

AI RESTAURANT AMPLIFIER.



The visual playbook for restaurant operators who want AI to actually run the work.



3 Levels

OF AI ADOPTION



4 Layers

OF THE TOOL STACK



6 Use Cases

RANKED BY ROI



10–20 hrs

BOUGHT BACK / WEEK



1 Master Prompt

MAKES EVERY AI 10×
SMARTER

By Josh Kopel

FOUNDER • RESTAURANT SCALING SYSTEM

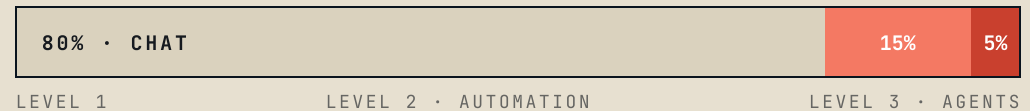


A LETTER FROM JOSH • WHAT CHANGED

THE GAME CHANGED. *Again.*

Hi, I'm Josh. The first Amplifier taught you to save 10–20 hours a week with ChatGPT. That was true two years ago. **It's no longer the ceiling.**

THE 2026 OPERATOR DISTRIBUTION

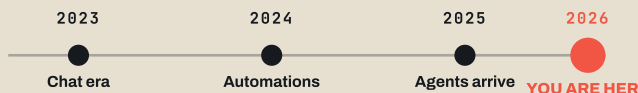


80% of operators are stuck at Level 1 - chatting and copy-pasting. 15% have built basic automations. **Less than 5% run agents that handle entire workflows while they sleep.**

"The operators pulling away aren't writing better prompts. They're running agents that finish the work overnight."

This is the new playbook. New stack. New prompting framework. New use-case map. **Apply even half of it and you'll buy back 10–20 hours a week and unlock revenue you didn't know was there.**

WHAT CHANGED SINCE V1



- Josh

FOUNDER, RSS



SECTION 01 • THE AI LADDER

WHERE YOU ACTUALLY SIT ON THE *AI ladder*.

Each rung up isn't 2× the leverage. It's 10×. Most operators don't see the jump because they don't know the rungs exist.

80%

OF OPERATORS LIVE HERE

CHAT

LVL 01

Ask, get answer, copy & paste. You operate every task.

ex: Prompt an IG caption · edit · post

15%

HAVE TOUCHED THIS

AUTOMATION

LVL 02

If X happens, trigger Y. Steps removed from the workflow.

ex: 5★ review → auto thank-you → adds to VIP

<5%

LIVE IN THIS ZONE

AGENTS

Give the outcome, walk away, return to finished work. AI runs the loop.

ex: "Review last week's PMIX, find 3 dishes to fix, draft new menu."

LVL 03

THE STRATEGIC READ

L1 → L3 isn't harder. **Almost nobody is doing it yet.** That's the window.

LEVERAGE MATH

L1: 1× · L2: 4× · L3: ~40× the output for the same hour of your time.

"The jump from L1 to L3 is where fortunes are built."



SECTION 02 • THE 2026 TOOL STACK

BUILD THE STACK, IN *this order*.

Each layer has a job. Using the wrong layer for the wrong job is exactly why your prompts feel weak. Install top-to-bottom. Don't skip.

01

LAYER 01 · INTELLIGENCE

The Brain

The model that does the thinking. Long-form work, voice, analysis.

Claude ★ Top pick

BACKUP: GEMINI · CHATGPT

02

LAYER 02 · INPUT

The Voice

Voice-to-text on your computer. 200 WPM vs. 80 typing. Doubles output.

Wispr Flow

MAP TO A FUNCTION KEY

03

LAYER 03 · MEMORY

The Library

Searchable context across every doc you own. SOPs, P&L, vendor contracts.

NotebookLM

FREE FROM GOOGLE

04

LAYER 04 · EXECUTION

The Agent

Give the outcome. Agent runs the workflow. You read the finished work.

Manus · Claude Code

LEVEL 3 TERRITORY



COMPOUNDING RULE

Most operators only use Layer 01. The **compounding leverage** lives in **Layer 04**. Don't be the 98% who stop after L1.

THIS WEEK'S INSTALL

**90 minutes,
total.**

- | | | |
|----|--|---------|
| 01 | Paid Claude · install Chrome extension | ~5 min |
| 02 | Install Wispr Flow · map function key | ~10 min |
| 03 | NotebookLM · upload menu, brand voice, P&L | ~30 min |
| 04 | Layer 04 — next month's project | later |

*"Pays for itself in *a week*."*



SECTION 03 • REVERSE PROMPTING

STOP WRITING PROMPTS. MAKE AI *ask you.*

OLD WAY — PUSH

"Write a Mother's Day email with this subject line, this tone, this CTA, by this date, this format..."



OUTPUT

An email constrained by what you remembered to ask for. **You wrote it yourself.**

NEW WAY — PULL

"I want a Mother's Day email campaign. Ask me anything you need to know."



6-8 SURGICAL QUESTIONS

It asks what you'd forget to include.



OUTPUT

Knows more about your campaign than you would have remembered.

Modern AI is smart enough to ask the right questions if you let it. Tell it what success looks like. Let it pull what it needs out of you.

THE 3-STEP METHOD • IN ACTION

Y

STEP 01 • STATE OUTCOME "I run a 90-seat Italian spot in Austin. I need a holiday gift-card campaign that drives \$75K in sales over 6 weeks."

Y

STEP 02 • THE MAGIC LINE "Ask me every question you need to get this done."

AI

STEP 03A • AI ASKS

1. What's your average gift-card check size historically?
2. Which channels convert best — email, IG, in-store?
3. Last year's gift-card revenue and units sold?
4. Any seasonal hooks or partnerships available?

+ 4 more...

Y

STEP 03B • YOU ANSWER (VIA VOICE) *Wispr Flow: 200 WPM, plain English, think out loud.*

AI

DELIVERABLE Full 6-week campaign: 4 emails, 12 IG posts, 2 in-store assets, channel sequencing, lift forecast. **One pass.**



SECTION 04 • THE 4-PART PROMPT FORMULA

WHEN YOU NEED STRUCTURE, BUILD IT LIKE *this*.

01 ROLE

"Act like a world-class restaurant marketing director who has launched 50 successful gift-card campaigns."

02 COMMAND

"Write a four-email holiday gift-card sequence that drives \$75K in revenue."

03 DATA

"Paste brand voice, last year's campaign, current promo details."

04 FORMAT

"Deliver as four emails with subject, preheader, body, and CTA."

THE PRO STACK · STEAL THIS TEMPLATE

```
[Role] > "Act like a world-class restaurant [X]..."
[Command] > "Help me achieve [specific outcome]."
```

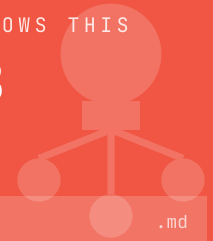
```
[Data] > [master prompt + brand blueprint + relevant docs]
[Format] > "Deliver as a spreadsheet / 4 emails / one-page brief."
```

```
[+] > "Ask me any clarifying questions before final output."
```

Reverse prompting is the new default. But when you need a one-shot output, you want structure. Four blocks. Stack them. Memorize them.

BONUS · ALMOST NOBODY KNOWS THIS

THE GITHUB SECRET.



△ Notion AI	.md
△ Cursor	.md
△ Lovable	.md
+ 25 more	

Search GitHub for "**system prompts for top AI tools**." Public repo. Real prompts. Read three, steal the structure.

Most operators use **5%** of what AI can do. These prompts use **100%**.



SECTION 05 • YOUR MASTER PROMPT

ONE DOCUMENT. EVERY AI *10× smarter.*

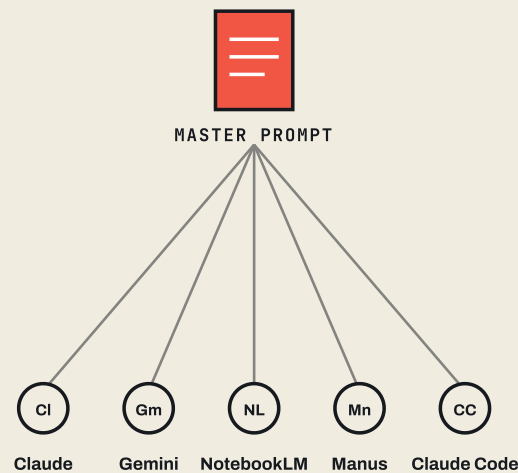
The onboarding document you'd hand a brilliant new GM on day one. Hand it to every AI tool you use - and the AI isn't a stranger anymore.

restaurant_master_prompt.pdf

■ Concept	A
■ Brand Voice	B
■ Audience	C
■ Menu Philosophy	D
■ Service Standards	E
■ Team	F
■ Financial Targets	G
■ Marketing Calendar	H
■ Current Initiatives	I

V.06 • UPDATE EVERY 6 WEEKS

PLUG IT INTO EVERYTHING →



Every AI tool starts the day knowing your restaurant — better than most of your staff.

BUILD IT TODAY • USING REVERSE PROMPTING

6 steps. ~45 minutes.

- 01 Open Claude. Type: *"Create a master prompt for my restaurant."*
- 02 Add: *"Ask me every question you need to build it well."* Wait.
- 03 Use Wispr Flow to voice-answer. Long answers. 2.5× faster.
- 04 Save the output as a PDF.
- 05 Upload to every AI tool before you start any task.
- 06 Update every 6 weeks as your business evolves.

"The highest-leverage move you'll make this month."



SECTION 06 • USE CASES RANKED BY ROI

WHERE AI *actually* MOVES THE NEEDLE.

Most operators use AI for one thing: writing social captions. That's the lowest-leverage use case in the restaurant. Start at the top instead.

RANK	USE CASE	LEVERAGE	ROI READ
01	Retention & Lifecycle Email NEWSLETTER • WIN-BACKS • BIRTHDAYS • GIFT CARDS	 ***** — BIGGEST FINANCIAL LEVER	REPEAT REV +20–30%
02	Review Response Automation IN-VOICE REPLIES • FLAG ESCALATIONS • SOCIAL REPURPOSE	 **** — HOURS BACK + SEO LIFT	TIME +2–4 hrs/wk
03	Menu Engineering Analysis PMIX UPLOAD • UNDERPERFORMERS • PRICE MOVES	 **** — CONSULTANT-GRADE OUTPUT	SPEED 15 min vs 1 wk
04	Private Events & Catering INQUIRIES • CUSTOM PROPOSALS • FOLLOW-UP	 *** — SITTING REVENUE, FASTER REPLIES	EVENT REV +30–50%
05	Brand Content Production CAPTIONS • BLOGS • WEB COPY • PRESS ONE-SHEETS	 ** — TIME WIN, NOT REVENUE WIN	OUTPUT Hrs → min
06	Staff Training & SOPs NOTEBOOKLM • SEARCHABLE MANUALS	 ** — FREES THE FLOOR MANAGER	RAMP 3 wks faster

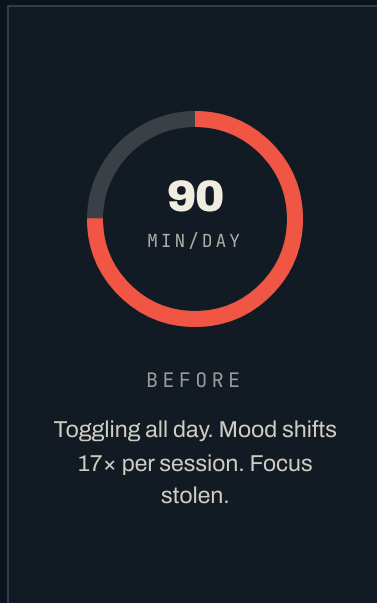
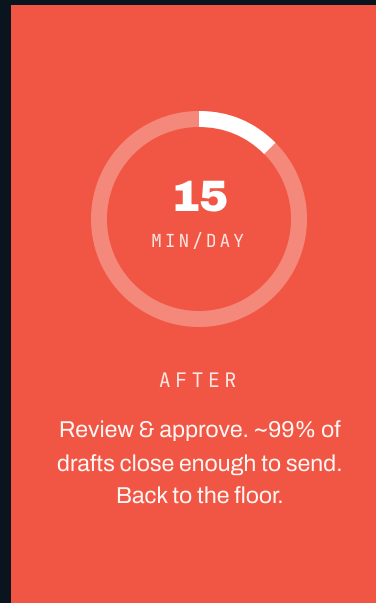
OPERATOR'S TRAP → *Most operators stop at #5 — captions. That's the trap. Start at #1. Retention is where the money is.*



SECTION 07 • THE ZERO INBOX SYSTEM

STOP READING *your email.*

BEFORE → AFTER

.....>
CLAUDESAVED PER
WEEK**~8.75
hrs**= 1 working day, every
week

BUILD IT IN 20 MINUTES

01 **Connect Gmail to Claude**
Settings → Connectors → Gmail. **90 seconds.**

02 **Triage prompt**
"Process my unread. Tell me which need my attention and which can be handled by a template reply."

03 **Draft prompt**
"Draft each reply in my voice. Table ranked by priority."

04 **Review in batch. Send.**
Run morning & end-of-shift. **Hand it to your GM eventually.**

"Your guests don't pay for your email responses. They pay for your standards."



SECTION 08 • MAKE IT A TEAM HABIT

SOLO: HOURS SAVED. TEAM: *full FTE earned.*

Solo AI saves 10–20 hours a week. Rolled out to your management team, it multiplies. Four people × ten hours = **one full-time hire's worth of capacity.**

THE MULTI-OPERATOR MATH


10 hrs/wk
SOLO • YOU ALONE



   
GM MKTG CHEF EVENTS
YOUR MANAGEMENT TEAM



40 hrs/wk
ONE FULL FTE • NO NEW
HIRE

THE 3-MOVE ADOPTION PLAN

01 • FOUNDATION

Share the Master Prompt

Every leader uses the same doc. Same context, same voice, no drift between team members' AI outputs.

02 • RHYTHM

Monthly AI Sync

30 minutes. Each leader shares one prompt that worked. Team votes the best into the shared recipe book.

03 • COMPOUNDING

The Recipe Book

Notion or Google Doc. Every proven prompt organized by department. New hires ramp **3 weeks faster.**



SECTION 09 • QUICK REFERENCE

YOUR 7-DAY AI *upgrade plan.*

If you read nothing else: do these seven things this week. In order. Each builds on the last. Print this. Tape it inside the office door.

MON • D1

01

Upgrade to Claude Pro

Install the Chrome extension. Cancel ChatGPT if you have it.



TUE • D2

02

Install Wispr Flow

Practice voice-prompting for 30 minutes.



WED • D3

03

Build your Master Prompt

Use reverse prompting. Save as PDF.



THU • D4

04

First real output

Draft your next monthly newsletter using only one prompt.



FRI • D5

05

Zero Inbox setup

Run it once. Time how long it takes.



SAT • D6

06

Roll out to team

Share with GM & marketing lead. Show them reverse prompting.



SUN • D7

07

Build the Recipe Book

Drop in the 3 prompts that worked best this week.



THE 3 RULES

Operate by these.

RULE 01

State outcomes, not processes. Let AI ask what it needs.

RULE 02

Never start serious work without uploading your master prompt.

RULE 03

Stuck at copy-paste in week 2? You're still L1. Push into agents.



THE CLOSE

LET'S GET COOKⁱⁿ'.

*Reading this guide and filing it in your downloads folder won't change anything. **Pick one thing. Apply it this week.***

- ★ #1 Build the master prompt. Foundation for everything else.
- #2 Run Zero Inbox once. Time it.
- #3 Push one workflow into Layer 04. Read the finished work.

- Josh

FOUNDER · RESTAURANT SCALING SYSTEM

NEXT STEP

JOIN THE MASTERCLASS.

45 focused minutes. You walk out with a three-step action plan tailored to your restaurant: which AI use case to prioritize first based on your numbers, how to roll it out to your team, and where the fastest revenue lift is hiding.



PRIORITY



ROLLOUT



REVENUE

[JOIN THE MASTERCLASS →](#)

