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THE

Restaurant Revenue Growth Blueprint

The System Behind Restaurants That Grow Every Single Year

Built from 6 years | 1,000+ restaurant owners | 9 active clients

For serious operators doing $80K+/month who want predictable revenue

2026 EDITION
acmedia.com

Contents

ABOUT THIS DOCUMENT

This blueprint is for restaurant operators doing $80K+/month who want predictable revenue.

Every number is real. Every gap is disclosed. No fabricated case studies.

All data current as of February 2026.

Executive Summary

If your restaurant does $80K or more per month, you already know something most restaurant owners don't: **the problem isn't getting customers. It's getting predictable revenue.**

You've tried agencies. You've tried social media. You've tried running ads yourself. Some months are great. Some aren't. And nobody can tell you why. That's not a marketing problem. That's a **demand problem**. And it requires a completely different approach.

This blueprint comes from 6 years of working exclusively with restaurant operators. Over 1,000 conversations. Real data from 9 active clients. Every number is real. Every gap is disclosed. If you're serious about growth, this is the most honest document you'll read this year.

THE BIGGEST GROWTH CHALLENGES

30-50%	Revenue gap between your best and worst days
60-70%	Of first-time customers never come back
15-30%	Of your revenue lost to delivery app commissions
0%	Of restaurants actually follow up with past customers

KEY INSIGHT

The restaurants that grow every year don't have better marketing. They have **systems that generate demand on command**. They know exactly how many new customers came in, how many came back, and what every dollar produced. They don't guess. They don't hope. They operate.

Proprietary Frameworks in This Blueprint

3 Revenue Levers	**Predictable Demand System**	**Customer Value Ladder**
The three variables that determine total revenue	5-component growth engine for restaurants	6-stage journey from stranger to advocate

Industry Reality & Data

Before building a growth strategy, operators must understand the economic realities driving restaurant performance in 2026.

5-8%	**5-7x**	**68%**	**94%**
Average Restaurant Profit Margin	Cost to Acquire vs. Retain	First-Time Diners Who Never Return	Consumers Check Reviews First

Key Industry Benchmarks

Metric	Industry Avg.	Top Performers	Gap
Customer Retention Rate	20-30%	45-60%	+25-30 pts
Average Profit Margin	5-8%	12-18%	+7-10 pts
Weekday vs Weekend Gap	40-55%	15-25%	2x better
Online Review Influence	94% check reviews	88% trust as referrals	Near universal
Repeat Customer Revenue	30-40%	55-70%	+25-30 pts
Delivery Platform Cost	15-30% commission	Direct ordering	Full margin

How Review Rating Affects Customer Traffic

Indexed to 4.5-star baseline = 100%

3.5 Stars	3.8 Stars	4.0 Stars	4.5 Stars	4.8 Stars
40%	62%	78%	100%	118%
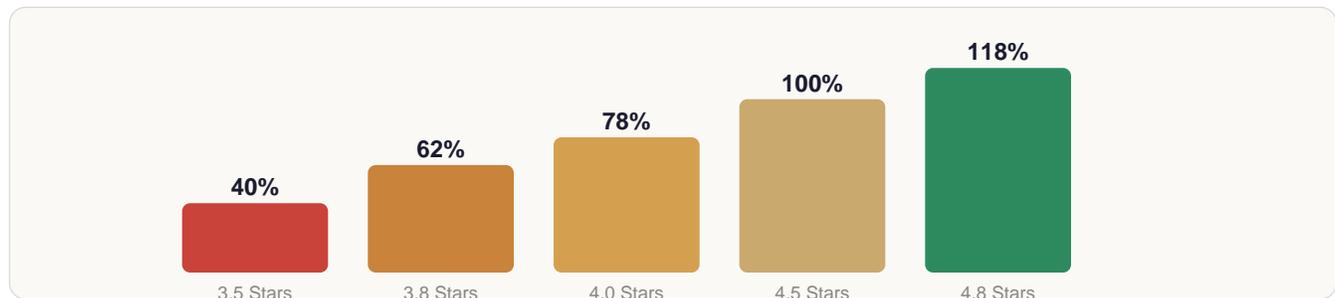
SECTION 03

The 3 Revenue Levers Framework

THE RESTAURANT REVENUE EQUATION

| New Customers | ✕ | Visit Frequency | ✕ | Avg. Order Value | = | TOTAL REVENUE |

Lever 1: New Customer Flow

New customer acquisition is driven by local discovery. The modern diner's journey: craving triggers search > reviews shape shortlist > visibility determines selection. Your Google Business Profile is your most important digital asset.

The Local Discovery Funnel

CRAVING / OCCASION

SEARCH (Google, Maps, Apps)

EVALUATE (Reviews, Photos, Menu)

SHORTLIST (Top 2-3 Options)

VISIT YOUR RESTAURANT

Lever 2: Repeat Customers (Most Important)

This is your highest-leverage growth move. Acquiring a new customer costs 5-7x more than keeping one. Yet 68% of first-time diners never return. A single retained customer is worth $1,080-$2,700 over their lifetime. Most restaurants have zero systems to make that happen.

LIFETIME VALUE CALCULATION

Average order value:	**$45**
Visits per year (retained):	**8-12**
Customer lifespan:	**3-5 years**
Estimated lifetime value:	**$1,080 - $2,700**

Lever 3: Higher Average Order Value

Increasing average transaction value requires no additional acquisition. Even $5-$8 per order compounds across hundreds of monthly transactions. This is the fastest lever to pull.

Strategy	Revenue Potential	Effort
Menu engineering (anchoring, positioning)	+$3-5/order = $2,700-$4,500/mo	Low
Family/group bundles ($89-$129)	+$800-$2,000/month	Low
Catering & private events	+$1,600-$5,000/month	Medium
Loyalty program upsells	+$2,000-$4,000/month	Medium
Beverage program optimization	+$1,500-$3,500/month	Low

COMBINED POTENTIAL: +$8,600-$19,000/month
From optimization alone — no additional marketing spend required
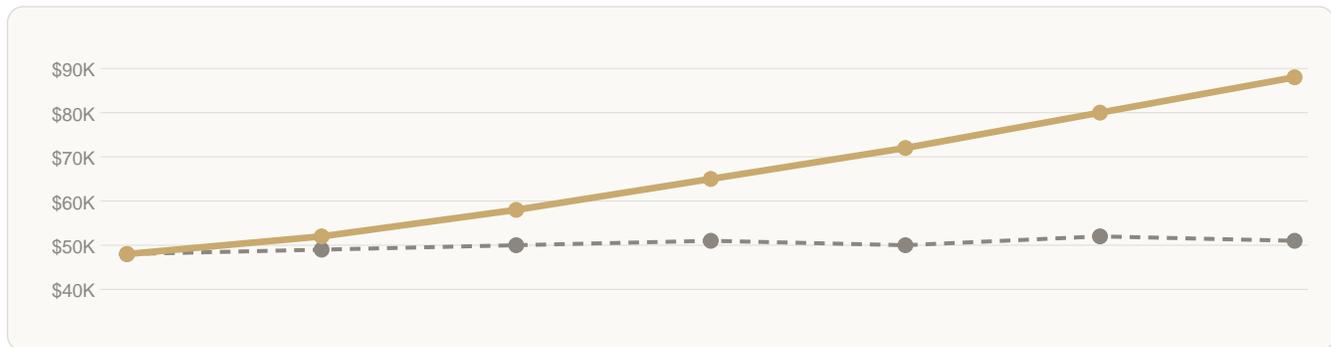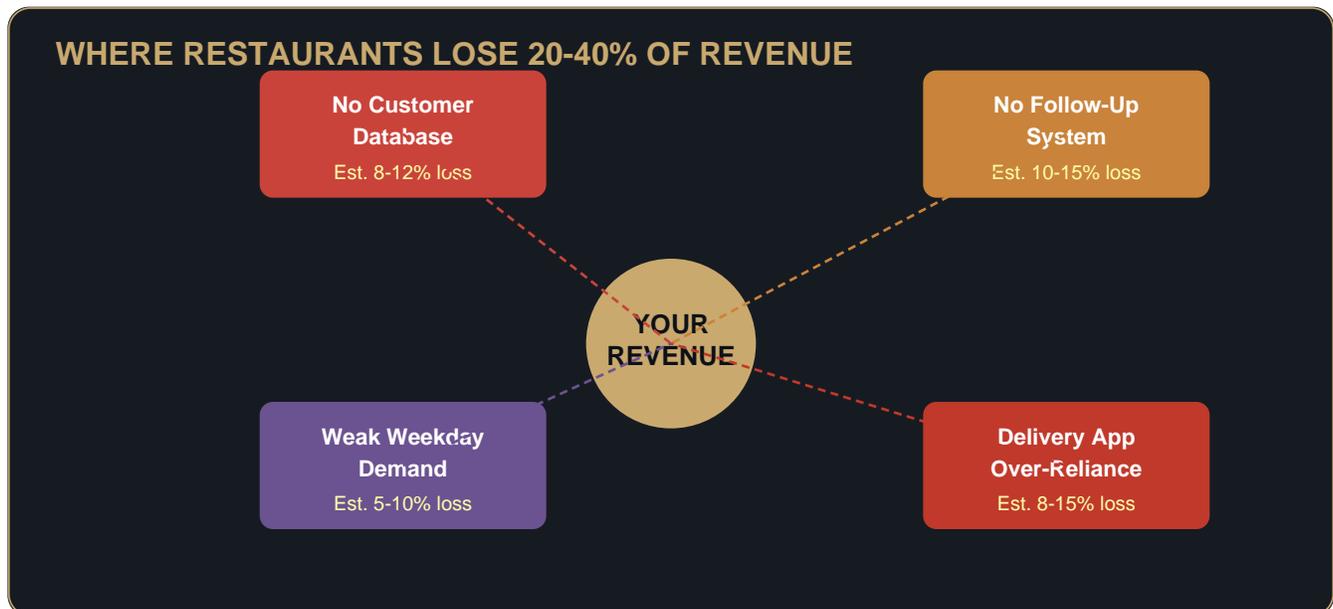
Impact of Repeat Rate on Revenue

Fig: Compounding revenue over 12 months with active retention vs. no system.

Revenue Leak Analysis

Before investing in growth, understand where revenue currently leaks. A restaurant doing $100K/month with a 20-40% leak is losing **$20K-$40K every single month**. These are the four leaks we see in almost every restaurant we audit.

WHERE RESTAURANTS LOSE 20-40% OF REVENUE

No Customer Database — Est. 8-12% loss
No Follow-Up System — Est. 10-15% loss
YOUR REVENUE
Weak Weekday Demand — Est. 5-10% loss
Delivery App Over-Reliance — Est. 8-15% loss

No Customer Database (Est. 8-12% Revenue Loss)

Every diner leaving without joining a database is permanently unreachable.

No Follow-Up System (Est. 10-15% Revenue Loss)

Without follow-up: 18-22% return. With one touchpoint within 7 days: 35-42%.

Weak Weekday Demand (Est. 5-10% Revenue Loss)

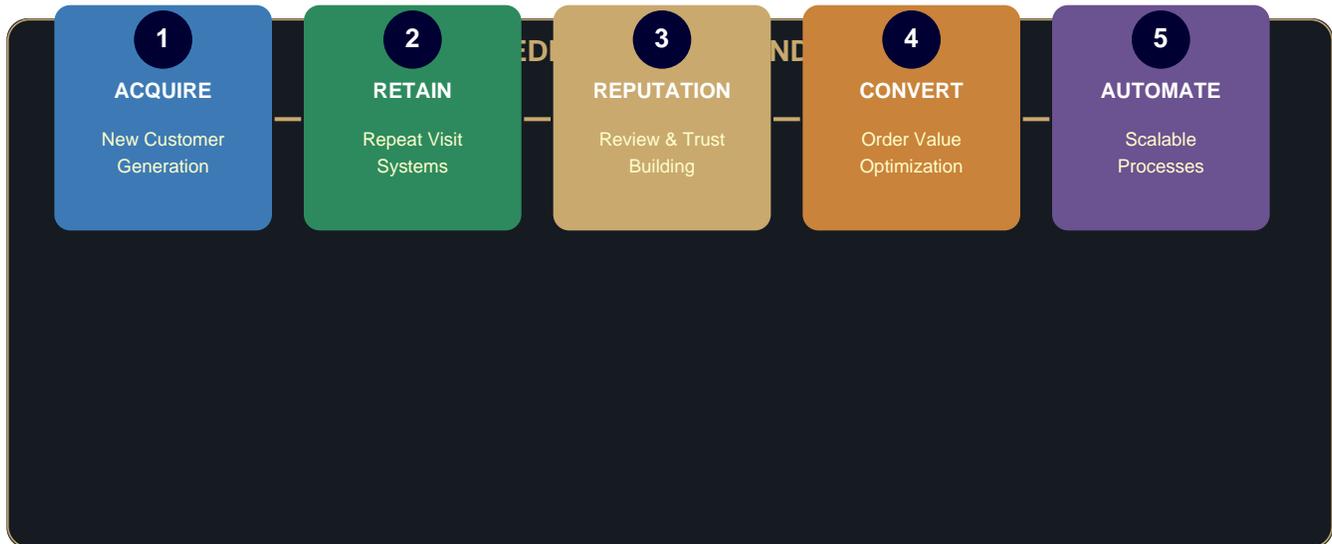Operating at 50-65% capacity Mon-Thu = fixed costs absorbed by fewer covers.

Delivery App Dependence (Est. 8-15% Revenue Loss)

$50 delivery = $35-$42 after commission, zero customer data. Direct channels recover full margin.

The Predictable Demand System

Restaurants achieving consistent growth operate on a **system**, not random marketing activities. This five-component framework creates a self-reinforcing cycle.

1 ACQUIRE New Customer Generation	2 RETAIN Repeat Visit Systems	3 REPUTATION Review & Trust Building	4 CONVERT Order Value Optimization	5 AUTOMATE Scalable Processes

1. Acquire

2. Retain

3. Reputation

4. Convert

5. Automate

Structured new customer generation through local visibility, search optimization, and community presence.

Systematic conversion of first-time visitors to regulars. Database building, automated follow-ups, loyalty mechanics.

Active review generation and professional response. 25-40% higher conversion from strong reputation.

Maximize every interaction's value. Menu engineering, upsell training, occasion-based packaging.

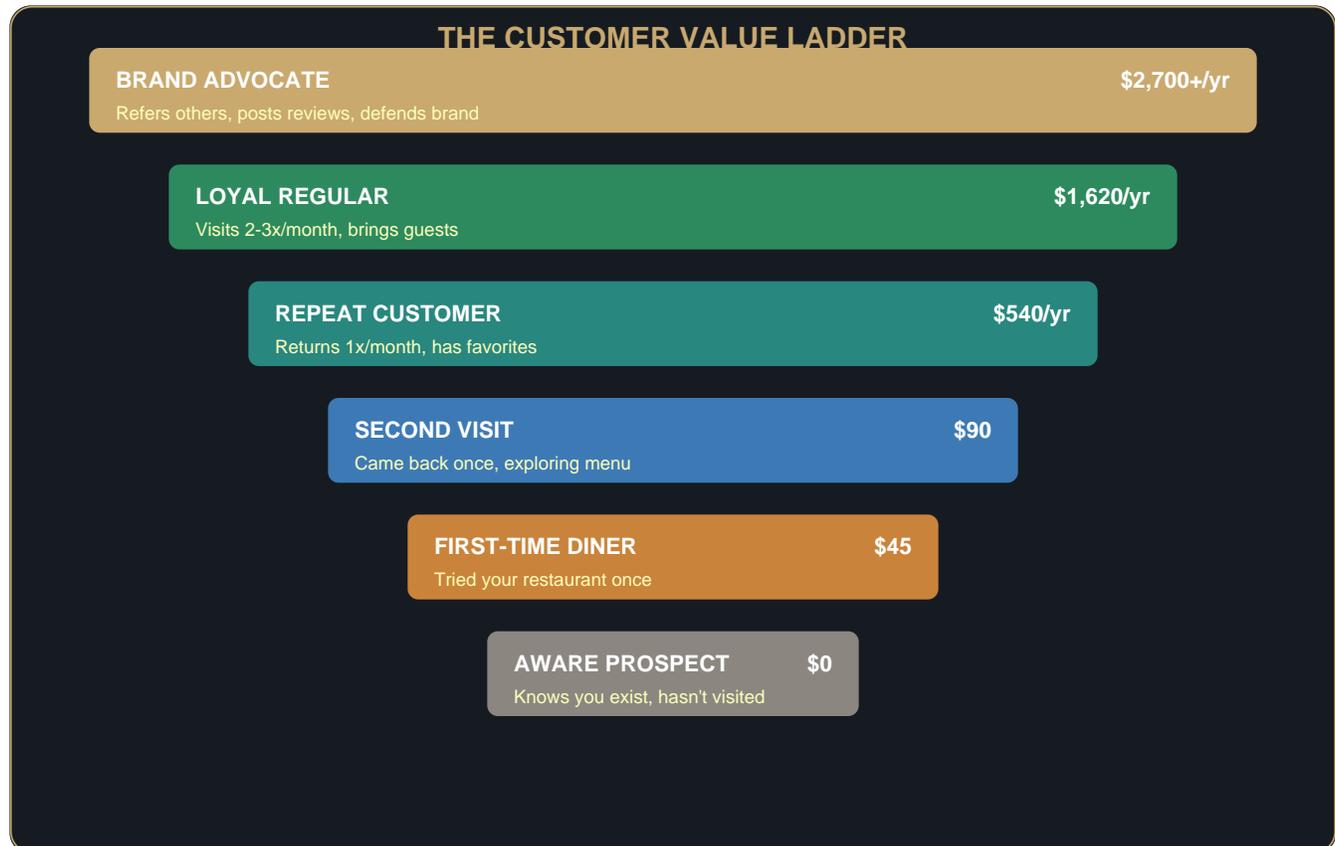Systems running without daily intervention. Automated review requests, scheduled communications, dashboards.

SECTION 06

The Customer Value Ladder

In every restaurant, **about 20% of customers generate 80% of revenue**. Your job isn't to get more customers. It's to move more customers UP this ladder, faster. One brand advocate at $2,700/year is worth 60 one-time diners.

THE CUSTOMER VALUE LADDER

BRAND ADVOCATE $2,700+/yr
Refers others, posts reviews, defends brand

LOYAL REGULAR $1,620/yr
Visits 2-3x/month, brings guests

REPEAT CUSTOMER $540/yr
Returns 1x/month, has favorites

SECOND VISIT $90
Came back once, exploring menu

FIRST-TIME DINER $45
Tried your restaurant once

AWARE PROSPECT $0
Knows you exist, hasn't visited

Key Actions at Each Transition

Aware > First Visit:	Google visibility, review quality, compelling photos
First > Second:	Follow-up within 7 days, welcome-back offer
Second > Repeat:	Loyalty enrollment, personalized offers
Repeat > Loyal:	Staff recognition, exclusive access
Loyal > Advocate:	Referral program, review solicitation, UGC

Client Portfolio: Performance

These are real numbers from active clients. Not projections. Not estimates. Every figure comes directly from Google Business Profile, Google Ads, Meta Ads, and email platforms. We include the gaps alongside the wins because trust is earned through transparency, not cherry-picked wins.

62,237	9	29,590+	142K+
Total GBP Interactions	Ad Accounts Managed	Google Ads Conversions	Emails Delivered (90d)

Google Business Profile Performance (Sept 2025 - Jan 2026)

Client	Interactions	Menu	Calls	Dirs	Web	Rating	Reviews
Wok to Bowl	24,712	6,263	1,603	5,134	11,712	4.9	1,191
Curry & Ketchup	12,839	1,656	761	5,283	5,139	4.7	4,671
Red Chillez	8,804	1,689	1,197	3,475	2,291	4.7	472
IndiSpice Oslo	8,700	720	282	5,054	2,460	4.5	703
Tikka Temple	7,182	1,679	584	3,438	1,470	4.7	725

Total Advertising Investment by Client

Client	Google Ads	Meta Ads	Total Spend	Top Metric
Curry & Ketchup	kr268,000	kr162,936	kr431K (~$41K)	21,600 conversions
IndiSpice Oslo	kr299,000	kr44,116	kr343K (~$33K)	66.2K clicks
Tikka Temple	$11,900	$380	$12,280	7,990 conversions
Wok to Bowl	$6,660	$1,051	$7,711	17.8K clicks
Red Chillez	$2,790	$691	$3,481	10.8K clicks

KEY PATTERNS ACROSS PORTFOLIO

- UGC content outperforms every other ad creative format — across all clients, all platforms
- Funded clients (kr300K+) show strong, compounding metrics. Underfunded clients are fragile
- Content production drives everything: when content stops, metrics collapse within 8 weeks
- Google Ads drives conversions. Meta Ads drives awareness. Both are needed
- Email retention is active for 2 of 5 core clients — the biggest portfolio-level gap

SECTION 08

Case Study: Curry & Ketchup

Indian & Indo-Asian Streetfood | Oslo, Norway | Est. 1994 | Our first client

Our longest-running engagement. Family-driven restaurant, open since 1994. We manage the full growth stack: Google Ads, Meta Ads, content strategy, email, and reputation management. The owner focuses on content production; we handle distribution, advertising, and systems.

4,671	4.7 Stars	+85.4%
Google Reviews (from ~900)	Rating Maintained	GBP Interactions Year-over-Year

Google Business Profile (Sept 2025 - Jan 2026)

Metric	5-Month Total	Monthly Avg	YoY Growth
Total Interactions	12,839	~2,568	+85.4%
Menu Views	1,656	~331	+293.3%
Phone Calls	761	~152	+50.4%
Direction Requests	5,283	~1,057	+79.3%
Website Clicks	5,139	~1,028	+68.4%

GOOGLE ADS (Since 2020)

Total Spend:	**kr268,000**
Clicks:	**78,200**
Conversions:	**21,600**
Impressions:	**4.69 million**

META ADS (44 campaigns)

Total Spend:	**kr162,936**
Impressions:	**2,822,832**
Link Clicks:	**73,296**
Best Format:	**TikTok/UGC 5.78% CTR**

EMAIL (Past 90 Days)

Delivered:	**60,588**
Open Rate:	**20.73%**
Spam Complaints:	**1**

SOCIAL MEDIA

Instagram:	**6,652 followers	530 posts**
TikTok:	**325 followers	Growing**
Facebook:	**1,300 followers	Active**

TOTAL AD INVESTMENT: kr431,000 (~$41,000)

Strategy: Organic content > identify top performers > amplify with paid ads > track conversions > optimize

SECTION 09

Case Study: Wok to Bowl

Pan-Asian Stir-Fry | Bloomington, IL | Est. ~2024 | Franchise-ready concept

Our biggest project. Owner Siva reinvented his restaurant into a brand concept. Custom-built app, own ordering system, all customer data owned. Planning 2 new locations in 2026. This isn't just marketing — it's brand building toward a franchise.

4.9 Stars	24,712	11,712	$0.10
1,191 Reviews Exceptional	GBP Interactions 5 months	Website Clicks Zero commission	Cost Per Click UGC Meta Ads

Google Business Profile (Sept 2025 - Jan 2026)

Metric	5-Month Total	Monthly Avg	Trend
Total Interactions	24,712	~4,942	Every metric climbing
Menu Views	6,263	~1,253	Upward trend
Phone Calls	1,603	~321	+55% Sept to Dec
Direction Requests	5,134	~1,027	Stable
Website Clicks	11,712	~2,342	Strong upward climb

GOOGLE ADS (Since Dec 2024)

Total Spend:	$6,660
Impressions:	544,000
Clicks:	17,800
Conv. Value/Cost:	0.48

META ADS (10 campaigns)

Total Spend:	$1,051
Best Campaign:	UGC: 7,257 clicks
Cost Per Click:	$0.10 (exceptional)
CTR:	6.3% on UGC

EMAIL (Past 90 Days)

Delivered:	81,732
Open Rate:	10.91% (needs work)
Bounced:	3,108 (list clean needed)

SOCIAL & INFRASTRUCTURE

Instagram:	481 posts	426 followers
Facebook:	1,200 followers
Tech:	Custom app + website owned

WHY WOK TO BOWL MATTERS

481 posts and 426 followers proves: you don't need a massive following to grow a restaurant.
You need good content that performs when amplified. UGC at $0.10/click = scalable franchise model.

SECTION 10

Case Study: IndiSpice Oslo

Indian Restaurant | Oslo, Norway | Pure advertising play | 200-400 kr range

IndiSpice is our largest advertising investment client. The strategy: win with ads and track every booking. Google Ads, Meta Ads, and TripAdvisor combined with full booking attribution. Competing directly against Foodora and third-party platforms for search visibility — and winning.

kr343K	703	+37.3%
Total Ad Spend (~$33,000)	Google Reviews 4.5 Stars	Bookings Growth Year-over-Year

Google Business Profile (Sept 2025 - Jan 2026)

Metric	5-Month Total	Monthly Avg	YoY Growth
Total Interactions	8,700	~1,740	+35.9%
Menu Views	720	~144	+159.9%
Phone Calls	282	~56	+7.2%
Bookings	184	~37	+37.3%
Direction Requests	5,054	~1,011	+43.8%
Website Clicks	2,460	~492	+11.1%

GOOGLE ADS (Since 2020)

Total Spend:	kr299,000
Clicks:	66,200
Avg CPC:	kr4.51
Interaction Rate:	4.86%

META ADS (22 campaigns)

Total Spend:	kr44,116
Impressions:	581,631
Best:	Reels & Shorts 3.26% CTR
Worst:	30% OFF (highest CPM)

OSLO COMPARISON: IndiSpice vs Curry & Ketchup

C&K gets 47% more interactions but only 4% more direction requests.
IndiSpice converts better per interaction — higher-quality audience from targeted advertising.

STRATEGY: Optimize conversion from existing traffic, not just get more traffic

Reserve a Table on GBP | Competing against Foodora | Bookings doubled: ~25/mo to ~48/mo

Red Chillez & Tikka Temple

Red Chillez
Indian Cuisine | Largo, FL | 4.7 Stars | 472 Reviews

Red Chillez follows the C&K playbook: restaurant focuses on content, we handle distribution. Strategy centered on influencers, food critiques, and UGC content amplified with ads.

WIN: Sept-Dec 2025

+170% interaction growth
+1,000 customers to database
Google Ads: 10.8K clicks at $0.26 CPC

COLLAPSE: Jan-Feb 2026

All metrics dropped 50-75%
Content production stopped
Google: -410 conversions decline

The lesson: Red Chillez proves the system works (Sept-Dec) AND what happens when you stop feeding it (Jan-Feb collapse). When content stopped, ads had nothing to amplify. This is the single most powerful teaching case in our portfolio.

Tikka Temple
North Indian | Katy, TX | 4.7 Stars | 725 Reviews

Our strongest Google Ads performer. Quality-over-quantity UGC combined with aggressive search advertising produces exceptional conversion efficiency.

7,990	$1.48	+58.5%	$0.12
Google Ads Conversions	Cost Per Conversion	Directions YoY Growth	Meta Ads Cost/Click

Performance Summary

Metric	Total	YoY	Ads Investment
GBP Interactions	7,182	+9.4%	Google: $11,900
Direction Requests	3,438	+58.5%	Meta: $380
Phone Calls	584	Flat YoY	Total: $12,280
Website Clicks	1,470	-26.4%	7,990 conversions

WHY: $11.9K Google Ads > 7,990 conversions at $1.48 = elite restaurant ad efficiency

Portfolio Lessons & Honest Gaps

The data across our client portfolio reveals clear patterns. Some are wins we're building on. Some are gaps we're solving. Both are included because showing real work — including where it's imperfect — is more valuable than fabricated case studies.

WHAT THE DATA PROVES

- UGC content outperforms every other creative format across all clients, all platforms
- Google Ads at scale (kr268K-kr299K) produce measurable, compounding conversions over years
- Review velocity compounds: C&K went from 900 to 4,671 reviews with consistent systems
- Email retention works: C&K's 20.73% open rate = 4,200 customers re-engaged monthly
- Funded advertising correlates directly with GBP performance — the data is unambiguous

HONEST GAPS WE'RE SOLVING

- Conversion tracking missing on Meta Ads for all clients — optimizing for clicks, not bookings
- US clients underfunded vs Oslo clients — budget determines outcome
- Email/SMS retention active for only 2 of 5 core clients — biggest portfolio-level gap
- Red Chillez content stopped in January — metrics collapsed 50-75% within 8 weeks
- Wok to Bowl email list has 3.66% bounce rate — needs immediate list cleaning
- Two Google Ads accounts have billing issues (Wok to Bowl + Kailash Parbat)
- Organic social following weak across portfolio — Instagram is content engine, not distribution yet

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THE HONEST TRUTH ABOUT RESTAURANT GROWTH

Most restaurant owners have been burned by agencies that sold services, not results.

They're skeptical. They should be. Most marketing doesn't work for restaurants.

The real barrier isn't budget. It's trust. They need to see proof before they invest.

That's why every number in this blueprint is real. No fabricated case studies.
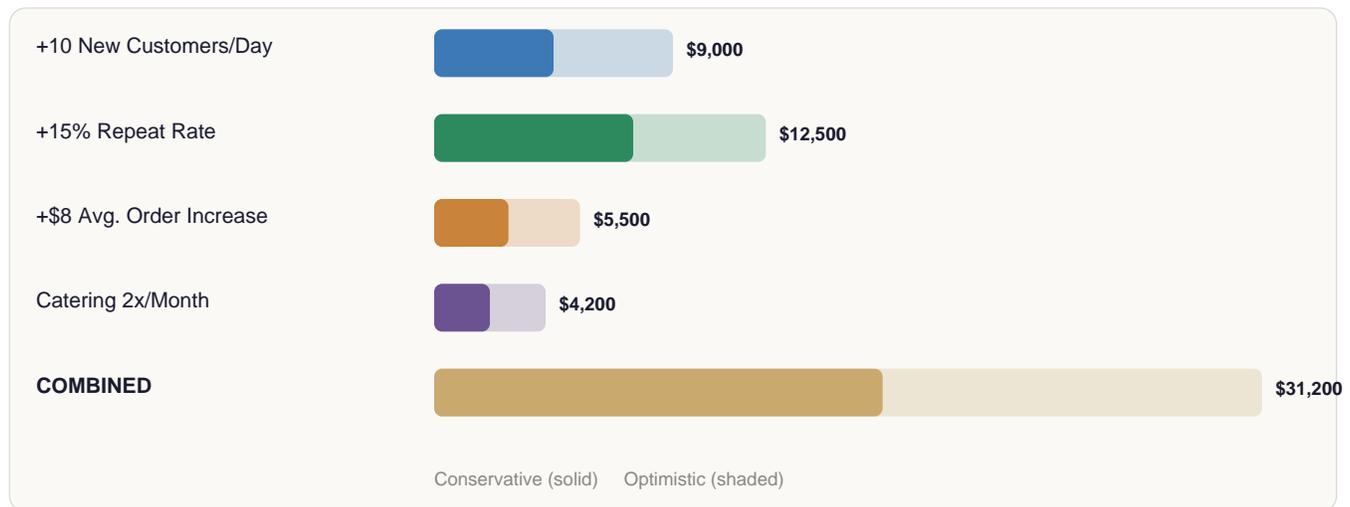
Our job isn't to sell marketing. It's to prove the system produces revenue.

SECTION 13

Financial Impact Scenarios

The following projections model revenue impact of specific improvements, based on conservative assumptions and performance data from our client operations.

Monthly Revenue Growth by Lever

Lever	Bar	Value
+10 New Customers/Day		$9,000
+15% Repeat Rate		$12,500
+$8 Avg. Order Increase		$5,500
Catering 2x/Month		$4,200
COMBINED		$31,200

Conservative (solid)   Optimistic (shaded)

Revenue Growth Projections

Growth Lever	Assumption	Conservative	Optimistic
+10 new customers/day	Avg. spend $30	+$4,500/mo	+$9,000/mo
+15% repeat rate	20% > 35%	+$7,500/mo	+$12,500/mo
+$8 avg order increase	900 orders/mo	+$2,800/mo	+$5,500/mo
Catering 2x/month	$1,200 avg order	+$2,100/mo	+$4,200/mo
COMBINED IMPACT	**All levers active**	**+$16,900/mo**	**+$31,200/mo**
ANNUALIZED		**+$202,800/yr**	**+$374,400/yr**

These reflect actual ranges from restaurants running our system. A restaurant doing $80K/month that adds **$16K-$31K/month in new revenue** has fundamentally changed its economics. That's not a marketing expense. That's a revenue infrastructure investment with measurable return.

The 7 Growth Killers

We've seen these mistakes in restaurants doing $50K/month and restaurants doing $300K/month. Revenue level doesn't prevent bad decisions. Every one of these is fixable. But first you have to see them.

1 Posting Without Strategy

Social media without a clear objective — reservations, database growth, reviews — is effort without return. Vanity metrics don't pay rent. Every post should connect to a business outcome.

2 Running Ads Without Retention

Paid advertising into a restaurant with no retention system is a leaking bucket. We've seen this firsthand — you pay to acquire customers who visit once and disappear.

3 Chasing Followers Over Customers

500 email contacts who've actually dined with you will outperform 10,000 Instagram followers every time. Build direct communication channels with real customers.

4 Chronic Discounting

Training customers to wait for deals erodes brand value. Structured loyalty programs increase visit frequency 18-25% without destroying margins.

5 Ignoring the Customer Database

The most valuable asset is a database of past diners. We see this everywhere: restaurants with zero ability to contact people who've already spent money with them.

6 Treating All Channels Equally

A $50 dine-in order is not a $50 delivery order. After 25% commission and packaging, delivery margins are 40-60% lower. Channel management is essential.

7 Thinking You're Too Busy to Post

This is the #1 excuse we hear. Restaurants that stopped posting saw traffic drop within weeks. Content production is non-negotiable — even 2-3 quality posts per week changes everything.

SECTION 15

90-Day Implementation Roadmap

A structured four-phase path from diagnosis to scale. No operational overhaul required.

1 | **PHASE 1: DIAGNOSE** | Weeks 1-2 |

- Audit acquisition channels & cost per customer
- Analyze repeat visit rates from POS data
- Assess online reputation (review volume, rating, response rate)
- Map revenue by channel (dine-in, takeout, delivery, catering)
- Identify the single largest revenue leak

2 | **PHASE 2: FIX CONSISTENCY** | Weeks 3-6 |

- Implement customer database capture at every touchpoint
- Launch automated review request system
- Develop weekday programming to close weekend/weekday gap
- Optimize Google Business Profile (photos, posts, menu, hours)
- Begin building direct ordering channel

3 | **PHASE 3: BUILD SYSTEMS** | Weeks 7-12 |

- Activate email/SMS follow-up sequences
- Launch loyalty program with clear tier structure
- Develop content calendar — minimum 2-3 quality posts/week
- Implement menu engineering changes based on margin analysis
- Create catering & private event packages

4 | **PHASE 4: OPTIMIZE & SCALE** | Months 4-6+ |

- Analyze data and optimize underperforming channels
- Scale highest-ROI channels with increased investment
- Develop referral programs from customer database
- Expand catering and corporate partnerships
- Build dashboards for ongoing visibility and reporting

KEY PRINCIPLE

Each phase builds on the previous one. Do not skip phases. Diagnosis before action prevents wasted investment.

SECTION 16

The Demand Operating System

You don't have a marketing problem. You have a demand problem.

Your food is good. Your staff works hard. You're doing $80K, maybe $150K, maybe more per month. But Monday through Thursday, tables sit empty. Revenue swings week to week. And no one on your team can tell you what's coming next month.

You've spent money on marketing. It didn't fix the real problem. Here's why.

WHAT YOU'VE ALREADY TRIED

X   You hired an agency. They sent reports. Your tables were still empty.

X   You boosted posts on Instagram. You got likes. Not customers.

X   You paid for SEO. You can't tell if anything changed.

X   You ran Google Ads. Money went out. You don't know what came back.

X   You posted on social media every day. You felt busy. Revenue didn't move.

X   You ran discounts and deals. Customers came once. Then waited for the next deal.

X   You tried doing it all yourself. You're exhausted. And it's still unpredictable.

The problem was never your food, your location, or your staff.

The problem is: nobody is planning your demand. Every week. With a system.

Why Marketing Services Fail Restaurants

MARKETING SERVICES
(What agencies sell you)

They sell SEO, ads, content, social media

They measure clicks, impressions, followers

They send monthly reports you don't read

They charge the same whether it works or not

They don't know which days are slow

They don't track revenue. Just activity.

You pay more. You hope more. Nothing changes.

DEMAND OPERATING SYSTEM
(What we install)

● We plan your revenue. Every single week.

● We measure bookings, orders, real dollars

● One-page weekly report. Plain English.

● Every action ties directly to filling tables

● Tuesday is slow? We fix Tuesday.

● You know what every dollar produced

● Predictable demand. Measurable ROI.

We don't sell marketing. We install a revenue system.

For restaurants serious about growth. Measured in revenue. Not likes.

What Gets Installed

When we work with a restaurant, we don't send you a proposal full of services. We install six systems that run every week. Each one does one job: **put more customers in your restaurant**.

01 **Weekly Revenue Plan**

Every Monday, we look at your numbers. Which days were slow? Which were strong? What's coming this week? We build a specific plan to fill the gaps. Not a report. A plan.

02 **Google Visibility Automation**

When someone near your restaurant searches 'Indian food near me', you show up. We keep your Google profile updated every week with fresh photos, posts, menu items, and hours. Automatically.

03 **Review & Reputation System**

After every visit, your customers get a simple request to leave a review. We respond to every review professionally. Your rating goes up. More people trust you. More people walk in.

04 **Catering Lead Automation**

Catering is your highest-margin revenue. We find local businesses, offices, and event planners and reach out to them automatically. You cook. We find the orders.

05 **Demand-Based Ad Activation**

We don't run ads all the time. That wastes money. If Tuesday is slow, ads go live Monday night. If Friday is full, ads pause. You only spend when you need customers.

06 **Weekly Owner Intelligence Report**

Every week you get one page. Plain English. No jargon. What happened. What worked. What's planned. How much revenue each action generated. You'll always know where you stand.

THE ROI QUESTION

The wrong question: "How much does this cost?"

The right question: "What does this produce?"

If a system adds $16K-$31K/month in new revenue, the cost isn't an expense.

It's the best investment in your restaurant. Period.

The Promise

Predictable demand. Clear ROI. Peace of mind.

You focus on your food, your team, and your customers.
We focus on making sure people keep walking through your door.
Most agencies sell marketing. We plan your revenue every week.

SECTION 17

Predictable Growth
From Unpredictable to Predictable

You didn't get into the restaurant business to worry about Google rankings or Instagram algorithms. You got into it because you love food, you love feeding people, and you're good at what you do. **The growth part shouldn't be this hard.**

After 6 years and 1,000+ restaurant owners, here's what we know: the restaurants that grow every year aren't the ones with the biggest ad budgets. They're the ones with **systems that generate demand predictably**. They don't hope for a good month. They plan for it. Every single week.

Three Things We Believe

1 — **Systems Beat Hustle**

Working harder doesn't grow revenue. A system that runs every week does. The restaurants winning in 2026 aren't working more. They're operating smarter.

2 — **Revenue Beats Vanity**

You should know exactly how many new customers came in, how many came back, and what each dollar produced. If your marketing can't answer that, it's not working.

3 — **Fewer, Better Clients**

We don't try to work with everyone. We work with serious restaurant operators doing $80K+/month who are ready to invest in real growth. That focus is why our system works.

Ready for Predictable Revenue?

Book a Growth Call. We'll look at your numbers together.

30 minutes. No pitch. Just an honest look at where your demand gaps are and what a system would produce for you.

THIS IS FOR YOU IF:

Your restaurant does $80K+/month | You're tired of unpredictable revenue

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