



RESTAURANT SCALING SYSTEM™

5-DAY RESTAURANT

MASTERCLASS

DAY 1 WORKBOOK

# THE RESTAURANT PROFITABILITY AND MARKETING MASTERCLASS



Hi, My name is Josh Kopel and I help restaurant owners and operators build a scalable, profitable business that doesn't demand all their time and gives them the freedom to do what lights them up.

I know that when you're trying to scale your restaurant business you're wearing 50 different hats. There's always something that needs to be done and fires that need to be put out yesterday.

## WHEN GROWING A BUSINESS, TIME IS OUR MOST PRECIOUS COMMODITY.

Which is why I built this masterclass. Used correctly, these five days take the most chaotic parts of restaurant growth and turn them into a handful of repeatable plays. We focus on what actually moves revenue right now and what keeps guests coming back. Not theory. Not trends. Just the work that works.

Most owners have tried marketing or menu tweaks a few times and did not get the result they wanted. Or they think real growth requires massive discounts, giant budgets, or new tech. It does not. Growth comes from clear positioning, a tighter offer, one better guest path, and a simple communication rhythm you can actually keep.

This masterclass is a practical toolkit. If you do the exercises, you leave with a tighter menu, clearer stories to tell, a simple outreach routine, and a realistic plan to catch peak demand. If you do not use it, it is worthless. If you do, it will pay for itself in covers and margin.

In the 5 Day Restaurant Profitability and Marketing Masterclass, I will show you how to turn attention into reservations, reservations into bigger checks, and bigger checks into repeat visits. You will see the exact scripts, prompts, and workflows I use so you and your team get more done in the same amount of time. I use these plays every day. After this guide, you will too.



DAY

1

# BUILD THE MACHINE

## OBJECTIVES

- Shift from “make more money” to “pull proven levers on demand.”
- Understand the three keys: profitable revenue, awareness that converts, and frequency that compounds.
- Start your benchmarking plan and redefine your menu as a roadmap, not a compass.
- Begin a simple outbound habit and seed your local affiliates list.
- Set annual targets that you can reverse engineer into a plan.

## THE LEVER MAP

**1 |** If revenue dipped this week, which three levers could I pull within 72 hours to spike sales?

**Lever 1 and trigger**

**Lever 2 and trigger**

**Lever 3 and trigger**

**2 |** When would I deploy each lever during a typical month or quarter?

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# OWNER VS MANAGER REALITY CHECK

**1 |** Today, the top three tasks I do that only an owner should do:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

**2 |** The top three tasks I must delegate or systemize this quarter:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

**3 |** One change I will make this week to create owner time: