

Discover the “Secret Ingredient” to explosive restaurant profits . . .

# **Warning: Restaurants Are Closing As They Struggle To Make Any Money In The Fight For Customers.**

## **... What Simple Step Can You Take To Guarantee It Doesn't Happen To You?**

**Attend this special Restaurant Marketing Seminar and learn the “Secret Ingredient” most restaurant owners don't know or use that you can implement in your business to drive more customers to your door!**

Hi there, my name is Alistair Gray and with my friend Brett Bramble we work with Restaurants to help them improve their sales and profitability. You probably have never heard of us, and that is alright because Sydney is a big city and we work with a variety of businesses.

Bottom line we would like to help you rise up above the all the doom and gloom. We are often meeting with Restaurant Owners and have found **some are doing really well while others are really struggling.**

Have you ever wondered why that is?

Yes, the economy is rapidly changing and things are getting tougher! Some say worse than the nineties!

**The question is, are you ready to operate your restaurant in a recession...?**

You will have you noticed consumers are starting to dine out less. Less at lunch time and mid week! They are looking for more value and for ways to reduce their dining costs. Whether it is buying a cheaper bottle of wine; restricting purchases to one course or looking for cheaper items on the menu.

If you have been monitoring your average dining spend you will be noticing the difference.

Only last week I was in Parramatta. Here it is very clear some restaurants are “bleeding badly”. The competition is intense and price cutting seems to be the norm in the fight to get customers.

Sadly, if you have been struggling before, the speed of failure will now be faster!

**Against all this, some restaurants continue to do well...**

Why is this?

What do you think is the secret to their success?

**How are these restaurants continually full?**

Why do you think these restaurants don't seem to struggle to have customers coming back time and time again?

**It is all about the marketing...**

You can have the best chef, best food, best looking restaurant and **none of this is any good unless you have paying customers.**

Yes, you need a solid, embedded sales and marketing system in your business. There is no question. Do this right and you will have them queuing at your doors to do business with you.

**There is however, one secret ingredient that will make all the difference...**

Just like when you are cooking a meal there is always the one special ingredient which will make your dish superb.

The same applies in your restaurant. **There is one secret ingredient that will turn your struggling business into a “river of cash”.** It is so obvious and yet most don't know about the diamonds at their feet. They are just lying there

**2 Seminar Dates**  
Monday 15th June or  
Tuesday 16<sup>th</sup> June  
9.30am – 12.30pm

### **Comments from April Seminar**

*“Showed me there are heaps of untapped opportunities in my business”*

*“Valuable ideas!”*

*“I started implementing your ideas immediately”*

*“Restaurants now more than ever need to learn and implement lost cost marketing strategies”*

**Robert Goldman**  
CEO Restaurant & Catering NSW

waiting for you to pick them up. Others who know about the diamonds have either been too busy in their business to take a breath and pick them up or haven't known how to polish them so they turn into cash. This is where we would like to help.

**Restaurant Marketing Seminar...** (2 Dates... Monday 15<sup>th</sup> June or Tuesday 16<sup>th</sup> June 9.30am – 12.30pm)

**We are holding two must attend restaurant marketing seminars where we will reveal the “Secret Ingredient” to your Restaurant Marketing Success PLUS we will give you...**

- 21 Marketing Tips guaranteed to improve profits by more than 30%
- 4 Critical Restaurant Success Strategies for survival and growth in a “new economy”
- 7 Proven Ways of Attracting New Customers in times of uncertainty and require little or no financial outlay!
- 3 Customer Service Strategies that will boost profit per meal and boost repeat customers
- 4 Ways to boost Profit Margins even in a down economy!
- 3 Ways to boost and systemise word of mouth marketing to double breakfast, lunch and dinner sales
- And more...

**Brilliant Returns...**

*“Since working with Brett I am getting a return of between \$5 and \$30 for every marketing dollar I spend”*

**Judie Maddox, Margo's**

**You can't afford not to come...**

You may be thinking I have heard all this before or I can't afford the time or it is on my day off!

Yes, you are probably right! But what if we were to share with you one small idea or “*ingredient*” that you could take away and implement into your business immediately. And it made a difference! What would that be worth to you?

One of the things in life that can cost us dearly is not what we know, but what we don't know! Can you afford to take that chance that we may reveal the one secret which will unlock the hidden profits in your business and you miss it?

This will be the last time we are running this seminar this year. Don't take the chance of missing out. Just fill out the registration certificate attached. Fax it off to reserve your place and bonuses.

**Where and When?** Because of demand we are running two seminars.

- **Monday 15th June, 9am for 9.30am – 12.30pm**  
Mercure Hotel, 106 Hassall Street Rosehill NSW 2142
- **Tuesday 16<sup>th</sup> June, 9.30am – 12.30pm**  
NSW Leagues Club, 165 Phillip Street & 72 Elizabeth Street, Sydney

Seats are limited and expected to fill fast.

Reserve your place by completing the reservation certificate attached.

**Bonuses**

1. Free CD – “7 Ways to Instantly Boost Restaurant Profits” Value \$79
2. Free Book “Profits for Life” Value \$25

**Register by 3 June 2009  
To SAVE \$40**

**Finally, this is your big opportunity to...**

- Learn how to use the “Secret Ingredient” to create a stampede of customers and massive profit growth in your business even during a recession
- Blast away the “cob webs” and be revitalised with new ideas and strategies to handle the downturn
- Refocus on your marketing and profit generation systems – one idea is worth a million dollars!
- Network and talk to other restaurateurs

We look forward to seeing you there.

Alistair Gray

Brett Bramble



- **P.S. Hurry!** Learning about the “Secret Ingredient” is critical for your success! Avoid disappointment and book your seat now. Our last event sold out within 72 hours. We are expecting a rush of bookings!
- You have nothing to lose as all our seminars are covered by our 100% Money Back Guarantee
- Register by Wednesday 3 June and Save \$40. You will also receive a copy of our new book “Profits for Life” plus our just released CD “7 Ways to Instantly Boost Restaurant Profits” - Absolutely Free

# Reservation Certificate

**ACT ON THIS NOW AND SAVE...**

## Registering is Easy... Phone, Fax, E-mail or Post

**YES** Please send me my free Profit Boosting Audio CD

**YES** I want to improve the marketing and profitability of my restaurant, so count me in! I'm sick of working long hours and I want to start making some real money for a change. I realise my investment is completely secure with your '110% Money Back Guarantee' so please register me for your seminar right now so I don't miss out.

**Pre Registration Bonus:** Register by Wednesday 3 June and you'll...

- Save \$40 on the door Price
- Receive a copy of Brett and Alistair's new book "Profits for Life" RRP \$24.95

### Tick Venue \*

**Monday 15<sup>th</sup> June 9am for 9.30am – 12.30am**

**Venue** Mercure Hotel, 106 Hassall Street Rosehill NSW 2142

**Tuesday 16<sup>th</sup> June 9am for 9.30am – 12.30am**

**Venue** NSW Leagues Club, 165 Phillip Street & 72 Elizabeth Street, Sydney

\*Don't forget to tick the event attending

**Personal Details:** Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

(Please provide me with your friendly reminder and confirmation of seminar room)

Business Name: \_\_\_\_\_ Restaurant Type: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ P/Code: \_\_\_\_\_

Position: \_\_\_\_\_ E-Mail: \_\_\_\_\_

How did you hear about this event? \_\_\_\_\_

**Your Friend:** Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Business Name: \_\_\_\_\_ Restaurant Type: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_ P/Code: \_\_\_\_\_

Position: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Early Birds** (by Wed 3 June)... **\$39** **Pre-Registration** (by Wed 10 June)... **\$59**

Includes Tea / Coffee and Light Refreshments. (Note: Payments at the door **\$79** – No Bonuses)

**Extra Persons** only **\$20**

**Your Payment Options (please tick)**  Cheque  Direct Transfer  Cash Deposit  Cash

M/Card  Visa Card No: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry: \_\_\_\_ / \_\_\_\_

3 Digit No (CVV): \_ \_ \_ Amount \$ \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Note: When depositing or transferring, please enter your business name in the notes section.

Brambles Consulting P/L BSB: 062-603 A/c: 1010 9803

### How to Respond – What to do next:

1. For the fastest service, **FAX** this form to (02) 8079 0660 today.
2. **PHONE** 1300 966 361 and have your credit card details ready.
3. **SCAN** this form and/or re-type and **E-MAIL** to: [lookbeyond@seaforthgroup.com.au](mailto:lookbeyond@seaforthgroup.com.au)
4. **SNAIL MAIL:** Seaforth Group Pty Ltd PO Box 3044, North Strathfield NSW 2137

Prosperity Made Easy .....

Bonuses	
1. Free CD – “7 Ways to Instantly Boost Restaurant Profits”	
2. Free Book “Profits for Life”	
3. Save \$40 by booking by Wednesday 3 June	



## Brett A. Bramble BComm DFP JP

### Australia's Most Successful Club / Restaurant Manager:

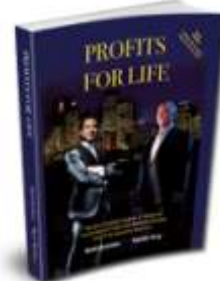
At just 24 years of age, Brett became the youngest Secretary Manager of any Registered Club in NSW. The Sailo's on the Mid North Coast had only 750 members, merely \$8,000 in the bank and was losing money. **Within 7 months, Brett increased profits by 1,336%.** Using his creative marketing techniques he grew the Club to 4,484 members (up 497%) making it the **Fastest Growing Club of its kind in Australia.** Consequently the Club and Brett were recognized with several 'NSW Club of the Year Awards' including: **Best Entertainment Venue 1998 & 2000, Financial Achievement Award and Encouragement of Sport Award.** Brett explains with a grin, "If I knew then, what I know now, the Club would have grown twice as fast again."



### Profit Growth Specialist (Hospitality, Professional Services and Business-2-Business):

In just a 1 hour consultation with a business owner, Brett uncovered 2 strategies that when calculated, outlined how **they will be \$33,500 better off.** After working with Brett, this same business owner now achieves \$5 to \$30 return on marketing dollars invested. Brett can see opportunities like an eagle can spot a fish metres below the water's surface. With a score of 199/200 in Advanced 4 Unit Mathematics, this is no surprise. During a contract with a public internet company, **Brett quadrupled the turnover in NSW within 8 months.** Since studying under the Great Peter Sun, founder of the Better Business Institute with their \$27.5 million in research, Brett's learning's have shot sky high. Nowadays, with this new knowledge and resources, Brett thrives on helping business owners generate new profits through smart sales and marketing strategies. His ultimate goal is to be establishing Cultural / Entertainment Venues for Youth and their Families.

Brett and Alistair's new book "**Profits for Life**" is a must read for those wanting to quickly build their business to allow themselves to have better choices in life.



## Alistair Gray, Doctor Profit

### Business Growth Specialist

Alistair, also known as "**Doctor Profit**" works with small to medium sized businesses bringing them innovative and practical business solutions to restaurant businesses that ensure quick sales and profit growth often as much as 45 – 60% within 90 days using what he calls "**The Fast Track Profit System**".

He says "*The key is to cut out the BS and focus on developing a repetitive system to acquire customers and focusing on the 5 key profit drivers by understanding the life time value of a customer, building irresistible offers to get new customers into your marketing funnel and then delivering enormous value so your existing customers will never want to leave you*".

### Management Consultant, Sales Trainer

Alistair has a **wealth of experience** being a former Brian Tracy International Licensee, trained by the Better Business Institute, a **highly successful** banking career spanning 28 years with **senior management experience** in Australia, New Zealand and the Fiji Islands. He has run a small management consulting company and **achieved extraordinary results** as a specialist sales trainer in extended warranty involving such companies as Myers, Mega Mart, Office Works and The Good Guys.

Alistair has worked in 3 countries, advising Governments, large Corporates and business owners on how to improve business systems, marketing systems and profits.



## Steve Brossman

International Speaker, Author and TV Host, a true Marketing Maverick who has marketed and sold Environmental Products into 23 Countries, designed and licensed a kids programs into 5 countries and has educated, motivated and entertained over 10,000 people across 15 countries with his energetic, no bull, humorous presentations.

