

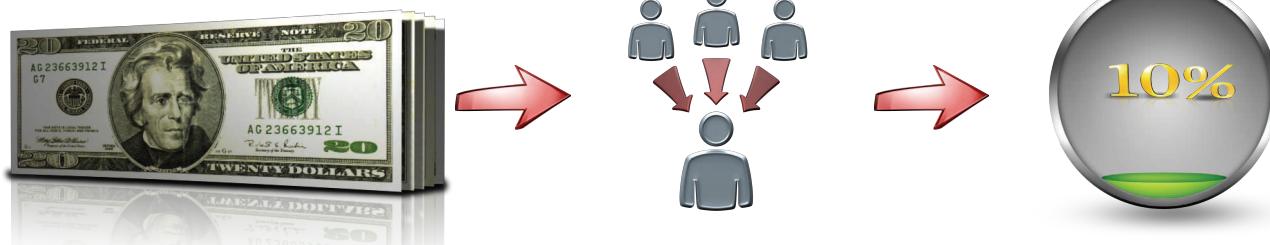
## How To Cut Expenses And Grow Sales...

Which approach do you suppose would cost the least—and—have the highest probability of filling a table at your restaurant today?

1. Finding, convincing, and motivating a total stranger who's never even heard of you?
2. Or reaching out to a current customer who dines there on a regular basis?

**Pretty obvious—right?** Funny then, that chasing after the “new” customer with suicidal discounts... using expensive mass-media, that only generates temporary bursts of “junk traffic” – from low-end bargain hunters who *only* respond to the lowest price... has become the default marketing strategy of the restaurant industry... Let’s look at two scenarios:

**1. High Cost—Low Return:** Discount-driven mass-marketing begins a nightmarish decent that fuels the restaurant industry’s astronomical failure rate. It goes like this:



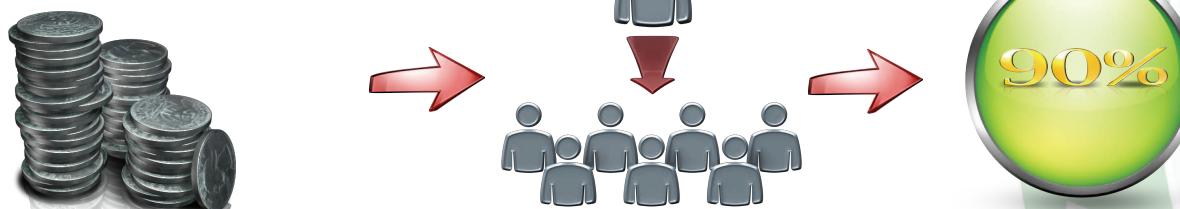
Restaurant owners spend the bulk of their marketing budget on mass-advertising which:

- Lumps them in with direct competitors...
- Only works with steep discounts...
- Has a disappointing 1-2% response rate...

Since several competitors are vying for the same prospect... the lowest price wins... this attracts “bargain-basement crowd” and repositions the restaurant as a discount shop... this also trains customer’s to “wait” for the discount...

And, unfortunately—this wasteful spending and discounting spree, represents at best—10% of your overall growth opportunity during the year—yet consumes in many cases 90-100% of the marketing budget.

**2. Low Cost—High Return:** Loyalty-marketing launches a business-building ascent by motivating current customers to visit more often, and rewarding them for spending more money—and only *after* they do. It costs less and generates more—because it targets those most likely to visit with repeated, continual and compelling reasons to return and spend money—today. And best of all, there’s no additional work for the owner... Repeat Returns handles everything including: Birthdays, Anniversaries, Bonus Points Promotions, Holidays, Lazy Customers, Surveys, Contests, Specials, etc...



Owners spend a small fraction of what mass-media costs... on a program that doesn’t rely on steep discounts at all—and has 15-to-80% response rates...

...an auto-pilot program that keeps them “top of mind” with customers, and never competes with competitor’s offers...

...a program that generates an average 50-to-1 return... by tapping into the 90% growth opportunity; driving more visits from current customers.

**Conclusion:** Squandering the bulk of the budget, chasing the smallest opportunity, doesn’t make much sense at all. So, instead of spending *more* on marketing, you can actually spend *less*. And it all starts by just reallocating a small portion of your budget to the bigger opportunity. **After all, everyone knows—the low-hanging fruit is the easiest to pick.** Give Repeat Returns’ “common sense” approach just 90 days... and we guarantee in writing, it will change your life.