

Brochure or Money Maker? 9 checks

A Brochure is built to impress the people around you. A Money Maker is built for the stranger who is ready to buy. Run these before you touch a single pixel.

☐

1 You did the Customer Journey Walk.

Pick one type of customer. Walk through their whole decision, as honestly as you can.

WHY The design is not the decision. What they need to know is.

☐

2 Every kind of visitor finds THEIR answer.

A restaurant has at least four: dine-in, takeaway, online order, events. Not one page for all.

WHY Each is at a different stage, and leaves if the site doesn't speak to where they are.

☐

3 Nobody has to work to find the answer.

They came with a question. They want to know if you're the right answer, and FAST.

WHY If they have to dig, they don't complain. They just close the tab. Quietly.

☐

4 A WhatsApp link or a chat sits right there.

Not just a contact form. Something a curious person can use RIGHT NOW, in the app they use.

WHY Nobody fills a form and waits till tomorrow. Even a human answering by hand beats a form.

☐

5 Every form you keep has a real reason to fill it in.

A lead magnet. A coupon. A specific quote request.

WHY A generic "leave your name" form is a missed opportunity dressed up as professionalism.

☐

6 From "interested" to "booked" is as short as it gets.

Count the clicks, slow pages and confusing menus between a ready buyer and a booking.

WHY Each one hands a ready-to-act buyer to your competitor.

☐

7 Big or unusual requests arrive with the details.

Name, date, party size, the occasion, special requirements. Collected before a human steps in.

WHY Anyone on your team picks it up already knowing what happened.

☐

8 Visitors not ready yet can still leave a way to reach them.

Interested but not ready? Capture them before they go, so you can stay in touch.

WHY Otherwise a visit that showed real interest leaves zero trace.

☐

9 It looks right for YOUR buyer, not for your friends.

Real photos, the real inside, real reviews. Polish is not the point.

WHY Too polished reads as too expensive. People leave before they check the price.

1 more habit from the video

- Ask someone NOT in your industry what they look for when they choose a business like yours. The answers will humble you.