

# “How To Flood Your Restaurant With More Customers In The Next 90 Days... Than You Now Get All Year!”

**“Incredible” Fool-Proof Marketing Strategies Guarantee More Business For Your Restaurant Than You And Your Staff Can “Comfortably” Handle!!!**

**Hartford, CT -** If you would like to discover how to more than double your restaurant’s business in less than 90 days, *without* having to increase your advertising budget, then this is going to be the most important article you will ever read. Here’s why...

My name is Jeffrey Tillman. I’ve been in the restaurant business for more than 27 years. Back in the summer of 1976 I started out at the bottom of the totem pole as a lowly ol’ “dish washer”, and after several years of paying my “dues” I eventually worked my way up to being manager of one of the most recognized (and “coveted”) franchised restaurants in the country. (Currently I’m the owner of an “outrageously profitable” restaurant/eatery in the Northeastern United States.)

Anyway, roughly 4 years ago I attended one of those high-priced, “hyped-up” marketing seminars that promise to “change your life”. Well, to my surprise, attending the seminar *did* change my life... however, the change had nothing to do with the well-known, high-profile “guru” who was hosting the event. In fact, thanks to this “instructor”...

## “I Didn’t Learn A Damn Thing!”

But not all was lost... about half way through the seminar I couldn’t help but notice this fellow sitting two seats away from me. This “joker” was smirking and shaking his head in disbelief each time the speaker shared one of his “secret” marketing techniques with the audience. Moments later, when the speaker announced that we were going to take a 15-minute break, I scooted over a seat and introduced myself to this amusing character. He responded with a friendly handshake and a reply of, “My name is Connor... Connor LeBlanc.”

As we began to strike up a conversation, I commented on the sarcastic behavior he had exhibited during the first half of the seminar. He responded by stating emphatically, “These marketing seminars are a joke! The only time I attend these things are when I’m bored and need a good laugh.”

“What do mean?” I said with a puzzled look on my face.

Connor continued by relating how he’d been in the restaurant business for over 18 years, jumping from restaurant to restaurant just trying to make ends meet, when finally, after moving back home to Canada, he made “the discovery of a lifetime”.

## It Was Nothing More Than “Dumb Luck!”

“What actually happened,” said Connor, “was, I started working for this older gentleman who owned a decent-sized independent restaurant, and well, he said to me and the other manager he’d just hired, that, like most people in the restaurant business... “That we didn’t know crap about how to advertise”. None of us were in a position to argue with the guy, so we just listened to what he had to say, and boy!!!... did we listen! This old coot, who was much smarter than he looked, had somehow figured out over his 45 year career in this business, an incredible approach to advertising that enabled

him to keep his restaurants jam-packed 365 days a year with ecstatic customers who couldn’t resist bragging to their friends, relatives and family members about his restaurants. Everything we did with the advertising of his restaurants was “professional”, honest and ethical... and our customers seemed to love us for it! It was absolutely amazing!”, said Connor, “Amazing, not only from a gross profit standpoint, but rather, it was amazing because the whole experience of visiting this guy’s restaurants was so enjoyable for the customer; that once someone came in, we almost always got 2-3 “referrals” from that new customer. It was un-freakin’-believable! We’d often have people standing in line... outside in the cold... just waiting to get inside. There was a “river of money” running through this guy’s business... I’d never seen anything like it in my life.

The most amazing thing about this guy’s restaurants was that the food he served was merely... “adequate”! Other than his advertising techniques, and the way his patrons were treated, I couldn’t, for the life of me, figure out why he had so much business. Anyway, after learning everything there was to know about his advertising techniques, and earning a six-figure salary my third year working there...

## “I Took The Money And Ran!”

joked Connor. “Actually, I asked the old man if he’d mind if I went and opened up my own restaurant in a location that was at least 100 kilometers away from his businesses. He said, “Sure, why not? I’m gonna be retiring soon anyway.” So I thanked him for everything he’d taught and done for me and I moved back to the Province where I grew up as a teenager.

In less than six month’s time I had my own restaurant with just eighteen employees... and within two months I was on pace to net well over a quarter of a million U.S. dollars my first year.” Said Connor grinning from ear to ear. “And, to make a long story short... Three and a half years later I was retired.”

“No way could this be true.” I said to myself. “This guy’s either been smoking crack, or he’s one of the best B.S. artists I’ve ever seen.”

Anyway, with nothing to lose, I asked Connor if he’d share his “advertising secrets” with me. He replied, “Absolutely... but we’re gonna have to leave this room if you want to learn how to *really* generate business for your restaurant.”

I didn’t hesitate for a second. I grabbed my notebook along with my tape recorder and followed Connor outside to a table in the shade right next to the pool... where we were going to conduct our own little “seminar”.

By the time he’d finished explaining his entire advertising process; my jaw was hanging down near the edge of the table. I was in awe! I just could not believe it. What he’d told me couldn’t be true. It was almost too simple!... yet, it made perfect sense. The first words out of my mouth to him were, “How could it be this easy? Why isn’t anyone else taking

this approach to marketing their restaurants? And why aren’t these “seminar gurus” teaching this stuff?”

## “The Most Important Discovery Of Any Restaurateur’s Life!”

Connor responded in an arrogant tone of voice, “Simply because they don’t know any better.”

I just sat there and smiled in agreement.

Seeing that this little seminar of ours had pretty much come to an end, I asked Connor if I could use his selling process at my restaurant. And he said, “You can do anything you want with it. In fact, what I think you should do is go back in there, kick the instructor in the groin, boot him off the stage, and start teaching those guys how to *really* market their businesses!”

We both laughed.

I thanked him a half dozen times as we shook hands and went our separate ways.

I then left the seminar early. (I felt I had all the information about marketing that I’d ever need.) When I got back to the restaurant I headed straight for my office and locked my door to avoid being disturbed. I pulled out my tape player, popped in the cassette I had used for the meeting with Connor... and I took extensive notes.

Two days later I was ready... and I gradually started implementing Connor’s “marketing processes” at this restaurant I’d been managing for the last 9 months. ...And it happened... exactly the way Connor said it would. That first week, our business practically doubled. By the fourth week it had almost tripled. The owner was ecstatic.

Not long after this explosive growth in profits, I “jumped ship” and went and opened my own restaurant (A mid-sized restaurant/eatery)... and the profits I’m making there are “obscene”.

## Amazing “Marketing Course” Reveals The “Secrets”

If you’d like to discover in precise detail, what you need to do to “flood” your restaurant with a constant, steady stream of “happy” customers who will generate more revenue for you than you ever dreamed possible, then you’re invited to request and read the following manual titled, “**Encyclopedia of 401 Proven “Killer” Promotional Tactics.**” This incredible “Marketing Course” contains a complete collection of step-by-step, easy to implement advertising strategies that will give you more business than you can handle. Period!

The cost for this entire “course” is only **\$99** (plus \$5.95 for shipping and handling). It’s very easy to get a copy. Simply call **1-800-000-0000**, and a copy will be rushed out to you immediately via first class mail.

By the way, the marketing strategies in this “course” can be used to generate a steady stream of customers for any type of restaurant. It makes no difference if you operate an “upscale” establishment that caters to the “wealthy”, or if you own or manage a franchise whose clientele is primarily “middle-class” customers. These strategies can make any restaurant owner rich!