



Bar and Restaurant Success

By Nick Fosberg

Download now

Read Online →

Bar and Restaurant Success By Nick Fosberg

If you're a bar or restaurant owner, who's looking to attract new customers and turn them into loyal customers, *Bar Restaurant Success* is going to give you a step by step road map to follow to make that happen. Here's what 2 industry experts had to say.

“This should be a book that every owner or operator owns and devours. In my 20 plus years in the hospitality industry, I have yet to read anything like this. I got value on just about every page and couldn't stop reading!”

James Henderson, Former Director of Operations TGI Fridays & Former Vice President of Human Resources for Rafferty's Restaurants

"From Nick's personal experience, his insight into the industry, not only provides today's operators with an informative analysis on the ever changing consumer loyalty relationship, but has also developed a proven solution in navigating and fusing the old world traditions of the hospitality industry with today's ever changing technology driven consumer. *Bar Restaurant Success* is a must read for any operator looking to stay ahead of the curve in securing and building customer loyalty for long term success."

James Moreland, a New York based bar lifestyle, trade & industry expert

Who Is The Book For?

Any bar or restaurant owner who:

- Wants an easier, faster, less riskier way to increase sales and attract new customer without risking advertising dollars.
- Wants multiple ways to leverage their time and systematize their business so they can spend more time with family and friends.
- Wants a simple step-by-step guide to hand to their managers to help increase sales and get new customers in the door.
- Wants any advantage they can get over their competition.

Any manager, server, or bartender who:

- Has a passion for marketing and promotions and wants to take their income to the next level by helping their owners build their business with proven, time

tested marketing strategies.

- Eventually sees themselves opening up their own bar or restaurant in the near future and wants a proven formula for building and scaling the business in a way where their brand stands out from the competition.

Here Are A Few Secrets That You'll Discover...

- The number one reason owners see zero results from social media marketing and the one simple tweak to fix it.
- How to ONLY advertise to people in your area who are BUYING beer, wine, liquor, and meals at other bars and restaurants on their credit cards - can you think of the ROI you'd get targeting ONLY these types of people with offers to your business.
- How Lena added 20 daily loyal customers to her business in just 60 days using one marketing strategy that cost very little to use. (Every bar and restaurant owner should be using this one strategy, but most are unaware of what it is)
- How a high end steakhouse in Houston, TX made almost \$60,000 in sales and got over 2,000 brand new customers in the door with one promotion using Facebook and e-mail.
- The little known secret a restaurant owner in a town of 14,000 in Minnesota used to generate nearly \$30,000 in sales from only using his e-mail list (If this works for small town restaurant owners, it will work for anyone).
- The one key element that determines if your marketing campaign is going to be a success or failure.
- The best offers to make to get new customers in your doors & the worst offers to make (Based on 6 years of testing different offers. This is your shortcut to eliminating trial and error).
- The 5 key ingredients you need in every ad to get the highest ROI on your marketing dollars - If you leave one of these out, you're marketing efforts can be a total loss.
- The \$85 marketing campaign that can easily bring you well over \$1,000 in sales if your ticket average is at least \$15.

 [Download Bar and Restaurant Success ...pdf](#)

 [Read Online Bar and Restaurant Success ...pdf](#)

Bar and Restaurant Success

By Nick Fosberg

Bar and Restaurant Success By Nick Fosberg

If you're a bar or restaurant owner, who's looking to attract new customers and turn them into loyal customers, *Bar Restaurant Success* is going to give you a step by step road map to follow to make that happen. Here's what 2 industry experts had to say.

“This should be a book that every owner or operator owns and devours. In my 20 plus years in the hospitality industry, I have yet to read anything like this. I got value on just about every page and couldn't stop reading!”

James Henderson, Former Director of Operations TGI Fridays & Former Vice President of Human Resources for Rafferty's Restaurants

"From Nick's personal experience, his insight into the industry, not only provides today's operators with an informative analysis on the ever changing consumer loyalty relationship, but has also developed a proven solution in navigating and fusing the old world traditions of the hospitality industry with today's ever changing technology driven consumer. *Bar Restaurant Success* is a must read for any operator looking to stay ahead of the curve in securing and building customer loyalty for long term success."

James Moreland, a New York based bar lifestyle, trade & industry expert

Who Is The Book For?

Any bar or restaurant owner who:

- Wants an easier, faster, less riskier way to increase sales and attract new customer without risking advertising dollars.
- Wants multiple ways to leverage their time and systematize their business so they can spend more time with family and friends.
- Wants a simple step-by-step guide to hand to their managers to help increase sales and get new customers in the door.
- Wants any advantage they can get over their competition.

Any manager, server, or bartender who:

- Has a passion for marketing and promotions and wants to take their income to the next level by helping their owners build their business with proven, time tested marketing strategies.
- Eventually sees themselves opening up their own bar or restaurant in the near future and wants a proven formula for building and scaling the business in a way where their brand stands out from the competition.

Here Are A Few Secrets That You'll Discover...

- The number one reason owners see zero results from social media marketing and the one simple tweak to fix it.
- How to ONLY advertise to people in your area who are BUYING beer, wine, liquor, and meals at other bars and restaurants on their credit cards - can you think of the ROI you'd get targeting ONLY these types of people with offers to your business.
- How Lena added 20 daily loyal customers to her business in just 60 days using one marketing strategy that

cost very little to use. (Every bar and restaurant owner should be using this one strategy, but most are unaware of what it is)

- How a high end steakhouse in Houston, TX made almost \$60,000 in sales and got over 2,000 brand new customers in the door with one promotion using Facebook and e-mail.
- The little known secret a restaurant owner in a town of 14,000 in Minnesota used to generate nearly \$30,000 in sales from only using his e-mail list (If this works for small town restaurant owners, it will work for anyone).
- The one key element that determines if your marketing campaign is going to be a success or failure.
- The best offers to make to get new customers in your doors & the worst offers to make (Based on 6 years of testing different offers. This is your shortcut to eliminating trial and error).
- The 5 key ingredients you need in every ad to get the highest ROI on your marketing dollars - If you leave one of these out, you're marketing efforts can be a total loss.
- The \$85 marketing campaign that can easily bring you well over \$1,000 in sales if your ticket average is at least \$15.

Bar and Restaurant Success By Nick Fosberg Bibliography

- Rank: #2328928 in Books
- Published on: 2016-08-23
- Original language: English
- Dimensions: 9.00" h x .39" w x 6.00" l,
- Binding: Paperback
- 172 pages

 [Download Bar and Restaurant Success ...pdf](#)

 [Read Online Bar and Restaurant Success ...pdf](#)

Download and Read Free Online Bar and Restaurant Success By Nick Fosberg

Editorial Review

About the Author

Nick Fosberg is known as one of the highest paid, marketing and promotional consultants in the bar & restaurant industry and he owns 2 bar / restaurants in the Chicagoland area. He's been a speaker at the National Restaurant Association Show, The Nightclub & Bar Show, & other industry trade shows to help owners and operators in the industry increase their sales & profits with his strategic marketing strategies.

Nick's famous for creating some of the highest grossing digital marketing promotions in the history of the bar & restaurant business...*without spending a penny on marketing. All done through e-mail & Facebook posts.*

Users Review

From reader reviews:

Neil Williams:

Reading a book to get new life style in this 12 months; every people loves to read a book. When you go through a book you can get a great deal of benefit. When you read books, you can improve your knowledge, since book has a lot of information on it. The information that you will get depend on what types of book that you have read. If you would like get information about your analysis, you can read education books, but if you act like you want to entertain yourself look for a fiction books, this sort of us novel, comics, along with soon. The Bar and Restaurant Success provide you with new experience in examining a book.

William Phillips:

This Bar and Restaurant Success is fresh way for you who has curiosity to look for some information because it relief your hunger associated with. Getting deeper you in it getting knowledge more you know or you who still having bit of digest in reading this Bar and Restaurant Success can be the light food for you because the information inside this particular book is easy to get by means of anyone. These books develop itself in the form which can be reachable by anyone, yep I mean in the e-book contact form. People who think that in reserve form make them feel sleepy even dizzy this e-book is the answer. So there isn't any in reading a guide especially this one. You can find actually looking for. It should be here for you actually. So , don't miss that! Just read this e-book type for your better life and knowledge.

Garth McDonald:

You can find this Bar and Restaurant Success by check out the bookstore or Mall. Just viewing or reviewing it may to be your solve trouble if you get difficulties on your knowledge. Kinds of this reserve are various. Not only by simply written or printed but also can you enjoy this book by means of e-book. In the modern era including now, you just looking by your mobile phone and searching what your problem. Right now, choose your current ways to get more information about your book. It is most important to arrange you to ultimately make your knowledge are still upgrade. Let's try to choose correct ways for you.

Sara Matthews:

Reading a book make you to get more knowledge as a result. You can take knowledge and information coming from a book. Book is created or printed or descriptive from each source in which filled update of news. With this modern era like right now, many ways to get information are available for a person. From media social just like newspaper, magazines, science guide, encyclopedia, reference book, story and comic. You can add your understanding by that book. Do you want to spend your spare time to open your book? Or just trying to find the Bar and Restaurant Success when you necessary it?

Download and Read Online Bar and Restaurant Success By Nick Fosberg #35VPH1INORL

Read Bar and Restaurant Success By Nick Fosberg for online ebook

Bar and Restaurant Success By Nick Fosberg Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Bar and Restaurant Success By Nick Fosberg books to read online.

Online Bar and Restaurant Success By Nick Fosberg ebook PDF download

Bar and Restaurant Success By Nick Fosberg Doc

Bar and Restaurant Success By Nick Fosberg Mobipocket

Bar and Restaurant Success By Nick Fosberg EPub