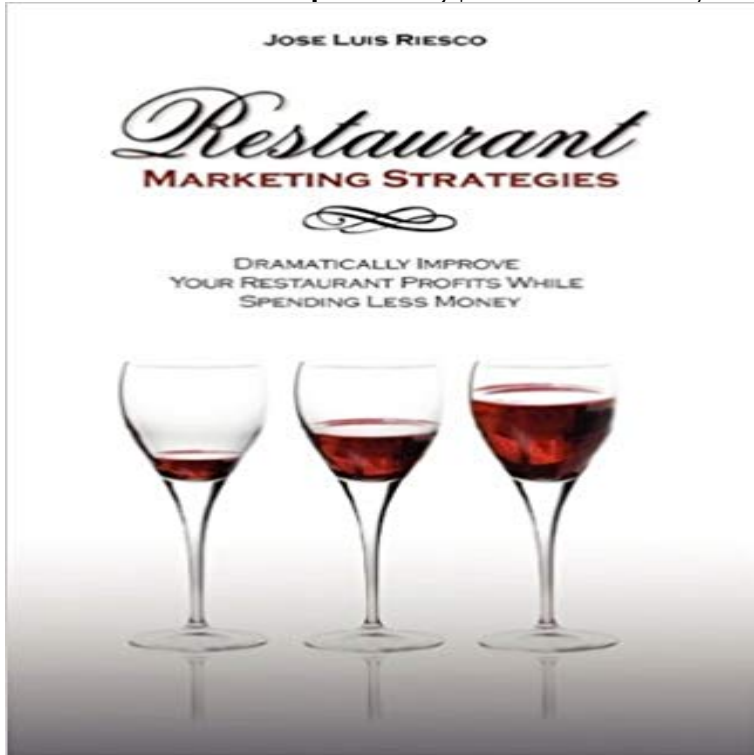


# Restaurant Marketing Strategies: Dramatically Improve Your Restaurant Profits While Spending Less Money



The Secret Marketing Techniques of Successful Restaurants If you operate the same way, you'll get the same results. You are likely reading this book because you're looking for better results from your establishment. Now it's time to operate in a different way, in a more effective way. I will help you do that. In this book you will discover: The Most Effective Methods for getting more people into your restaurant. THE MOST IMPORTANT way to KEEP your customers happy. Why so many restaurants are unsuccessful. What restaurant owners fail to focus on that leads to failure. What types of advertising REALLY work. Period. How to optimize the prices on your menu to make sure you're getting the profit you need while still keeping your customers happy. A secret, completely under-used method for getting things you need (sometimes even for free). Most restaurant owners don't know about this money-saving technique. (It can bring in new customers, too!). Easy ways to get more customers coming to your restaurant AND to keep them coming back! First book of this kind of quality available! Jose Riesco managed to write a marketing book with a wide range of related topics which can be used by both the beginning restaurateur and the seasoned marketer. This book is a must to read for restaurant owners in order to excel their business. (www.4Hoteliers.com) Jose! I must tell you that your ideas on restaurant marketing are wonderful, and you know why? Because I have tested them. I think everything you have suggested I have tried - and it worked. We were so busy over this weekend and it was a great opportunity to prove the quality of my little restaurant. I have worked on my regular customers following your techniques, and I got great response from them. I was so happy! I live in west Ireland in a little town (pop. 10,000), and it makes a big difference to see my old customers become my regulars... and the

best of all: they are so supportive! Please  
keep up the good work! Eszter  
Studnicka AGAPE  
RESTAURANT Castlebar, County Mayo  
(IRELAND)

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