

The Restaurant Owners Mindset

Thrive in the New World Economy

*Manage Your Restaurant Like a Business
Increase Sales, Lower Costs,
Make Serious Money!*

**Chef Peter Harman
The Food Guru**

The Restaurant Owners Mindset

Many restaurant owners are slaves to their business and in reality work for the bank, their vendors, their customers and employees. The sad part is they pay themselves a fraction of what they could earn if they worked for someone else and used their true, God given talents.

Most independent restaurant owners are not business people. They open restaurants for many reasons, perhaps to make great food or great drinks or to have a place for their friends to hang out. Some owners are people with a few extra bucks who thought it would be fun to own a restaurant. Others are cooks, bartenders and waiters that found investors or scraped up enough money to open a restaurant. Most of these people have a technician mindset and think like an employee not a business owner. These folks are often too focused on their area of specialization or overwhelmed by the pressure of managing a business that they miss the entire point of business ownership... Profit!

Whether you are the owner, the manager, a star of the future or a newcomer to our business you must look at your restaurant from a profit perspective. To succeed in today's highly competitive restaurant world, you must develop the **Restaurant Owners Mindset**.

My goal is to help you **Increase Sales by 10%** in the next 30-days without spending a dime on advertising. This instant sales increase will buy you time to develop the **Restaurant Owners Mindset** and use it to build a system and fine tune your operation. I will show you how to find the hidden profits in your business so you can give yourself the big fat raise you deserve. If you are sick of being a victim and truly want to fix your restaurant, this book will help you.

Remember the movie The Terminator? He would have made a great restaurant manager. He had one mission and did not let anything stand in the way to achieving his goal, Sarah Connor... The Terminator was willing to give everything or die trying. I'd hire him to manage my restaurant in a nano second.

Like the terminator you need to have a goal that is worthy of your time and talent. What is the goal of your business? Did you really start your restaurant to share your Grandmother's meatloaf recipe with the World or were you looking for independence and financial freedom?

If you want to be a great cook, that's fine... at least be smart enough to find an honest, hard working business partner who knows how to turn your passion into profit!

The bottom line to success in the restaurant business is NOT education, political correctness or tenure. It is passion, knowledge, hard work, discipline, dedication and... Terminator-like focus!

I hope this book helps you thrive in the Bold New World!

Chef Peter Harman
The Food Guru
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The Truth about Restaurants

60% of Independent restaurants FAIL in the first five years.

26% FAIL in the first year.

19% FAIL in the second year

9% FAIL in the third year

6% FAIL in year four or five

Here's how it usually works for a GOOD Restaurant in a GOOD Economy

YEAR 1 – you will lose money, serious money and dig a big hole

YEAR 2 – you will struggle, tweak your system, learn from mistakes, try to stabilize

YEAR 3 - begin to stabilize and start to fill the hole from year one

YEAR 4 - show an operating profit, finish filling in the hole

YEAR 5 - finally hit the budgeted numbers, Cash Flow..!

This is how long it takes for **Good Restaurants** with **Good Management** and a **Good Concept** in **Good Economic Times**.

During bad economic times or a slow economy, all bets are OFF. Breaking even and avoiding closing your doors is good.

Making a PROFIT is Possible, but you have to do **all the right things... right.**

It's Time to Thrive

This is YOUR life

YOU are the sum total of every thought you have ever had

YOU are writing the script for your life

If YOU are not happy with your life

Change the script...

The past is gone. The future is not here yet. It doesn't matter what happened yesterday. Today is all there is. The only point in time that you can control is NOW!

You cannot afford to waste another second worrying about what did or didn't happen in the past. It is time to forgive yourself for all your past sins. It is a great idea to forgive everyone that has ever done you wrong. It's time to move on and get over it.

This is your life... This is not a dress rehearsal.

Why are you here?

What do YOU want to do?

What are YOU waiting for?

I am here to tell you that you are smart enough, you are good enough and you deserve it!

I believe in you... Please trust me and believe in yourself.

You are capable of doing anything you set your mind to.

You have the power inside you to Thrive

Now get off your ass and go make something NEW and EXCITING happen!

Intro Explanation / Grow a Pair

In the next few pages I am going to show you an example of how you could turbo charge your restaurant in the next 30-days without spending a dime in advertising. Some of you will probably believe that I am full of BS and that my fix is too easy to believe, which is my entire point. The fix is so easy that most of you will discount my thesis as hogwash and not give me the time of day. Some of you will listen and have the stones to take the leap of faith.

Remember this, It is YOU that has created the problems that are currently holding you back from realizing your dreams. Most people are afraid to take the steps that I am about to prescribe for many reasons and the biggest reason of all is fear and self doubt. When you couple fear with the resistance that you will get from your managers, employees, friends and family it will be impossible for most of you to take the steps and fix your problems once and for all.

For those of you that are stupid and crazy enough to heed the advice of the Food Guru, I can assure you that your life will change overnight as easily as you can make a dark room light by simply flipping a switch.

The process that I prescribe involves the following steps:

Understand the 30-30-30-10

Know what your current sales and expenses are

Raise your prices by 10% today

Tighten your food and bar costs

Figure out what your labor cost is supposed to be and make it happen

Introduce the Zero Overhead Growth Strategy to your labor and other cost categorys

Learn and employ the 5 basic business fundamentals

Increase your sales by another 10% by executing an effective ground game marketing strategy

On the following pages I will use the example of a restaurant with \$900,000 in annual sales to show what the changes will look like and how they can impact the bottom line. I will also provide you with space to write in your numbers so you can see the impact my system will have on your business.

The 30-30-30-10 Goal

My goal is to help you achieve the restaurant gold standard a **10% Profit**.

There are three major cost categories in our business.

Cost of Goods - Cost of Labor - Other Cost

The example below is based on a restaurant with \$1,000,000 in annual sales.

To accomplish the 30-30-30-10, the numbers would break out like this.

Example	
SALES	\$1,000,000
COST OF GOODS	\$300,000 - 30%
LABOR COST	\$300,000 - 30%
OTHER COST	\$300,000 - 30%
TOTAL EXPENSE	\$900,000 - 90%
PROFIT	\$100,000 - 10%

To see how you compare to the example above write your year to date numbers in the box below.

Divide your cost of goods into sales to get your cost of goods percentage.

Divide your labor and other costs into sales to get your labor percentages.

Be sure you have at least 3 months of data, otherwise use your P&L from last year.

In a few months from now you can look back to see your improvement.

Your Current Numbers	
SALES	_____
COST OF GOODS	_____ %
LABOR COST	_____ %
OTHER COST	_____ %
TOTAL EXPENSES	_____ %
PROFIT	_____ %

\$900,000 Restaurant Example

Imagine an independent restaurant that is doing \$900,000 in annual sales

This restaurant has a 33% cost of goods which is \$300,000

It also has a 33% Labor Cost which is another \$300,000

It has a 30% Other Cost which is \$270,000.

The Total Expense are \$870,000

Which produces a \$30,000 Profit
3.3% of sales.

Example	
SALES	\$900,000
COST OF GOODS	\$300,000 - 33%
LABOR COST	\$300,000 - 33%
OTHER COST	\$270,000 - 30%
TOTAL EXPENSE	\$870,000 - 96.7%
PROFIT	\$30,000 - 03.3%

RAISE YOUR PRICES.

If you are serious and really want or need to increase sales overnight, raising prices is a great idea. This will give you some instant cash and buy you time while you work to improve your business fundamentals.

The truth is that your prices need to be fair to both the customer and the restaurant owner. I believe most owners are afraid to increase prices because of the following reasons:

- 1- People are hurting from the recession*
- 2- Their food and service isn't worth the current prices*
- 3- They are not willing to do the work to improve quality and service*
- 4- Resistance from managers, employees, friends, family and most of all themselves*
- 5- They can't visualize themselves as financially successful*

Your customers have no idea what your prices are and will gladly pay an extra dollar or 10% if you give them a good dining experience and value for their money. What are you really afraid of?

Increase Your Prices by 10% Now

When you increase prices by 10% your sales will automatically increase by 10% without bringing in any new customers or spending an additional cent in food, bar, labor or other costs.

To see what that would look like in our restaurant example we take \$900,000 x 1.10% which will make our new sales number of \$990,000.

Our COST OF GOODS (food & bar cost) dollars will stay at \$300,000.

Our LABOR dollars will also stay the same \$300,000.

Our OTHER COST such as rent and utilities, insurance and advertising will stay the same \$270,000.

Because the only thing we changed were the prices, it will not take any extra food, bar stock or labor dollars to do the same volume of business. This sales increase will lower both our cost of goods and labor cost from 33% to 30% which is right where we want them to be. The price increase will also lower our other cost to 27.2%

Our TOTAL EXPENSES will stay the same \$870,000

And now for the FUN PART...

The extra \$90,000 in sales will go directly to the bottom line.

The PROFIT in our example will become \$120,000 or 12.2% of sales...

That's a 400% improvement on our bottom line... Not bad for a day's work.

Raise Prices by 10%

Take your bar and food menus and raise every price by one dollar or 10%.
 Re-Print your menus, change your point of sale prices and go.
 Don't say anything to your customers, 99.9% of them will never notice.

10% Price / Sales Increase	
SALES	\$990,000
COST OF GOODS	\$300,000 – 30.3%
LABOR COST	\$300,000 – 30.3%
OTHER COST	\$270,000 – 27.2%
TOTAL EXPENSE	\$870,000 – 87.8%
PROFIT	\$120,000 - 12.2%

To see what a 10% price / sales increase will do for YOUR numbers
 take out your year to date P&L

Add 10% to your sales number and write the new number on the sales line.
 (your current sales x 1.10 = new sales number) (\$900,000 x 1.10 = \$990,000)

Then write in your current costs in the appropriate line
 Divide each cost by revenue (\$300,000 / \$990,000 = 30.3%)
 Total it up and take a look at your new bottom line.

10% Sales Increase	
SALES	_____
COST OF GOODS	_____ %
LABOR COST	_____ %
OTHER COST	_____ %
TOTAL EXPENSE	_____ %
PROFIT	_____ %

This should be a nice improvement and give you some breathing room while you build your new system.

Business Basics

I've been in the restaurant business since 1975 and just like you, I have had good and bad days. The Great Recession of 2009 made me wake up and smell the coffee. I created a bullet proof restaurant management system that works in any economy. This system will work for you!

Most restaurant owners and managers try to balance hundreds of un-productive tasks every day. The result is that they are overworked, frustrated and their business is holding on by a thread. I will teach you to focus your time and energy on FIVE Basic Fundamentals that will completely transform your business. To run a successful restaurant you only need to focus on FIVE things.

These Five Basic Fundamentals Are:

Manage Your Restaurant Like a Business

Deliver The Customer Promise

Build a Winning Team

Maximize Sales

Control Costs

These FIVE Basic Fundamentals must be the goal of your entire team. Every manager, waiter, host, cook, dishwasher and bus boy must spend 100% of their time working toward the accomplishment of these FIVE goals. Any activity that does not move your restaurant toward the achievement of these FIVE Basic Fundamentals is wasteful, irrelevant and must be stopped immediately!

You cannot afford to have people on your team with a different agenda. These FIVE things are the ONLY items on the agenda. These FIVE Fundamentals will have a dramatic effect on your bottom line in the next 30-days and will literally change your life...

Manage Your Restaurant Like a Business

Start with a Goal

Create a Restaurant Concept

Build a System to Manage the Business

Hire Managers to Manage the System

Hire Employees to do the Work

Market the Business

Manage the Finances in a Professional Manner

Control Costs

Achieve 30-30-30-10 or Better

Keep Expenses 10% Less than Sales

Put 10% of Your Sales into a Separate Checking Account

Handle Paperwork Efficiently and Effectively

Keep the Office Clean & Organized

Obey the Law

Pay Your Taxes on Time

Be a POSITIVE member of the Community

Train, Train, Train, Teach, Teach, Teach, Coach, Coach, Coach

Demand 100% Attendance and Performance from Managers and Employees

Hire Slowly, Fire Quickly

Build a Winning Team

Hire Winners
Teach them exactly what to do
Hold them accountable for their performance
Reward them Appropriately
Be a talent scout
Replace under performers
Get the right people on the bus and the wrong people off the bus!

Your TEAM will be a reflection of you

If you are hardnosed and tough, you should hire people that have tough skin
If you are a nurturer, you can hire artists and creative people who need lots of handholding

Here's an interesting way to think about it. Let's use the bad example of republican/capitalists that focus on work and money and democrat/liberals that are very artistic and want everyone to just get along.

If you are a capitalist - you must build a team of capitalists

If you are a free spirit - You must hire other free spirits

You cannot have a MIXED team - It has to be one or the other. Otherwise, you will have gridlock between the capitalists and the liberals, just like our politicians do in Washington and you will never get anything done.

Personally, I am results driven and surround myself with capitalists that get things done with no coddling. My goal is to run a great restaurant and make money and I don't have time for babysitting or spoon feeding adults.

I only keep people that help me achieve results. If they do not perform, I replace them quickly, before they damage the restaurant and the team. My core people love this system and can spot a new person that does not fit in from a mile away and they will instantly let me know when we have a fly in the ointment.

Understand this - I don't care who you vote for, in my opinion all politicians are full of prunes! What I care about is my business, and the bottom line. The bottom line on team building is SIMPLE. Build a team of winners that understands the value of a dollar and will work their asses off to make YOU money.

Employee turnover is HIGH..

100% or more in most restaurants. This means if you have 20 employees, you will be sending out more than 20 - W2 forms at tax time to people who no longer work for you. The reason for this is simple. You are hiring the WRONG people and NOT managing them effectively.

The Audition – I don't hire anyone without an audition. I give cooks candidates two days in the kitchen as a cook and dishwasher and have the servers candidates work two busy shifts busing tables and washing dishes. I do this to see *IF* they will hustle and get their hands dirty. I also listen carefully to the feedback of my staff to get a real feel for the new people. If they hustle, fit in and enjoy these simple jobs, I hire them. If they don't fit, or they complain about menial work, I pay them for their time and off they go. The audition is a great way for both of us to see if we will get along before making a commitment. The audition saves thousands of dollars a year in training people that simply don't fit.

PEOPLE are the #1 asset of your business:

The performance of your people will make or break your business. In the team building chapter you will learn the basics of team building and training. You will also learn how to improve your interview, hiring and evaluation skills.

Think like a winner:

You need to think like George Steinbrenner, the former owner of the New York Yankees and build a Championship Team. George purchased the Yankees in 1973 for 10 Million Dollars.

He turned the franchise into a winning machine. Whether you love him or hate him, George Steinbrenner was the most effective team builder in baseball. During his reign the Yankees won more World Series' than any other team.

How did George do it?

George started every season with a clear goal - Win the World Series.

George hired the best people available to accomplish his goal

George hired the best coaches to teach the players

George hired the best players to play the game

George paid his people very well

George measured their performance vs the goal, not their hard work, effort or tenure

George quickly fired coaches and traded players that did not measure up

Why is it that sports teams are all about talent, but most restaurants are satisfied with warm bodies?

Why is it that human resource managers are focused on timely paperwork and NOT finding talent?

.No Leader ever failed because they were surrounded by hard working, results oriented, effective people that achieved the goal. – Peter Drucker

Just remember - WWGD - what would George do?

To create an effective ground game, you must deliver the

The Customer Promise

Provide a clean, safe, comfortable, fun environment for the customer
Sell something the market WANTS to buy
Never overprice or underprice
Serve GOOD Food
Serve Hot Food, HOT
Serve Cold Food, COLD
Serve a GOOD drink, at a FAIR price
Anticipate the customer's needs... BEFORE they ask
Provide, prompt, efficient service
Keep the tables clean, organized and pre-bussed
Keep the floor clean, pick up debris immediately
Air Lift large tables (all servers & FOH manager together)
Give the customer a little something EXTRA (they didn't expect)
Service Managers should visit every table, don't interrupt, do something functional
Treat Customers like Kings and Queens
Make the customers feel SPECIAL
Make them happy they chose to dine with you
Encourage customers to have FUN
Give your BEST service, smile and attitude
TEACH customers the BEST way to dine in your establishment
Turn them on to your BEST food and drink items
Present the correct bill for services rendered
Handle the transaction, quickly and efficiently
Look them in the eye and Thank them sincerely
Give them a reason to return
If you make a mistake, apologize and correct it IMMEDIATELY!

When we do this, we

Create WOW! Experiences

WOW is a culmination of ALL of the above.

The more points you hit the more the customer is satisfied.
When was the last time you went out for dinner and the restaurant hit EVERY point?

Control Costs

To be successful in this business you must learn to squeeze and grow. This cute little phrase means that you must squeeze expenses while you grow your sales. This is also called top line / bottom line management. It would be a shame to increase sales by 10% and give it all away in increased expenses.

I know because I've done it.

Before I say one word about cost control, I want you to understand that the goal of your restaurant is to build sales, innovate and make a profit! You will grow your business by improving your STRENGTHS not your weaknesses.

Your goal is NOT to spend your life scrimping and cutting corners. The biggest mistake most restaurant owners make is to become so focused on cost cutting that they actually save themselves right out of business. YES... You must eliminate waste and cut fat. It's ok to throw out the baggage, but never the crew. Never cut muscle or bone that you will need later when your sales increase. Now that I have that off my chest... we can talk about cost control.

The first thing you must understand is what your costs are supposed to be.

Your cost percentage goals are very simple – 30-30-30-10

Cost of Goods (food & beverage) 30%

Cost of Labor 30%

Other Cost (that's everything else) 30%

Profit 10% of Sales

You must work hard and focus to make these percentages happen.

Reducing cost by 10% is so simple that it can be done in ONE move:

RAISE PRICES

I did it and it works! My profit went from a measly 5% to 15% overnight!

What are YOU waiting for? Permission? OK fine, you have my permission to raise your prices! I can hear some of you already. Why didn't I think of that? I've been running around like an idiot costing menu items, inspecting trash cans and cutting labor cost for years. That Food Guru is a genius! Whodathunkit!

This little exercise will really test your thinking. If you refuse to raise prices there must be a reason.

- 1- You have a poverty mindset
- 2- You don't believe in your product
- 3- You are NOT worthy
- 4- Your prices are too high already

In order for you to accomplish the mission you will need to improve your thinking and raise your standards. I will show you how to think like a restaurant owner and operator. I will also teach you to focus with Terminator determination to achieve your goals. You will learn to THRIVE in any economy.

"Problems cannot be solved at the level at which they were created"- Albert Einstein

Cutting Labor Cost is harder than cutting food and bar cost because of the human element.

Most owners and managers like their employees and hate taking food from their families. To be a successful business person you must be able to make tough decisions. Personally, I like the employees that are the most productive and make the company money. I reward them with the most hours and best shifts. Remember, you are not here for a popularity contest; you are here to make a profit for the business.

How do you know what your labor cost should be?

Remember the 30-30-30-10? That means our labor cost goal is 30% of sales.

To determine what your labor cost should be do the following.

Imagine that your sales are \$20,000 a week and our goal is a 30% labor cost. ($\$20,000 \times .30 = \$6,000$)

That means we can spend \$6,000 per week on labor.

The Linear Schedule:

Is a tool that you can use to determine how many people you should schedule per day and how many hours each of them should work. The linear schedule will help you determine exactly what your labor cost should be. This tool makes it simple to see where you are under or over scheduling. *See the example on the next page*

In my restaurant every manager has a working role. The AM Manager is actually the GM, the PM manager is the FOHM (front of house manager) and the Chef covers the cooks days off as a rounds cook. This keeps everyone on their toes and maximizes production and profit. In addition to their paycheck, managers earn a bonus based on PROFIT. *See manager bonus in the management chapter.*

Sit down with each of your managers and build a LINEAR SCHEDULE together. Going through this exercise together will spark some serious conversation and be a real eye opener for both owners and managers.

The idea is to ask the tough questions such as:

What time does the cold lunch cook need to start?

Exactly what do they need to accomplish?

What time should they be finished?

This process focuses on the needs of the business and gives the owner, manager and employee solid information regarding schedule needs of the business.

Food & Bar Cost:

Managing food and bar cost is much easier than managing labor cost because of the human element. If you like this linear schedule example, wait until you see how I manage Food & Bar Cost without doing inventory. You'll love it.

Remember:

You will build your business by increasing sales NOT cutting costs. You must focus on and build your strengths and minimize your weaknesses. You cannot save yourself to wealth in the restaurant business, you will only save yourself out of business.

There are many other great ideas to help you in the cost control chapter.

Maximize Sales

without spending a dime in advertising

There are only 5 Ways to Increase Sales

Keep the Customers You Have
Bring in New Customers
Increase the Average Check
Increase Customer Visits
Fire Bad Customers

There are two main type of Marketing:

The Air Campaign - creates an image and makes a promise. It gets the customer to the door.

The Ground Game - refers to the SELLING that should be happening inside your restaurant. Your servers, bartenders, hosts and managers are your sales force. The ground game makes the sale and keeps the customer coming back for more. The first step in the ground game is to deliver the customer promise and create WOW Experiences

Every employee and manager is responsible for execution of the Ground Game

The Ground Game is one of the most important and under managed aspects of our business.

When used effectively the ground game can transform your restaurant overnight.

Do you know what your average check is?

Do you know who your top sales person is?

Ground Game Happens at the Table:

Increase Average Check - through up-selling, bumps and ad ons. Sell the second drink or bottle of wine. Sell appetizers, side dishes and desserts

Open the Top End - if all your menu items are priced around \$10-\$15 than that is the most your customers can spend. You should add a few more expensive, \$20+ items that have a higher profit margin to your menu which will give your customers an opportunity to spend their money.

Start a Restaurant Club - so you know who your customers are. This will allow you to reward them for spending money with you and allow you to market directly to them without the need for traditional advertising.

Referrals – reward your customers for bringing their friends and associates!

An effective ground game can eliminate your need for advertising, which will allow you to use your advertising dollars to reward your club members with comps and promos. This will create customer advocates and massive profits. Rewarding your loyal customers is much better than giving your money to a radio station and the newspaper publishers.

The most effective form of marketing is positive word of mouth from customer advocates.

If you deliver the Customer Promise and create WOW Experiences, word will spread. The restaurant will be packed and your sales will grow through the roof!

Z.O.G. Zero Overhead Growth

As you have seen so far in my presentation, the sales increase has decreased the food, bar, labor and other cost percentages. This has brought our costs in line percentage wise. We have not had to cut dollars in the labor or other costs categories.

The key to improving the bottom line during the growth phase is not allowing expenses to grow. You and your team must dedicate yourselves to **Zero Overhead Growth**.

As your sales increase you will have to spend additional dollars to keep your food and beverage cost at 30% BUT, you must keep your LABOR COST and OTHER COST dollar amounts the same.

LABOR COST:

Because the first 10% sales increase came from raising prices and not increasing customer count you should not have to add additional staff. In the second 10% increase only a portion of it will come from increased customer count. The balance will come from up selling, bumps and add ons to existing customers. You should not need to increase staff and your labor cost dollars should stay the same. As you read my book and improve efficiency, you should be able to cut fat and waste and reduce your labor dollars. This will take time and serious training.

OTHER COST:

Your rent, insurance, utilities, etc, should not increase because of the way we added the additional sales. As your sales increase your credit card charges, comps, promos and items such as linen use will go up slightly. Because I am the Food Guru, I know that you are hiding some fat in some variable areas such as disposables, cleaning supplies, office supplies, and a few other miscellaneous areas.

As you grow, these changes will counter each other and you should easily be able to maintain your other costs at the same dollar level. It would be a shame to have two 10% sales increases and waste the potential profits.

Remember... Z.O.G. - ZERO OVERHEAD GROWTH

This is the end of your FREE sample...

My goal is to help you develop the **Restaurant Owners Mindset** and use it to build a system to fine tune your operation. I will show you how to find the hidden profits in your business so you can give yourself the big fat raise you deserve.

If you are sick of being a victim and truly want to fix your restaurant, I have two great products to help you...

You can Buy My Book –

The Restaurant Owners Mindset

Get your autographed copy now for only \$49.99 in the Food Guru Store at www.foodguru.com

This book is filled with thousands of great ideas that will help make you a fortune. I will teach you to think like a business-savvy restaurant owner. You will learn to thrive in any business economy. This is a fantastic investment in your future!

OR You can Buy

The Food Guru's On-Line Restaurant Training Program

Get started right now. You'll have full access to ALL the training materials on my website and the coolest thing is that the on-line program will continue to grow as we add new information all the time. Just click on the BUY NOW button to get started making money!

Whatever you decide, be sure to sign up for my FREE newsletter **The Food Guru Pep Talk!**

When the Student is Ready... the Food Guru will Appear..!

Hire the Food Guru

Sometimes you just need someone to talk to that understands YOUR challenges. Someone that understands what you are going through. You can't talk to your managers or employees because they may be part of the problem. You can't talk to your spouse or friends because they are sick and tired of hearing about it and are unqualified to help you.

The Food Guru Can Help:

If you could do it yourself, you would have done it by now. You need someone with a fresh open mind that can be objective. The Food Guru can help you build a restaurant management system that is tailor made for YOUR business.

A system that will help you:

Manage your managers and staff.

Increase Your Sales by 10% in 30-Days

Lower Your Costs by 10% in 90-Days

Create a 10% bottom line Profit for years to come

This is a Tough Business:

You know how to manage better than you actually do and you fall short for many reasons. You get caught up in the details and forget to step back and look at the Big Picture. Sometimes, you just need someone to help us re-focus and get back on track. Sometimes we have done everything possible and it's time to call it quits and get out.

If YOU need help turning YOUR business around, I want to help. If you have had enough and want to create an EXIT Strategy, I can help with that too. Whatever you do, don't close the doors without getting professional advice.

Please contact me, if I may be of service

I wish YOU all the Best!

Chef Peter Harman

The Food Guru

foodguru@foodguru.com

Click the CONSULTING button below for more information about hiring The Food Guru as a consultant.

Mental Resistance

If you're still struggling with mental resistance and are not quite ready to make a decision, consider these thoughts.

When you start to explain the ideas contained in this book to your friends, family, partners, managers and employees they will have doubts about your new vision. Your new ideas will most likely scare them to their core. They may think you have gone mad and will try their best to talk you out of moving forward with your plan. Change is very scary to most people.

If are convincing and strong enough to get past their fears and doubts you will only have one major obstacle left...

In the dark of the night you will be awakened by the strongest force in the universe... Resistance.

This resistance will provide you with every reason why your new plans will fail. Resistance will tell you exactly how these ideas are too good to be true. The worst part of this is that the resistance that you face will be coming from inside of YOU...

The strongest enemy you will ever encounter is your own resistance to success.

Mental Resistance is a universal force that wants you to stay exactly where you are today. Mental Resistance wants to keep you in the financial bind you are in today.

Mental Resistance does not want you to succeed.

Mental Resistance is your mortal enemy, it is your Goliath.

You cannot negotiate or reason with this mental monster. It will never give you a break.

It will hound you until you break and abandon your true goals and dreams.

The only way to defeat this mental monster is to KILL IT!

This is the fight of your life... I wish you all the best in your war with mental resistance.

Leap and the net will appear