week, there are ways to make it better, there are ways to make it easier, and Rory is bringing you all the ways you need to do it. You don't have to be alone, there's help out there.”

**Lisa Krampf,
When Pigs Fly, Cumberland, MD**



“Before I ran a good restaurant, now I own a GREAT BUSINESS!”

“I've owned 3 different restaurants and until recently, none of them have done great.

When we took over this restaurant, we were doing about \$300,000 per year in our sleepy small town with our restaurant named after our high school mascot. We were about as far away from “the big time” as you could get. It just seemed like no matter how hard we tried we just couldn't seem to “put it all together.”

*We decided to give it this ONE last try, ONE last push and we joined Rory's marketing program - and the most remarkable months of my life as a restaurant owner began. We started implementing every simple strategy and pre-tested proven method that Rory had given us. **If you need any confirmation that Rory Is THE MAN here it is...2005- \$1,000,000, 2006-\$1,250,000, 2007-\$1,500,000.** I can honestly say that without Rory Fatt there is no way we'd be in the position we are in right now. Without Rory there's a very strong chance we wouldn't even be in the restaurant game anymore. **Before I ran a good restaurant, now I own a GREAT BUSINESS!** And for that I owe Rory Fatt all the thanks in the world. ... If I can do it...you can do it too.”*

**Jeff and Tawnie Marcus,
Diggers Diner, Brush, Colorado**



“Up \$1,500 a day over last year”

“We were very skeptical. But, I got Rory’s package in the mail and I was overwhelmed. At the time, they had closed the bridge across the river that literally touches the edge

of my building and our sales absolutely plummeted. We were \$260,000 in the red six months to date, and by the end of the year, using things we learned, we were able to pull back to even, which was Herculean to do that in six months. Since then, this year, our sales are just beyond anything we’ve ever done.

We are up \$1,500 a day over last year. We work Monday through Friday basically 8:30 to 4:30. We’re not hosting. I’m not the chef. All we do is work on growing our business. And now, in my family life, there’s nothing I miss, we take off and have fun and entertain my family at the holidays. It’s incredible. It’s a whole new life. I have 100% confidence that I will grow every year from no. It’s a great feeling.”

**Dick and Sharri Varano,
Billy’s Chowder House &
Varano’s, Wells Beach, MA**



“Restaurant Sales Up 150%, Quadrupled Pizza Sales! Man, Where Am I Going To Spend All This Money?”

“When I started using the tools Rory gave me my sales sky rocketed. But, besides the sales increase he taught me

how to enjoy life outside the restaurant. I have been to Disney, Mexico, Italy and Jamaica. Before RMS, I would never leave my restaurant for any extended amount of time. The best part is that I can afford to go. No worries!

Since I joined, my profit faucet has not slowed down. People call every day to find out what’s happening next, my employees are excited, and except for marketing, I barely work. I changed my yellow page ads from what I learned and I’m pretty excited about it. We are generating about \$22,000 per week in catering sales.

Quadrupled Pizza Sales!

I have some strong opinions. Before I started with Rory’s system, I wasn’t really selling a lot of pizza, which was never a really big part of my business. I used

to sell about 25 pizzas a day. From one strategy he helped me create, I’m selling about 100 pizzas a day.

My business has increased by double number percentages month after month after month. If you have the package and you’re not using it, or if you’re thinking about getting it, whatever you do, just get it and do one or two things out of it. It’s been an incredible run, and I’m super-happy with it. It’s unbelievable. I pay more in taxes now, than I used to make in a year! I used to stay up at night wondering how I was going to pay my bills. Now I stay up saying, “Man, where am I going to spend all this money.” Thanks Rory!

**John Fortini,
Chick-n-Pizza Works, Buffalo, NY**



“From \$300,000 To Over \$1,000,000 In Sales...”

“When I started with RMS, my sales were just over \$300,000, and we’re actually going to break a million this year. Rory is a wonderful guy, with

such a great spirit. He wants us all to succeed and that’s really important. You couldn’t pay enough at university to learn the stuff we learn. The camaraderie with the people that we’ve met, the connection is fantastic, and everyone is so candid and willing to share which isn’t common in the restaurant business. Rory has changed my life and the way I do my business. I used to be running my butt off doing everything, and now I just get to work on the creative part which is what I like to do.”

**Gerritt Visser and Linda Crossley,
Village Cantina & Tropical Grill, Calgary, AB**

Are You Ready To Learn The Restaurant Marketing Secrets That Will Have You Making More In The Next 12 Months Than You Have In The Last 12 Years?

Get My FREE Special Report

“Double Your Restaurants Profits in 119 Days or Less Even In A Tough Economy”, Test Drive My ‘Elite’ Restaurant Business Building Membership 3 Months for ONLY \$1 AND Get A FREE 90 Day Trial Of Royalty Rewards™ - My Turnkey Loyalty And Direct Marketing Program For Virtually Any Retail Business with Repeat Purchases

This Free Report reveals the same successful outside-the-box marketing strategies that have helped thousands of restaurateurs nationwide skyrocket their profits! Here’s a quick peek:

- The ONE Secret marketing technique that flipped my switch and sent me from broke and overworked to operating a highly successful food business and enjoying life like never before.
- The 3 Steps to Creating a Predictable and Steady NEW Customer Flow That Will Finally Allow you to Leave the Competitive Restaurant Rat Race Behind.
- Answers to the 12 most common questions restaurant owners just like you have about marketing their business and improving their sales.
- The 16 must have marketing tools that every restaurant owner needs to stay ahead of the chains and start seeing sales skyrocket.
- 1 Quick and Easy Step That You Can Make That Will Finally Allow You To End Your Marketing Headache, Secure Your Financial Future and Allow You To Achieve The Lifestyle Of You Dreams.
- And much, much more...

PLUS, because I know you are hungry to experience the Phenomenon™ for yourself, I want to offer you two more very generous opportunities. When you go to **www.myrestaurantcoach.com** or call 1-800-348-4687 and leave your info on our recorded message line, I’m going to also throw in a 3 month trial to my ‘Elite’ Restaurant Business Building Membership for **ONLY \$1**.

With this Gold Membership you will have access to:

- 1) My monthly Restaurant Revolution Newsletter
- 2) My monthly “Rory Fatt Interviews...” audio CDs or bonus books
- 3) Monthly edition of our client newsletter to Personalize for your customers
- 4) Access to our secure website, including our discussion board.
- 5) Two critique certificates per year of membership so you can fax your materials for critique

- 6) Discounts on seminars
- 7) Marketing gold “hot sheet” - information, special opportunities, resources, tips, and article reprints

* If you like the incredible tools and information you receive then you can continue your membership for only \$47.97... more information and details on the website.

To get your FREE 90 Day Trial of my Turnkey Loyalty and Direct Marketing Program, Royalty Rewards™, go to www.royaltyrewards.com.

Guests who belong to this loyalty program visit that restaurant an average of 6.79 TIMES more often!

In addition to Restaurants, Royalty Rewards is also successful for retailers of all kinds. Jewelers, Mens and Lady’s Wear, Shoe Stores, Book Stores, Furniture Stores, Florists, Pharmacies, Gift Stores, Hotels, Furniture Stores, Shoe Stores, Pet Centers, Auto Repair Shops and virtually any kind of retailer or business with repeat transactions.

- Put your marketing on auto-pilot!
- Turn your one-time transactions into long-term, reliable guests.
- Get your customers to return more often, so that they get into the habit of becoming guests.
- Get your guests to spend more and more money each time they come in.

Incredible opportunities like this only come around every so often and especially opportunities that can completely re-invent your business and send you into that Phenomenon Experience we have all told you about.

So, if you’re ready to put an end to your 15 hour workdays, marketing frustrations and start livin’ life as it should be... happy, profitable and stress-free...then **DON’T MISS THIS CHANCE**. It’ll take you less than 30 seconds...but those 30 seconds will change your life!

**Get on your way by going to
www.myrestaurantcoach.com
or call 1-800-348-4687 and leave your info
on our recorded message line.**