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## *How To Tap Into Your Restaurant's Hidden Catering Profit\$*

An Uncut Interview With Michael Attias

***The following is a transcript of a closed door Teleseminar where Jim Laube interviews Michael Attias on the tips, tricks & techniques for restaurant owners to add or expand a catering profit center. People have paid as much as \$1500 to be in the room where Michael has shared these profit-boosting, out-of-the-box secrets. This is just a small sampling of the powerful information Michael has available for those operators tired of scraping by and serious about using catering as a super-charged profit center and getting paid to advertise their restaurant.***

***Congratulations for investing the time in improving your future.***

Michael: Well, thanks for having me, Jim.

Jim: My pleasure. Let me tell everybody a little bit how we met and really why you're here. I was in Nashville a few months ago. I'd say it was about three months ago, I was in Nashville visiting somebody who does Michael's accounting services, and we just happened to have lunch at Michael's restaurant. He met us there, and not only did I have the best dry ribs I think I ever had, but when Michael told me the amount of money that he was generating sales wise in terms of his catering business, I was definitely flabbergasted and impressed. Then I found out that he's not only a great operator in terms of catering, but he's also a recognized expert. He speaks at conferences. He advises other operators on catering issues, and I knew that I was going to have to get his information in front of my members. So, Michael I want to welcome you. I want to thank you for being here tonight, and I know everybody out there's going to get a lot of valuable information that they can take back and grow their catering business.

Michael: Well, Jim, thanks for having me, and let me say thank you for including my members in this call and hello to all of them who are on the line.

Jim: You bet. You bet. Michael, let's kind of start out in general terms, and I just want to ask you why is catering important to restaurants?

Michael: Well, I'll tell you what excites me about catering. If you look at the state of our industry, the restaurant industry, it is a crazy business and everyday I'm amazed that people choose to stay in it and choose to get in it, and what catering has done is made it, brought the profit into the business for us, and made it where you own a business and not a job. Because a lot of times, especially with independents, you

buy a restaurant and you're a slave to your business. You've got high overhead, and you've got to pay that rent every single month whether your diningroom sales go up or down, whether your customer counts go up or down. You've got location challenges. What used to be a great location might not be so great a part of town. I know of one guy who got on the ground floor of a big mall development south of our restaurant, and he was doing about twenty thousand dollars a week, and then everybody and their brother went in there. There were retail centers built. Out parcels were developed. You went from five restaurants in the beginning to probably fifty or a hundred in the trade area. So, what was an A location is still an A location, but now you've got competition to deal with. Suppliers, let's face it, if we're having a tough year the suppliers don't say, "Well, I'm sorry we'll lower our prices by five or ten percent." They pass along those increased costs, and we've got to absorb them. Labor is a challenge, and what I love about catering, and we'll get into a little bit, is that when you start doing catering, it's a reward for your better employees to go out and do catering. So, it's like, I liken it to the fieldtrip in school. Didn't you always love going to the fieldtrip? You got out of class. You got to go see something fun.

Jim: Oh, yeah.

Michael: You got out of the jungle, and that's what catering is. Plus we've got guys on our staff and we don't even build in tips into our catering, they just get tipped because they've done a good job. We've got one guy that's probably made three or four thousand dollars in tips this month. And, so, you've got a guy that you're paying fill in the blank, six, seven, eight, nine, ten, twelve bucks an hour to and he comes back and makes a hundred dollar tip on a catering. Tell me he is not going to do a good job for you when he's working his kitchen shifts, because he wants, there's competition for the guys that go out and do the catering. Growth challenges, a lot of people think, "Hey, if I just had another location, I'd make more money." Well, that's sometimes the case and sometimes it's not. The beautiful thing is if you can raise your sales by ten percent, for a lot of operators, you can double your profits, and you don't take on any extra overhead. And, then, your reality, as an operator, is you're the first one in, last one out, and you're the last one to get paid. You've got to pay your employees, your rent, everything and you're the guy at the end. So, what catering has done for us - it's a way to increase profits. Also, I tell people it's a way to market your restaurant. Everytime we go out and we do a party, and they taste our food, if you do a party for a hundred, a certain percentage of those people are going to come back into your restaurant. They love the food so much at the catering, "Wow! We need to go eat dinner there."

Jim: Yeah, yeah, and let's face it, you can only do so much business if you have "X" amount of seats. Even if you're busy.

Michael: Right. And, it's only compacted into two to three hours two times a day. We're catering, we do things twenty-four, seven. We've fed people at one o'clock in the morning. We've done some breakfast caterings where we've gone out. I remember

vividly we had a racetrack in town, and a big car manufacturer was test-driving some cars of the new model year, and we went out there and set-up breakfast for them at the racetrack, which was quite amusing to see me whip around the track in my Volkswagen Fox. I was scared I was going to fall off the track, they're so banked. The other thing is if you're restaurant has a specialty that people go, "Man, this is the best. You do the best." And, that's the type of things that people want you to cater. And, people say, "Well, you know, I just do breakfast. I can't cater." Well, I say, "BS on that." And, I'll tell you why. I talked to a guy he's got a deli down the retail center from my printer, and he's a friend in the business-type of friend. We don't go play golf or anything. I said, "How's business?" He goes, "Man, we were sucking wind, about to go out of business, and then we started doing breakfast." And, they added breakfast, but they also did breakfast catering. So, he does portable waffle bars. He went out, bought a couple of commercial waffle irons, and he goes out there and sets-up the waffles and the blueberries, the strawberries, the whip cream, the butter, and he'll bring out sausage and juice and stuff, and he's making a killing because there's not a lot of people who cater breakfasts. So, whether you've got a high-end concept, a mid-scale mom and pop diner, catering can fit into your mix.

Jim: Okay. One of my questions to you was, I know there are a lot of people out there that don't have barbeque. Does catering work with really any type of concept?

Michael: Well, most of my members are not even in the barbeque business. In catering, I've seen it work very well with everything from, like I said, the deli that's doing breakfast catering as well as traditional sandwich platters and deli trays and the like, and they've also done hamburger and hot dog catering. I know a friend of mine who has a Meat in Three, a little mom and pop type place, and he's done everything from an Italian buffet down to pot roast and fried chicken. So, the question is are you going to cook on-site or off-site, and well get into some of those things in a minute. The other thing to keep in mind is when you and I were growing up, if you had a party at your house, your mom prepared for weeks for the party. No one has time for that anymore. You know if you're going to have people over for the Superbowl, you're going to go out and buy the food some place. If you're going to have a cocktail party, you're going to go one place and you might go to Honey Baked and get your ham or you could go to a restaurant that cooks prime rib, and you can sell people on the fact that "Hey we do whole prime ribs for holiday parties." And, then you got that, or beef tenderloin, or whatever your specialty is. So, you're not limited, and just your desire to go out there and do it.

Jim: Okay, great. Now, we all know that there are professional caterers. That's all they do is catering. What are some of the advantages that you think that restaurant operators have over the people that do catering for a living?

Michael: I tell you, I think the biggest advantage is you've got "X" number of guests that come into your restaurant every single day. Okay? So, whatever that number is, those people know you, they love you, so, you can advertise your catering to them

and you've got that advantage. The other thing is you've got a storefront. So, wherever you're located you can use your restaurant to advertise the fact that you cater, be it you put catering on your marquee or you put up a banner that you cater. Food purchasing and utilization advantages. If you go out and you cater things that you have in your restaurant, so, let's take that you were going to do omelets to order or something in the breakfast example, or you do hamburgers and hot dogs and grilled chicken and you cook them not to order, but you cook them in batches. Well, you're going to go out there with more than you need, and so, a lot of times what you'll find is someone will guarantee a catering for a hundred people because it's not like a mobile restaurant. They have to guarantee, if you've ever booked a wedding, they want to know how many people you're paying for. And, that's the beautiful part about catering is a lot of times you get the guarantee so, we've had caterings where they pay for a thousand and five hundred show up. So, half the food goes back to the restaurant, never been touched, still cold or still hot. We can cool it down and use it back in the diningroom as long as it hasn't been opened or touched by people. So, you're getting paid to sell it twice. Also, you've got the ability to leverage your cost. A catering company, they have the same amount of insurance that you do, or relatively. They have to go out and get a building. Well, you're building's there. You're labor's there. So, at two o'clock in the afternoon, when things are slowing down, you can use your labor to help you prep for your caterings. You're rent, you're paying that rent to the landlord or to yourself every single month whether you do one catering or whether you do a hundred. So, each additional, and you're an accountant, you know that every additional dollar you bring in the restaurant business, once you cover your food and your labor and a few incidental costs, it all flows to the bottom line. And, I think another advantage is your pricing that you can offer your clients, because you're not strictly a caterer, you can offer to come in, if that's your desire, a little bit less than what a regular caterer would charge because you don't have to cover all those extra things.

Jim: Can I ask you this point about the margins on catering?

Michael: Absolutely.

Jim: In other words, for every dollar in catering, how much of that flows through to you?

Michael: We personally, the number that we play around with is fifty cents on the dollar. We found out that incrementally on average, fifty cents of every dollar. Now, that's going, that might be different for some people depending on your menu and how closely it ties in within what you're using in the restaurant. Now, on things that we do outside of our expertise, when people come to us and say, "Hey, will you do something besides barbeque." , which we do turkey and dressing, we're putting together a thousand person quote for carved inside top round herb crusted with some roasted red skinned potatoes. Well, we can't use that in the restaurant. So, the margins won't be as good, but we'll still pull, if you average it all out, it's about fifty percent.

Jim: Well, at that point, when you talk about a thousand people, you're talking about gross profit dollars, not just percentage.

Michael: Absolutely. I mean there are months that you can almost double or triple your profits because you've done big catering business.

Jim: I've heard you talk about something that you call the "Golden Rule of Restaurant Catering". What is that?

Michael: The golden rule is if you're going to advertise catering out of your facility, out of your restaurant, so it's "Bob's Café", you need to cater foods that are congruent with your concept. So, for instance, I tend to stay in the smoked meat arena because that's not a stretch for people to think of Corky's for smoked meat. I would never do a seventy-five dollar a head catered event, fu-fu black-tie event because they don't think of a barbeque restaurant being able to do a black-tie. That's not to say I can't do it, but I would probably create a separate division. Like we toyed around with going after the wedding market and coming up with a different division because most brides, if you say, "Corky with the pig is going to cater my wedding."

Jim: Yeah, who did your catering?

Michael: Yeah, the wife is going to faint. The daughter is going to cry, and the father is going to be left picking up the pieces regardless of how good the deal is. And keep in mind, they're not coming to you because of price or quality. A lot of people think well, I've got the best food. That's important to an extent, but what's really important is, are you going to embarrass me? In catering, they want to make sure. They're buying lack of embarrassment. Are you going to show-up on time? Are you going to not run out of food? Are you going to take care of me? Are you going to make my life simple? So, and, it's marketing, because if you get out there and get the word out, that's what causes the register to ring.

Jim: What are some ways that you give people the confidence that you're not going to embarrass them? Do you do that with your marketing?

Michael: A couple of things. We use testimonials. So, if I tell you that I'm wonderful, Jim, you're going to say, and you don't know me, you're going to say, "Well, Michael, you're full of crud." But, if I can show you a whole stack of letters from people that say, "You came out and there was a curve ball thrown, and you knocked it out of the park." So, not only did you do what was expected, you went above and beyond. So, now someone else is tooting your horn. The other thing is I'm a big proponent of guarantees. So, we provide a hundred and twenty percent guarantee. We tell them, "If you ever run out of food at your event. We will give you your money back plus twenty percent credit towards your next event." Now, I want to illustrate a very important story. I'm glad you brought that up because I wasn't prepared to talk about guarantees, but I think this is important because whether you use it in

your restaurant or catering business or whatever, a guarantee is very, very powerful. And, let me illustrate, I went down to Huntsville, Alabama from Nashville, Tennessee, so that's a two hour drive for people not familiar with the South, and I made a proposal. It was about a ten thousand or twelve thousand dollar job. These people were going out of business, and they wanted to do a rib buffet that "Hey we're closing the plant and we want to thank everybody for the years of service." And, what I did is I brought down samples of the food, and I asked everybody, "Did everyone like it?" And everyone said yes. And, I always ask my magic wand question, which is, "If I could give you a magic wand, and give you one wish for this event, what would it be?" And, whatever they tell you is their biggest hot button, and you better have a good answer for them, and I found out their hot button was "You better not run out of food." Because the Vice President and Plant Manager had a competitor who was the number one in the Huntsville market and had been around for forty or fifty years catering an event at his house and they ran out of food and they embarrassed him. So, now I know that the hot button is "You better not run out of food." So, I was able to say, "You know you're thinking how's a guy coming from Nashville, Tennessee, driving two hours, going to cook all this wonderful food, because you've eaten it, and not run out. Well, let me tell you because that's the way we do business, and I back it up with a guarantee that if I run out of food you don't pay, and I'll give you twenty percent credit towards your next event." Well, do you think that I addressed his concerns? I got the twelve thousand dollar job. It went off without a hitch, and they felt comfortable that we could do it. So, a guarantee is very powerful.

Jim: Okay, okay, good. Let's talk about for people that may not be into catering a hundred percent or they maybe even just considering at this point, what do you need to have? What's the capital investment? What do you need to have in terms of equipment, and even let's touch upon the personnel; the skills that you have to have that may not be something that you have readily available? Are there any special things you have to have?

Michael: I'm going to touch on, that is really a seminar, a teleseminar, on its own.

Jim: Really? Okay.

Michael: Because there's so much, but I'm going to tell you and this is down and dirty and basic. If you're going to do drop-off catering, you're best friends are aluminum pans with lids and deli trays and hot bags to transport things in. They're like the Domino Pizza bags, but aluminum pans fit into them. And, then obviously plates, utensils, serving utensils that cut, that type of thing, chafing dishes are the cornerstone of full service and some drop off services. Some higher end restaurants will provide, they'll actually do the drop-off. We use a courier service, and they'll actually do the drop-off, put the pans in there, and come back and pick the stuff up and charge for it.

Jim: Do you need to have all the kitchen equipment or can that be rented?

Michael: You can rent some. We buy are chafing dishes. Things we know we're going to go through, we buy. Every now and then we'll have to rent a grill because it's a big event and for a once a year event, I'm not going to go rent a big grill or go borrow a smoker on a trailer, that kind of thing. But, chafing dishes, you can get everything from really expensive silver plated ones to Sam's sells them for fifty bucks, and they're simple stainless steel. You need some catering tables. You can buy some good tables at Sam's. Again, I tend to like Sam's because it's there in most communities and it's not expensive. Now, I use an aluminum table that has a lifetime warranty because we used to go through those cheap ones. I tell everybody to stay away from the fiberboard tables because they break. And a cambro is, hotel pans is a given and a cambro is a given because you can take food and depending on the nature of the food, you can wrap it, put it in a cambro, and it will stay hot for hours and hours. I mean I left Nashville at six o'clock in the morning, went to Little Rock, Arkansas for the State of Tennessee Department of Tourism, and fed people at seven o'clock that night and my shoulders were piping hot with the use of transporting the food in cambros. So, cambros are good. You're going to want tablecloths, some decorations, some breadbaskets, and little things like that. The best thing to do is start out small, look at what other caterers are doing just creatively emulate as I like to say.

Jim: Okay, okay. So, I guess the bottom line of all that, I guess if you start out slowly or small, I guess the dollar investment is not that significant.

Michael: What we found is when we first opened our restaurant, we invested a lot of our catering profits back into building up our inventory, and then every year you're going to replace some things.

Jim: What different types of catering are there?

Michael: Well, this is sort of how I like to lump everything; full service-and that's where you go out, you set-up, you serve it, you clean it up. That could be you provide the waiters or you don't provide the waiters. You might just do a buffet and staff the buffet. You might do black tie. You might not do black tie. You might provide the bar. You might not. That's something that you need to ask yourself what kind of life you want, and how do you want to do it. Self-service or drop-off, that's where you put the meal, we kind of do like a meat-one, two or three meats, and two or three sides, in aluminum pans and it's like a self-service buffet. The people come through. They help themselves. And, a lot of times when you got smaller groups or they're on a tighter budget, that's just fine. The non-profits or school might have a spaghetti supper or a barbeque or whatever type of meal, and they've got volunteers and they've got the serving lines and all that stuff there, and they just want to buy food sort of wholesale, if you will. So, you don't charge them as much because basically it's just prepping up pans of food and getting it to them. Box lunches would fit in there or deli trays, and then for anybody who has a banquet room or a party room, I consider that part of catering. The difference is they're coming to you

as opposed to you coming to them, but it still fits in the catering genre as that it's at the large unit of sale.

Jim: I see.

Michael: And, you can set up buffets in your party room or whatever you're set-up to do.

Jim: What do you in terms of full-service, self-service or say drop-off? Do you know what your sales mix is on those?

Michael: Probably, our overall sales about a third of our business is catering, and probably of that a third is full-service and two thirds is self-service.

Jim: This is really good. Okay, we talked about the different types of catering. You talked a little bit about positioning your catering profit center. What do you mean by that, and how should an operator view how he wants his catering profit center to kind of co-exist with his regular restaurant?

Michael: That is a great question. Because I think what you want to do is you want to ask yourself, do you want to make your life easier or do you want to make it more difficult, and what are you set-up to do? For some people, they're going to want something that's just down and dirty and simple that they call catering, and other people they've got the infrastructure. They've got the chef. They've got the servers, that hey, whatever you want us to do throw a curveball, we'll do it. There's a guy, one of my members, who has a place in, well, I'm not going to name the place, but...

Jim: He won't mind, as long as it's good.

Michael: It's in Philadelphia. Yeah, you're probably not going to know just by Philadelphia. That would take a lot of searching. But, he did a birthday party for somebody that was a quarter of a million dollar party. Now, a lot of people are out there thinking, "You know, how do you spend a quarter of a million." Well, first of all, they had entertainment that they booked. So, they got a percentage of that. They did, and the entertainment they actually set up a stage. It was done at a person's house that had a lake, so the stage was see through and on the lake. So, I don't know if you've ever seen, it's like the stage is maybe a half-inch below the water level, and then the run lights. They had pyrotechnics.

Jim: I never get invited to parties like that.

Michael: You know? I get invited to Chucky Cheese birthday parties for my kids. That's about it. So, he took a percentage of all that. They did the bar. They did custom imprinted glasses. They had valet service. That's something I would stay away from because that's not me and that's not what I aspire to do, but the point is that we'd all like to have a quarter of a million dollar check and if we netted out five or

ten percent out of that we'd call it a good day. But, what you need to ask yourself is number one is do you want to have set menus where you say, "Look, we got option one, two, or three." Or a la carte, and I don't believe in reinventing the wheel. I believe in modeling people who are successful, and a lot of people will think this is sacrilegious to use the name, but McDonald's figured this out along time ago. The reason Corky's added a drive-through window, rumor has it, is because McDonald's was the first one. They saw how successful McDonald's was with the drive-through and what percentage of their sales came from their drive-thru. So, they said, "Well, people would want barbeque through a drive-through." But, guess what? McDonald's didn't event the drive-through. They got it from the banking industry. Rumor has it that they saw that people wanted to get there money, deposit their money or get withdrawals through a drive-through window, why wouldn't they want to do that with food? And, the rest is history as they say. So, a lot of times people want to look outside their industry and we do that. We look within our industry across the board to successful models, and we look outside the restaurant industry as a whole to see what's working, and we do probably more examples of that in the marketing that we're going to discuss in a minute, but anyway you go to McDonald's, you don't, if you remember in the early years you go and say, "Okay, I want a...do I want the Quarter Pounder or the Big Mac? Okay, I want the Big Mac. Do I want the small, medium, large fries? Okay, what do I want to drink?" Its boom, I'll take a number one, supersize it. They give you the glass. It's simple. Well, the same thing, we do menus that are basically, we've got the basic, the deluxe, and the super deluxe, and they have different items and their different prices, and the reason you do that, I'll explain. Half the people about fifty percent of our people order the least expensive thing because they've got an event to do, they want to feed people, and its money based. Ten percent will buy the most expensive thing and will buy everything you have regardless of price because they're ego buyers. Okay, and you don't want to have something to not take care of them. Okay? I want to repeat that. You want to have something to appeal to the ego buyer. I'm sure you have something on the menu that is higher priced or a little fancier because some people go in and they think if it's not, if they're not getting something on the higher end on the menu, it's not going to be as good.

Jim: Would you recommend people, if they're like say a family dining establishment and they don't have anything like that on the menu, to put something on their catering menu that may not be on their regular menu?

Michael: Absolutely, or even do it on your restaurant menu. Make sure you've got something that's like really wow and maybe a little more expensive, but that's going to appeal to the ego. It's like why do they put Dom Perrignon on the wine list? Because they're going to sell every table? No, because all you need is that one out of so many, and it bumps your averages up. And, then most people are what I call the medium. When you go to a fast food restaurant, "Ah, give me the medium." I really don't know what I'm in the mood for, but medium sounds good because it's in the middle and it's safe. And, we sell about forty-five percent. Before when we first started, all we did is have the low price option and we left all this money on the

table. The other thing about having set menus is you can train a dog to take an order, and I don't mean that disrespectfully to your staff, but it's very simple. It's like, "These are our three packages. Which package would you like?" I mean you contain everybody, but a la carte if I get into "So, Jim your daughter's getting married. What is the vision of your event?" , and then you've got the wife saying, "You know, I always wanted Chateau Brionne, and you've got the husband saying, "Well I've always dreamed of this." And then, you put together this whole thing and then, "Well, I want the frozen vodka ice with the cavier station. I want the chocolate desert fountain." Which is, I went to bridal show, we'll talk about it in a minute. The chocolate fountain is really a good thing. But, you see how that's a lot of work and you need somebody to walk them through it, and you're going to charge for it, but it's just an operational question you need to ask. For those of you who already have your catering established, this might, hopefully you're going to pick-up on a few ideas that's going to help you, but this is also for the benefit of those on the line that are just thinking about getting into catering. So, I wanted to make sure that we cover this to help both people out, and we're going to get into some media marketing stuff in a minute. And, I talked about the three-tier pricing. Low price with add-ons versus all inclusive. Do you want to advertise a low price and include very little? Like basically, you get a meat, two sides, and bread, and then charge them extra for the drinks, the deserts, the paper products, and we do that and we explain, "Hey we don't charge you for anything you don't want. And, by the way, do you want this, this, this, and this?" And, we upsell them, or do you want to build it into one price and they get everything and then you have to worry about people who you price out of the market because they're like, "Well that's too expensive. Can we leave this off?" And, then you've got to figure that out. So, that's just, there's not a right or a wrong on that, it's just how do you want to handle it.

Jim: How many people on your staff can book a party?

Michael: Anybody can do a self-service catering. We tell them if it's over thirty-five or forty, give it to a manager just because it's a big event, but any kind of event. There's sort of a pecking order. Anything that's five hundred or more, I don't always take, but I try to tell them to come to me because I like to feel them out and make sure are we in a competitive situation or not and how to handle that, and I probably have the most experience and those are the things I enjoy doing the most and I think I excel at. Anything else, like regular caterings, we've got five or six people who can do it, and then self-service catering, every hostess is trained to take a self-service catering order.

Jim: Okay, and you have the forms and everything?

Michael: Oh, yeah. It's idiot proof. I mean that's when you choose to go with set menus. And, you might decide to do a combination. I mean, we do get into some a la cartes, but we don't push it. We found that when you give people, "Hey, these are the four choices." People don't want to have to think. We're so busy working and doing

whatever it is we do, the last thing we want to do is think. So, we make it so they don't have to think, and that's, I think, another reason they use us besides the food is good and the service is good is that it's not just about the food. They don't want to be embarrassed. We talked about that before. They like the fact that we have terms and we extend credit. It's convenient. They can call us up. We had somebody call us up at eight o'clock in the morning, and we fed eight hundred people at noon. Now, not everybody's going to be able to do that, but a lot of people, we have the reputation you can call us at the last minute and I am just shocked and I am sure the people who cater who are on the line know exactly what I'm talking about. That people wake up at eight o'clock in the morning and all of a sudden have twenty, thirty people to feed and they didn't think about this the day before. That baffles me.

Jim: Really quickly, you touched on something about getting a deposit or something for getting paid. How do you make sure you get paid everything? Do you get a deposit up front?

Michael: Some people do contracts. Some people do deposits. We do a handshake. We don't even do a handshake. We take the orders over the phone. We rarely get burnt. I can tell you that we have an outstanding accounts receivable of about twenty-five thousand a month that people owe us in catering bills, and in over ten years of being in business, we've probably gotten burnt to the tune of eight hundred dollars, which for anybody who's ever been in accounting and collection, that's like a non-significant amount, because my theory is you're not going to screw the guy who feeds you. And, we just do what we say, and we just sort of do business the old fashioned way, and other people they take non-refundable deposits. It's just more of how you want to operate. Some people don't do house charges. We think it brings us more business, because in the corporate arena the last thing that people want to mess around with is finding your check. Can you send me a bill? Or, at best, can you keep my credit card on file? So, you want to make it, remember, we're there to serve their needs, and if they're saying, they might find that your food could be ten times as good as your next door neighbor's, the restaurant right next door to you, but if he is willing to take credit and he's willing to deliver and do the things that make their life easier the quality of the food is insignificant, as long as he's not sending dog food. So, again, it's not just about the food or the service.

Jim: Okay. Well, let's get into what I know a lot of people want to get into. They want to get into the marketing. How do you sell catering? You want to talk in general terms of developing an overall marketing action plan for catering, and then we'll get into some specifics.

Michael: Well, I'll tell you, I want to talk about it more in zones. I think what you need to look at is in-house which is how are you going to advertise the fact that you cater to the people who come into your restaurant?

Jim: In the restaurant itself?

Michael: In the restaurant, in the grounds. Keep the banners outside, keep part of your marquee or your sign, “Bob’s Café Dine in and Catering” or “Dine In Bar and Catering.” So, people that drive-by, say, “Oh, they do catering. I didn’t know that.” Let me tell you, people, if you think they know everything you do, you’re sadly mistaken. They come in for one or two reasons, and that’s what they know about, and there’s ten other things you do. So, for instance, in-house we put banners on our buildings so when people are in our line at the drive-through, as they drive by they can see that we cater and what are some of our prices. We put our catering packages on frames, they’re nicely done, over our tables. We have what’s called a “love wall” which is where we put all our testimonial letters, and that way when people have to wait they read what other people have to say about our catering service, and you might have somebody who’s new to town, doesn’t know we cater, and lo and behold they read all these catering letters and go, “Man, we got a company party coming up. We need to use them.” We put brochure holders by the hostess stand where customers can see it. For special events, we’ll do self-service parties for the Superbowl coming up, we’ll put, we’re shameless, we’ll put signs in the bathroom urinals and the stalls because it’s like reading the cereal box in the morning, you’ve got nothing else to do. So, you have a captive audience and there’s nothing to compete with for attention. Now, that might sound crude to some people, and that might not fit into your operation, again you’ve got to be congruent and do something you feel good about, but in barbeque it doesn’t offend anybody. And, then message on hold, if you don’t have a message on hold, you’re really shortchanging yourself. Not only for catering, but for everything else you do. In fact, the joke is that I purposely put people on hold so they can listen to all the things that they need to be doing that they’re not with us. And, so you can let them know, “Did you know we cater corporate luncheons? Think of us the next time you do it. Did you know we had a private party room? Did you know New Year’s Eve is coming up and we’re having a big gala?” I mean, so, anyway that you can hit them with a message. Analyze your database. If you currently cater, you need to have, you better have a database of your customers.

Jim: Are you still on the in-house zone?

Michael: I’m done with in-house. I’m moving on to, sorry; I just get wound up about this. This is so exciting.

Jim: That’s what I’m here for.

Michael: Thanks. You’re the ying to my yang. Anyway, I tell people to analyze their database. I do actual formal analysis for companies. I did a project for a company in D.C. where I actually took their customer database and I ran it through some software where I can geographically analyze where their customers come from and also what industries, their strong in, because there’s this theory that future customers resemble current customers. So, let me give you an example. Let’s say that I do a lot of church socials, and I analyze my database and I say, “You know,

golly, ten percent of our customers are churches.”, and you count them up and let’s say its fifteen churches. Well, do you think there’s only fifteen churches in Nashville, Tennessee?

Jim: Not hardly.

Michael: No, I mean this is the Bible belt. There’s a church on every corner. So, what that tells me is obviously I’m doing something right to track people in the church business. I either have something that all churches want, maybe it’s moderately priced food, maybe it’s the type of food, maybe I’m speaking their lingo. I need to leverage the power with those fifteen churches to go after more churches. Does that make sense?

Jim: Sure does. Now, when you talk about your database, you’re talking about your customer database. They are people that come to your restaurant to eat? In the restaurant, are you talking about?

Michael: For people who are currently catering, you want to have a database of your catering customers, and you’re going to want to market to them constantly and let them know the new things you have going on, and we’re going to talk, give some examples. Well, I’ll give you an example right now. In November and December used to be a slow catering time for us, because it’s company parties and there’s a lot of company parties, but let’s face it how many people want barbeque for the company holiday party. Not a lot. So, we started doing smoked turkey and dressing and ham. We actually carve the ham or the turkey in front of the guests as they come through the buffet. We did, actually, these were companies two hours away from Nashville, Tennessee, we did an event for two thousand people and one for eighteen hundred people over multiple shifts, and they wouldn’t have used us for barbeque because they wanted something traditional. So, there’s where we used our database to let people know what else we do.

Jim: I see. Okay.

Michael: Also, geographically. What you want to ask yourself is how far are you willing to drive to cater an event? And, we sort of have a stair step formula. If they’ve got five hundred or more people, I’ll drive two hours and it won’t phase me because it’s a high enough ticket to justify the extra cost. And, what I like to do, is I like to build a list of different companies that I want to target. I call it my star one hundred, which is the hundred largest companies in my market, and I go after large employers because for us, we’re set up to do, the biggest event we’ve done is seven thousand people. We can do just about anything in town, and so we target those large events and we do some targeted mail and we’re going to talk about some of those examples in a minute.

Jim: Let me ask you, if I can ask you one question right now. Let’s say your starting out or haven’t done much of this. What would you do first?

Michael: What I would do first is I would decide on the menu that I want to choose, and the foods and the pricing, and I'd start letting my customers know that I cater.

Jim: In terms of marketing, first thing you do is let your customers know.

Michael: I'd let them know. I would have fliers that I could hand out. I would have menus available for distribution. I might print up buttons for the staff to wear. Put signs in the restroom, put a banner or a sign on the building, give them multiple ways to know.

Jim: Okay.

Michael: Then I would go about deciding which niches, I would probably do something general like take out an ad in the yellow pages, which is, for most people, that's a once a year thing so you're going to have to wait. But, I would advertise the fact that I cater and go after different niches at different times. So, let me give you an example of some niches. Okay?

Jim: Okay.

Michael: We go after high school sports banquets. No one thinks about that, but we've done very well with going to the high schools, and we send them out a letter that says, "How you can avoid the ten biggest mistakes made planning a sports banquet." And, the headline of that gets them...

Jim: You can use that for anything, right?

Michael: Yeah, "How to avoid the ten biggest mistakes made planning a wedding." You just have to come up with ten mistakes that they're going to make that the answer to those mistakes leads them to choose only you. And, we've done that. In fact, not only have I done it, but other people have done it successfully. The next niche I'm going to tell you about, I know some of my I guess they say "Homies", but homies from Sticky Fingers have used what I call my retailer letter. The busiest shopping day of the year is what?

Jim: Is it the day after Thanksgiving?

Michael: Right, and we figured out the first year we were in business, we weren't busy because we're not in front of a mall. So, it's not like people are coming to eat with us. We're quite a bit away from the mall. They're going to go to the mall food court or the mall restaurants, but we got a big...self-service catering order and I looked at and I said, "Oh, this is from a retailer." And, then again, you're almost playing Sherlock Holmes. You say, "Well," You need to ask yourself as you start building up catering business or if you're doing it, you need to say, "What types of things are people using us for." Other people have got to have the same needs. So,

I said, “Well, if this retailer is feeding all their people on the day after Thanksgiving, obviously everyone else is.” So, what I need to do is I need to go after other retailers, and we did that. The first year we did that, we mailed forty-five letters to forty-five stores, made up some follow-up phone calls, and booked six thousand dollars worth of drop-off catering in one day. And, I know the Sticky Fingers people, I’ve talked to one of the partners, they’ve had tremendous success with that concept. And, we’ve built it since then and now it’s about a twelve thousand dollar a year annuity. So, what’s it worth to have a marketing system that every year is worth ten to twelve thousand dollars a year. Fill-in your own math for where you are, but that’s just one niche and we go after that niche every single year. And, I want to talk about expanding your menu again. I mentioned, well, before we segue way to that, are those two good examples of a niche to go after?

Jim: Yes, give me another one.

Michael: Another one?

Jim: You mentioned churches.

Michael: How about let’s talk about weddings?

Jim: Okay.

Michael: And, we’re going to talk about lead generation in a minute, but going after weddings you can go after the weddings, the rehearsal dinners, so, you can buy a list of girls getting married, you can advertise in bridal magazines, you can go to bridal shows.

Jim: Where do you get lists like that?

Michael: You go to a list broker, and you can look it up in the phone book or I use a guy named John Dodd at Market Models, but I would probably just use a local reputable mail house to get you a list. And, a lot of time the bridal magazines will have lists available. So, if you have something that appeals to people getting married, go after that niche and what’s beautiful about it is it’s a renewable source because every year a whole batch of girls are getting married that didn’t get married before. Well, some of them are getting remarried, but on average... So, there’s the three niches, and there’s a total of at least thirty-five or forty niches to go after, which obviously we don’t have time to go through all tonight. Another thing is don’t hesitate if you cater. If you’re thinking about catering as expanding what you do, we got into catfish this year. We bought some fryers and we actually do on-site catfish fries, and that has been wildly successful. In fact, we sent a letter to our house list, again, a good reason to have a database, is letting them know that we’re doing catfish catering and a company that was going out of business, they were moving the jobs down to Mexico, who we did their Christmas party twelve months ago, this is back Christmas 2001, said, “Well, thanks we appreciate it, but we won’t see you again

because we're shutting the plant down in August, and we won't have you back for Christmas." I sent them this letter, and they go, "Hey, we just hit a milestone for safety, and we saw this catfish. Will you come cater catfish for us?" So, we drove and we catered catfish for eight hundred people. Well, they were still going out of business and they said, "We want to do a 4<sup>th</sup> of July party, what else can you do?" And, I said, "Well, we've, by the way, we've added black angus beef burgers and kosher hot dogs to our catering mix." Because, what happens is if you come to the company party and after two or three years you have barbeque every year you're like, "Golly, not barbeque again." Even if you only eat Corky's once a year, it's sort of like the familiarity breeds contempt theory. So, now we offer other picnic foods that they can use over and over again and we can just switch it up for them. So, that same company booked us back for six or seven hundred people like in a July 4<sup>th</sup> party, and again before they shut the plant down. So, because of a simple one page letter that was printed off. It was black and white off my laser printer to my customer list, nothing fancy, I was able to generate, I forgot the amount, but fourteen hundred people worth of catering, and then you work the math on what you're going to charge. So, it's unbelievable.

Jim: Okay, good, good. Can you get into really the hard core sales? Do we need to hire a sales rep? What about cold calling?

Michael: Cold calling, let's talk about cold calling because you're going to have to decide whether you can afford a sales rep or not or whether you're going to have it part-time or not, but let me tell you my story, and I think it's a very good one. I know some of you all who are on the line might be in sales for your company or marketing, and this is what I found. I used to cold call sell, and my theory is cold calling sucks. I want to repeat that in case anybody didn't get it cold calling sucks.

Jim: Anybody who's ever done it, knows that.

Michael: Right, and let me explain what happens. This is my first job out of college basically was cold call selling. They bring you in for the first week. They teach you all about the company, how to write up the order, what the product is. Then they show you the business directory that has every business in town. They say, "Here are the As, here's the directory start at the As work your way to the Zs." By the time L, M, N, or O come up, you're ready to go to another job. It's very demoralizing and a very big waste of time. If you are going to cold call sell, or hire people to cold call sell, tell them to start at the Zs and work backwards to the As because the people on the back half of the alphabet don't get called half as much as the front half, because the people are gone by the time they hit the L's, M's N's or O's. Well, I hired a sales rep probably the second year we were at Corky's, and he was taught to cold call sell. I was no worse for the wear, I guess. So, why not train people to do what you've been taught to do? He lasted about a year. It was really demoralizing to him, and he did a good job all told, but he could've done much better because now I have a marketing director that works for me full-time. She spends most of her time coordinating all of our marketing, getting point of sale switched out, coordinating

mailings, printing, updating databases, all sorts of things that he didn't even touch on. He was too busy selling. And, we use what's called a lead generation system to get people to raise their hand and say, "Hey, I want more information." And, then she goes out and she does sample luncheons or meets with them probably a couple hours a day she spends that time. So, she is doing, she probably has twice the appointments he had using about a quarter of the time that he used or less. So, think about that. In effect, I'm getting the job of two people done for the price of one, and I'm finding people. I've created a sales faucet, if you will. If I need more leads, I turn on the faucet I mail more letters, and even if it's going to be a week that operationally we're crazy or someone's on vacation and I need her to do something else for me I turn down the sales faucet in advance, and I slow down the number of leads we get. And, with our system, we've been able and this is a mature market, I've been here for ten years. I've been able to get twenty percent of the people we target with our system to raise their hand and request an appointment. Now, that's using direct mail. It's a simple one-page letter printed out on a black and white laser printer, sent in a number ten envelope, nothing fancy, it would not win any graphic awards, but I don't think, I challenge anybody on the phone that's those aren't impressive results. And, I know in markets that are not developed or they don't know your name, you can get upwards to thirty-three percent response rate. So, a third of the people that you target, and it's a three step process, we send three letters. If they don't respond to the first, we send them the second notice, and the third and final notice.

Jim: So, really the key then for generating sales is that lead generation system.

Michael: I think it is because what you're doing is hunting versus baiting, okay? Now, let's use a little analogy. I've got some friends who are duck hunters. If anybody on the call knows what a duck hunter goes through, they wake up at three o'clock in the morning. They drag their dogs, their boat, whatever down to the duck blind. It's freezing cold and they sit out there and they wait for the ducks to come. They quack, they've got the little quacker things, the duck calls, but and since I'm not a very good shot, basically I'm waiting and hoping that the duck would fly in front of my bullet, to get a duck. And, some people call me lazy, I'm efficient. If I'm going fishing, I want to go to the Kroger grocery store and buy fish, or get the lobster out of the barrel, and think of marketing the same way. Why do you want to go to all that trouble, spend all that time and effort? I know it's a sport and if you love to duck hunt, but this is for illustrative purposes, but that's what cold calling is. You're going out there, and you're trudging in the cold at three a.m., and you're praying that the ducks fly in front of your bullet. So, it's not a very targeted approach. Well, with baiting, which is you're putting out a bait. First of all, you're going after a target. So, let's say it's the ducks, you're baiting the fields with corn so you know they're going to fly in for the corn, and then you're picking them off like shooting fish in a barrel. That's what baiting is. Now, it's illegal in the hunting world, but it's not illegal in the marketing world. So, what I've done is I'm targeting the right prey, if you will, which is people that I feel have a strong likelihood of buying my catering service because I've targeted them either by niche or by size or by some

factor, and then I'm putting out a bait that is attractive to them that gets them to raise their hand and say, "Michael, please come out and talk to me about your catering." So, what is easier? And, these come across my fax machine, which I tell you, it's like a printing press because everytime a lead comes through its like money. Now, not every single person you're going to go see is going to book. I'm not going to blow smoke up everybody's skirt, but you're going to get enough qualified leads that you're going to get business, and for what you pay per lead, which is as little as \$7.50 a lead, I challenge you to spend, if you take \$7.50, go place an ad in whatever publication, a business journal, and do the math. You're sure going to pay way more than \$7.50 a lead. You'd be shocked. You might spend a hundred dollars a lead, or you might spend that whole five hundred dollars on an ad and have nothing to show for it. And, they'll say, "Well, it's repetition." Well, repetition is great, but if you can get them from, if you pick somebody who's in a starving crowd, you can get them from the get go, and that's what I teach people to do, and that's worked for us. I really want to share, originally, I wasn't going to share this example, but since I just experienced it, I want to take a recent bridal show as an example, because the thing is so powerful and it's as strong as green onions as a friend of mine says. The bridal show, I want to tell you why trade shows are great, if they're targeted. We had a thousand brides come to this bridal show. There are thirteen thousand weddings in the middle Tennessee area every year. So, that's roughly seven or eight percent of the market that showed up. Well, what they do is, you put out a booth and you show your wares. If you're a caterer, you can bring out samples or show, let people taste some of your food, which is what a lot of the caterers did, and we did the same thing. We chopped up mini barbeque sandwiches, but I would have been shooting myself in the foot if I had just advertised that we just did weddings because let's face it, most people don't want barbeque for their wedding. There are a handful, but I'd have good bait but I would be going after the wrong prey if you will. But, everybody has a rehearsal dinner, and barbeque is a good casual concept and people have people from out of town, so it fits in. So, the way we got them into our booth is our banner said, "Hassle Free Rehearsal Dinners" and then we had a starburst that said, "Register to win a \$250 free rehearsal dinner." Let me explain, two concepts, a headline. You have to grab them into your booth. If I just put, "Corky's Barbeque", they would said, "BFD, so what?" But, when you say, "Hassle Free Rehearsal Dinners", if you're in the bridal party you're thinking, "God, we have enough things to worry about, then worry about whether the rehearsal dinner's going to go off without a hitch. These people have something that interests us." We we're giving samples of our food, which they can taste it, which is good, and then could register for a drawing. Well, we had a line of twenty to thirty brides and their entourage, which is usually the mother of the bride, and the best friend and sometimes the groom if she's got him well-trained. There were about five percent of the people there that were grooms to be, which we got a chuckle out of. So, we got them in there, and not everybody registered for the prize, but the beautiful thing is the people who registered for the free rehearsal dinner are the people who wanted it. Think about that Jim. Are you going to register for a free rehearsal dinner if you don't want it?

Jim: No, absolutely not.

Michael: And, there's probably a thousand leads. They give you a list of all the people who attended the show, and we talked about this today. Why do I want a list of a thousand brides? And, we collected probably a quarter of the names, a quarter of the brides that went through probably signed up to win. So, if I had just taken the lead list that they had emailed everybody. By the way, their list will probably come out two, three weeks after the show. My list is getting typed in now, and I'll have a letter ready to mail. Actually I wrote the letter today. So, I've got 250 people to target as opposed to a thousand. So, I have just reduced my marketing expense by seventy-five percent by getting people to raise their hand. I also ask qualifying questions like, "How many people in your bridal party?" "When's your event?" Things that help me in customizing the letter. So, for instance, they have thirty-five people, I'm not going to send them full-service catering information because we don't cater for thirty-five. If they've got a hundred people I'm not going to send them party room information because our party room only holds thirty-five. So, you see what I'm talking about?

Jim: Can I stop right there? You're talking about sending these letters and things like you've got a magic wand and these letters automatically just appear.

Michael: They really do because.

Jim: Mechanically, how do you do that? Now, I know you've got a person that's dedicated to your marketing.

Michael: Well, what I do is I write the letter, and now I've done this for so many years I have letters on my computer that I can just pull and cut, copy and paste, and just tweak. I send her the letter, and she mail merges it. Which is basically you're taking the database of names, and I'm not going to get into it heavy because that's a totally different seminar that I'm not prepared to talk about, and you mail merge. So, if Susan was one of the brides it would be "Dear Susan", but you don't have to mail merge it. You can just print out a letter that says, "Dear Bridal Show Attendee and Friend". So, anyway, we've gotten all this qualified information, and we're going to give away the \$250 prize, but guess what? Everybody else won the second prize. So, it says, "Congratulations you've won a free prize from the Corky's Barbeque you visited at Weddings A Bridal Show." So, now they're going to read the letter because they remember that they went to the bridal show, and then this is going to spark them that, "Yeah, I did go by the Corky's booth and register", and guess what? We're giving free desert at the rehearsal dinner if they book with us. And, there's a sense of urgency, we go back over what we can offer them, and then we have them fax in a free rehearsal dinner dessert redemption certificate. That way, they do the work, and again, the leads come in over the fax machine. It's like printing money. And, then we tell them in the P.S. "Make sure and book your rehearsal dinner with Corky's soon. Response from the show has been unbelievable and we'd hate for your day to be booked out." So, you've got to create some sense

of urgency because if they think they can book at the last minute, and let's face it, what's funny is every bride wants to get married in June. We had a girl come through and I said, "And, when are you getting married?" She goes, "June." And, this was like halfway through the show, I go, "You've got to be kidding. You're the first June bride I've met today." And, so we both got a chuckle out of that, but anyway, I had to share that.

Jim: Okay, good, good. Are you ready to talk about the file that everybody was sent?

Michael: No, I want to talk about host beneficiary relationships.

Jim: Gotcha.

Michael: A lot of times what we found is people will book us for caterings, but they'll go to different venues. So, you want to create a relationship with the venue. So, you might have a museum that allows outside caterers and they refer people out, get to know those people, and get on their list and get them to refer you business. We put on a picnic open house where we partner with somebody that had a picnic facility like it was a camp that booked out there camp on the weekends, but didn't have a caterer, and, a clown service/balloon character thing, "Bob the Builder" or whatever characters you want at your picnic, and then somebody did inflatables and we did a big open house. Four non-competing companies pitched in money to promote an open house day. We had a great response, booked some good business, and we all worked off of each other, and it was a win-win situation. So, that's the benefit of working with someone who's already got an established relationship. You're piggybacking off their good name, and as long as you do a good job and don't embarrass them, that's what they want more than anything else.

Jim: Right, okay, excellent. Another good idea. But, what about this file that everybody gets?

Michael: Okay. There's two things in the file. The first thing is if you're at your computer, the password is "catering dollars" typed in all lower case c-a-t-e-r-i-n-g-d-o-l-l-a-r-s, all lower case, catering dollars.

Michael: If you open that up you'll notice that I've given you a free letter that you can model. And, the headline, let me tell you why the headlines important, do you ever read the headlines of the magazines when you're standing in line at the check-out?

Jim: That's all I read.

Michael: Okay. And, I don't care what people, there's two types of people, people who read the National Enquirer and people who lie about reading the National Enquirer because when you read these headlines, they draw you in, especially Cosmopolitan. I've got to tell you that those people are the highest paid copywriters in America writing for the National Enquirer and the headlines for these magazines because

based on those headlines is whether you're going to buy the magazine or not. Now, I tend to buy more business magazines than Cosmo or Redbook.

Jim: Come on, Michael.

Michael: But, actually I found myself perusing some of the male versions of Cosmo which I guess are, well, anyway, that's a whole nother story. But, \_\_\_ that the headlines draw you in, and you've got five seconds to grab someone's attention. Just like at the check-out stand, are you going to grab their attention? So, I love to use headlines on letters. So, our headline, let me tell you, first of all, the target is more important than anything. So, what we did is with this sample letter that you have and you're welcome to use it, but please don't put Corky's name in it unless you're a Corky's franchisee and don't use my name unless you're me, but anything else you can use. We got a list of all of our vendors and we sent them this letter, "Corky's Barbeque wants to thank you for your great service and exceptional value. We would like to do even more business with you. Won't you please help us?" Well, let me ask you, which one of your vendors, if you sent them a letter, first of all, they'd open it because they think the checks in there, but number two is who would not read that letter if they were a vendor of yours? They'd all read it. And, then the basically the premise of the letter is, "Look we want to do more business with you, but we need your help, and we'd like you to either use us or refer us out." And, we sent this letter out to our vendors, and we got a tremendous response. Because guess what? There's a thing called the law of reciprocation.

Jim: Well, if anybody wants to support you, it's your people you're already doing business with.

Michael: I'm sorry?

Jim: Anybody that wants to support you and wants you to be successful, it should be those people.

Michael: Right, so, you need to lean on your suppliers to make sure that if they're taking clients out to lunch, how come they're not doing it with you? At least giving you your fair share of the business. If they're buying gift certificates for their clients, how come they're not with you? They have vendors that supply them, how come they're not talking about you? So, depending on how many vendors and the nature of your relationship, this letter could be worth thousands of dollars to you every single year. You could send it out twice a year, before Christmas and before December catering. Again, it depends on your concept and what you do. But, I think it's another good niche to target is your vendors. And, I've actually used a version of this letter to do fund-raising for a school that I sit on the board for, and I've raised thousands of dollars fund-raising from my vendors. Now, some people may not want to do that, but just to show you that it's powerful. So, that's on the first page. The rest of this package is, I know a lot of people when I speak want to know about the marketing systems that they can use in their own business because

we've talked about so much today that it's been lightening speed, and I've created a Catering Magic System to take the guesswork out of all this. And, not only does it cover operational issues, but everything we've talked about marketing wise is in there, as well as, other examples and there's also things for restaurant catering as well, but I want to quickly go over the components of the **Catering Magic System**:

Getting started couldn't be any easier. Whether you're a new comer to the world of marketing or a seasoned pro, this system was designed to help you get and keep catering clients for years to come.

You can choose from the three different membership levels. Let's start with the **PLATINUM MEMBERSHIP**

I know that dollar for dollar **Platinum Membership** is your best value and will give you the highest return on your investment. This system gives you a boatload of powerful marketing systems and tools. You not only get a Catering System, but I include a system to boost your restaurant sales as well - an extra bonus members have demanded and profited from!

Imagine coming to my office and sorting through my notebooks full of ads, sales letters and marketing pieces and taking home the ones that you thought would make your restaurant or catering business the most money. You wouldn't stop there, would you? No – you'd pin me down, pull out your tape recorder and ask me question after question.

You'd want to get to the nitty-gritty of what worked, what didn't and most importantly why. You'd have me meticulously explain how each ad was designed and the marketing mindset behind it. If given the opportunity you'd suck every morsel of marketing information out of my head. Information that has taken me over eight years and \$110,000 worth of seminars, home study courses, newsletters and countless marketing tests to perfect.

That's exactly what you'd ask for – and exactly what you'll get with your investment in the **Catering Magic System**. Your Platinum Membership includes:

### **The Catering Magic System Manual**

Over eighty-five ads, sales letters, marketing pieces, and scripts plus photos, forms and more are showcased in this one-of-a-kind manual. This is a STEP-BY-STEP System for 'operating' and 'marketing' your catering profit center. Even if you currently cater from your restaurant, you will pick up operational tips that you can implement and profit from tomorrow – easily worth your investment in the whole system. I reveal my **Catering Lead Generation System** that has taken 6 years and ten's of thousand's of dollars of trials, errors and education to develop. You'll learn how to have catering prospects call and want to meet with you for as little as \$7.50 per lead. Currently I have members that use this and get 20-40% of all prospects to call them for an appointment. When I share these results with sales professionals in other industries, their jaws drop. Results like that are almost unheard of. Plus there's tons of other proven sales letters. I am the #1 authority on use of direct marketing in the catering business. You'll have your pick of ads, sales letters and marketing pieces like: a joint venture letter that'll help you book \$20,000 or more in catering in one day. A simple, one-page letter that got just one of my vendors to spend \$400 in my restaurant, a technique that gets other businesses to sell your catering for you without having to cut your price to them! This is a collection of over eight years worth of direct marketing successfully implemented in your industry! Even if you had the money to pay my expensive copywriting fees, you wouldn't have the time to wait for all these killer ads, sales letters and marketing pieces to be written for you! **Value: \$499**

### **Catering Magic Audio CD's**

You get cd's jam-packed with proven catering operational and marketing business building secrets. Mark Moskowitz delves into my mind and gets me to spill the beans on how to get into the catering business from scratch, make more money from your current operation and more importantly, how to get and book more catering. These tapes contain a 'SYSTEM' from A-Z! You won't have to go back and put the pieces together. All the hard work's been done for you. **Value: \$199**

### **Catering Magic Video: How A Full-Service & Self-Service Catering Operate**

In this video you will be walked through a sample full-service and self-service catering. You can read and listen to me talk about how to operate a catering all day long, but nothing is better than actually being there through the power of video. **Value: \$129**

## **The Ten Commandments & Seven Deadly Sins of Marketing Book**

This book will give you an insight into the most powerful direct marketing techniques available to you. The ads in this system are like me giving you the fish, this book will teach you how to fish. You'll get the marketing mindset of a direct marketing master for you and your people to profit from. **Value: \$179**

### **A Marketing Revival Audio CD Set**

You'll walk away a "Born Again Marketer" as you learn the rules for success in the marketing game. You'll see the light and learn what marketing pitfalls to avoid. From novice to experienced, you'll get fired up and ready to implement my principles in your business. You'll learn how to recognize wasted advertising & marketing expenditures, how to add an additional 10¢ to every dollar you're already bringing in and where to find a never ending source of marketing ideas and more! **Value: \$129.**

### **Turning Direct Mail Into Dollars Audio CD's**

Too often business owners make advertising and marketing decisions based on a "gut feeling". This "gut feeling" will leave you dazed, confused and oftentimes BROKE. With direct mail you'll be able to measure your results in dollars and cents. Before long you'll be cutting out the waste and parlaying your direct mail successes into windfall profits. You'll have a level of accountability unmatched by radio, television, print or outdoor advertising. Direct mail allows you to pinpoint your most profitable customers and prospects for as little as 25¢ each. I uncover the secrets and walk you through the maze of direct mail advertising to find new hot prospects, or increase your sales to existing customers. **Value: \$99**

### **Uncut Interview On Leveraged Selling Audio CD**

*Joe Polish, a Dan Kennedy protégé and marketing guru to carpet cleaners, gets me to tell all about going systematically after business-to-business customers. This interview continues to be one of Joe's more popular interviews. I routinely get new members from people who aren't even in the business. Now that's powerful marketing!* **Value: \$49**

### **Mastering The Phone Video: How To Field Incoming Catering Calls**

As you know in marketing, a single word or phrase can mean the difference between getting the sale or not. But more importantly, will you ethically get every dollar from the customer. This video walks you, your managers and hourly employees through handling all incoming catering call. **Value: \$129**

### **How To Grow Your Corporate Catering Video**

Corporate catering is a dream come true - One person to please with an expense account. The right corporate catering client could have a Lifetime Value of \$100,000 to you. I have several myself. This video takes you on a tour of my secret weapon to build lists of corporate niches like: Large employers, Churches, Schools, Contractors, etc. All companies with catering budgets you want a piece of. **Value: \$79**

### **Sample Sales Video For Catering Prospects**

No matter how good you are in selling prospects on your catering services, almost nothing works as well as a well-crafted video demo of your catering in action. This is the sales video used in my operation and is a great model for your catering sales efforts. **Value: \$49**

### **SPECIAL REPORT: How To Get A \$12,000 Catering Video Produced For Free**

*Twice I've had sales videos that would cost upwards of \$12,000 to have produced at absolutely no cost to me. This is the world's smallest report at just 1 page, but don't be fooled. If you go home and get your catering video produced for free, this one page report is worth a minimum - 10 times your investment in this system.* **Value: Priceless**

### **Marketing Bible of Over 75 Ads, Sales Letters & Marketing Pieces Tested To Boost Your Profits:**

Over seventy-five ads, sales letters and marketing pieces are showcased in this unique book. Each ad, arranged alphabetically, is designed for follow along brainstorming. If you knew exactly what you wanted, a graphic artist would charge at least \$50 per ad just for your layout. That makes the total of all the ads worth at least \$3,750.00. You get the benefit of tens of thousands of dollars worth of trials and errors to boot - to serve as your marketing guide. Included: Catering letter that brought in over \$40,000 in sales in 9 months with a \$102 investment. Post card that pulled a 17%+ redemption rate from a compiled list and a \$50 flyer handed out to a group of conventioners that brought in over \$1500 worth of business in one night. **Value: \$149**

### **Marketing Bible Audio CD's: An In Depth Interview Revealing The Secret Behind The Ads**

#### **& How To Profit From Them Now!**

You get cd's jam packed with proven business building secrets. Mark Moskowitz delves into my mind to uncover the nitty gritty behind each ad in The Bible Of Restaurant & Catering Ads. Every question you'd ask me directly about these ads are on these tapes. This "no holds barred" session leaves no marketing stone unturned! This isn't some warm fuzzy interview that leaves you with a wet leg. This is a kick butt, in depth, brain-exploding interview like you've never heard before. When you put this system into action, you'll get as good as the master. **Value: \$149**

## **The Uncut Transcript & Index of The Marketing Bible Audio CD's: An In Depth Interview Revealing The Secret Behind The Ads & How To Profit From Them Now!**

Some of my inner-circle members have asked me to transcribe the Marketing Bible On Tape. The audios are great and full of detail, but they've asked for a way to find my thoughts on a particular ad or marketing tool without having to fast forward and rewind through the six tapes to find exactly what they want. That's exactly what you get. Each of the audios has been transcribed for your benefit and ease. A thorough index is included for you to access any and every marketing ad, tool and concept you want information on. Looking for information on writing headlines? Just look up the word headline and you'll be able to look up each thought I have on the subject. Frankly, the index alone is probably worth the price of the entire system. Think about it. How good would a database be if you had no way of accessing the information? **Value: \$99**

### **CD-ROM of Over 75 Ads, Sales Letters & Marketing Pieces Tested To Boost Your Profits**

Each ad in The Marketing Bible has been copied onto a CD-ROM for you to use with Microsoft Publisher or Microsoft Word. Customize the ads yourself or take the disks to Kinko's or a local desktop publisher, insert your logo and information and you're ready to go. That's the greatest part of this system. You have no excuse to not get started. All the hard work has been done for you. No need to re-type or re-layout the ads – just Customize, Print and PROFIT! You're ready to build sales with a system designed for results. **Value: \$99**

### **Marketing Action Plan Calendar & Spreadsheet**

*A great system is useless if you fail to put the plan into action. You get a copy of my marketing plan to serve as a roadmap to your success. You'll see first hand how I brainstorm through all the possible marketing tools to use throughout the year. My copyrighted system has helped me focus on only those projects that'll give me the biggest bang for my marketing buck. Stop wasting your time marketing from promotion to promotion and create a winning marketing plan and calendar to keep you on target to reaching your new, bigger sales goals! **Value: \$79***

### **The Foodservice Sales-Doubler Quick Start Guide**

This guide was designed for one thing and one thing only. To get you making money quickly. You see, after you read all the materials in the system, listen to the audios and watch the videos, frankly, you'll probably be a little overwhelmed. Where do you start? Which strategy do you put into action first? Don't worry, I've got you covered. This simple, easy to implement plan gives you an idiot proof roadmap to marketing success. You'll hit the ground running and start increasing your restaurant and catering sales from day one. **Value: \$99.**

### **Maximize Your Marketing Video**

This 60-minute video reveals powerful – and little known – marketing strategies that will throw away your frustrations about promoting your restaurant and catering business. Discover how to target prospects with laser beam accuracy. You'll learn how I was able to take one of the deadest days of the year and turn it into a windfall of sales we enjoy year after year. You'll see how a tiny postcard yielded a 77% return on investment. Once you unleash the powers of accountable marketing, you'll never go back to the old ways again. **Value: \$129**

### **The Leveraged Selling System Video**

*Cold Calling Sucks! Frustrated with the thought of having to make cold calls when my catering salesman quit, the Leveraged Selling System was created. You'll cut out 90% of your prospecting time with the secrets unleashed on this video. I'll show you step by step how to go after catering clients that'll make your register sing – "Caching"! This system has brought me in over \$120,000 worth of caterings from a super-targeted list of just 100 prospects. I wouldn't dream of running a corporate catering business without this weapon. **Value: \$129***

### **GoldMine Marketing Book**

Tap into your hidden profits marketing to your customers and prospects. This collection of my favorite direct marketing principles applied to foodservice is written in a straightforward, easy to follow style. You get to see the actual results of the ads highlighted in this book like: a \$211 mailing that brought in \$3010.61 in sales, 45 sales letters that brought in a 6567% return on investment, a simple post card that had a 34.6% redemption rate in our dining room and much more. I put my money where my mouth is by letting you in on how the ads did. No pie-in-the-sky theory here. Just straight shootin' – profit boostin' marketing information and tools! **Value: \$149**

### **Restaurant & Catering Power Marketing Letter – 4 Back Issues**

Each issue explores different marketing principles, analyzes fellow members ads and marketing successes. Your going to love having these marketing principles reinforced and explained in great detail. **Value: \$79**

### **Secrets of Recruiting & Retaining A Superstar Staff Audio CD**

This 60 minute audio interview is not available anywhere else. You'll learn how I went from zero employees to a full staff in less than two weeks in Brentwood, Tennessee – a town with 3% unemployment and no public transportation. You'll also be privy to the mindset needed to keep your staff excited enough about working with you to thrill your customers. **Value: \$49**

## Catering GoldMine On Disk

*Eleven powerful sales letters, three telephone scripts and a unique collection of spreadsheets designed to help you analyze your catering customers. What these spreadsheets uncover will dramatically impact the results you get from all future catering prospecting and marketing. Stop guessing and use this proven analysis tool. Value: \$99*

### Special Report: Turning The Yellow Pages Into Your Golden Pages

No media is more misunderstood or more costly than the advertising in the yellow pages. Why? Because you have only one shot of getting it right and to make matters worse your competing toe-to-toe and head-to-head with your direct competition. Before you have some amateur ad man from the yellow pages design your next ad, you'd better know exactly what to do to keep your yellow page investment from going down the drain. Value: \$49.

### A 3 Month Membership As An Inner Circle Member

You'll automatically receive my written Power Marketing Letter and Profit Points Audio newsletter each month to motivate, poke, prod and inspire you to take control of your future – to take action towards marketing your operation. Each issue I'll interview different marketing and business experts & uncover principles, ads and marketing successes you can use. You're going to love reading and seeing proven examples in the newsletter and listening to these cd's each month in your car– it's like a University-On-Wheels. You can share them with your key people. Membership also includes priority access to all my seminars, discounts on all services, notices of system updates with discounts and periodic BONUS items. Value: \$29.97 Per Month After your first 3 months of FREE membership, you'll be automatically debited \$29.97 a month to maintain Platinum Membership. You may cancel your membership with no-hassles at anytime. We just request a 30-day written notice.

Michael: Jim, In our business there are always distractions: someone quit, the toilet overflowed, your supplier left the steaks off your order...or worst yet, you fall back into your comfort zone thinking, "I'll do it tomorrow, I'll do it tomorrow."

Don't get stuck in the rut of your comfort zone. To the listeners out there. I don't want to see you lose out.

So to make it even further worth your while to take action TODAY, I'm offering a generous ethical "Bribe" to let you enroll, test drive my system, benefit from the newsletters and let me personally coach you one-on-one.

When you enroll by Thursday (readers of this web report have 30 days from to time you opted into our website), you'll get the following free gifts to help jump start your success:

**FREE GIFT #1: Underdog Marketing Tapes** – If you're tired of banging your head against the wall, fighting to keep up with your "Big Dog" competitors, than *Underdog Marketing* is for you. Big companies have tons of money to throw at their marketing problems. They hire big time ad agencies to create cute ads that win awards with the hope of building brand awareness. You'll learn how to make all your marketing investments pay for themselves. Value: \$99.

**FREE GIFT #2: The Million Dollar Catering & Restaurant Ads, Sales Letters & Marketing Pieces** – This cd-rom contains over 240 of my ads that aren't normally found in the system. Remember each month I'm creating new ads for my restaurant and periodically I take them and create a new cd-rom with templates you can use. They're laid out in Microsoft Word or Microsoft Publisher. So you'll just pop this cd into your computer, find an ad you like, customize it with your logo and information, print it out and profit. Even if you knew how to write ads like this yourself, you'd conservatively spend \$50 per ad just to have Kinko's take your words and ideas and create the file. That makes this cd worth over \$12,000 just in design fees. But conservatively, this collection is worth \$500.

**FREE GIFT #3: The Million Dollar Catering & Restaurant Ads, Sales Letters & Marketing Pieces Volume II**– This is the second installment of my latest ads and this cd-rom of ad templates contains over 105 different designs. This is worth an easy \$200

The next 3 gifts give you a little hand holding while your learning and getting the Catering Magic System going for your operation.

**FREE GIFT #4: Catering Menu Critique Certificate:** Having me personally review your catering menu is priceless. You'll walk away with at least five ideas to make your menu sell more catering – the difference between “just getting by” or making a small fortune. You'd better hope your competition doesn't get this help before you. **Value: \$100.**

**FREE GIFT #5: 3 Ad Critique Certificates:** Send me your direct mail piece, post card, newspaper ad, banner layout or any marketing piece you want me to critique. Once you learn how to get people to respond from your marketing, you'll be able to write your own ads. I'll do these critiques myself – not one of my staff members. **Value: \$300.**

**FREE GIFT #6: 1 Consulting Certificate:** This is the equivalent of a “Get Out of Marketing Trouble Free” card. You can use your certificate for up to 30 minutes of telephone consultation or have me answer a page of marketing questions. I can't tell you how many times in the early years of learning marketing - I wish I had someone to bounce ideas off of, answer a tough question or just guide me to the right decision. You'll have the opportunity to get the one-on-one help you need. **Value: \$100.**

**FREE GIFT #7:** I've saved one of the best gifts for last. It's my latest manual called: **Catering To Drug Dealers: How To Get A Ton Of Pharmaceutical Rep Business.** If you read my testimonials, you'll notice that a lot of my members have hit a big payday by catering pharmaceutical rep lunches to doctor's offices. Maybe a few reps have used you and you'd like to get more like them. They're on expense accounts, pay in advance with their credit cards and have to bring in lunch to see the doctors they must call on. This is a huge niche for you to target. Problem is, you can't rent a list of pharmaceutical reps. I've tried. But I have developed a step by step system to get the name of every pharm rep in your town and a marketing system to get them to use you month after month. This system manual is worth \$400. Most members tell me this manual is as valuable as the entire Catering Magic System.

Jim: Wow Michael! That's pretty impressive. But how much is the investment for your system.

Michael: Before I tell you what it is, I want you to know that it's not cheap, and I make no apologies for that because the research, education, and work that went into developing this system didn't come cheap either.

I once had a franchisee of an Italian concept pay me \$5,000 for a rough version of this system. It was a bargain to them compared to the franchise fees and royalties they paid to get their restaurant opened.

To purchase this system by the piece you'd pay close to \$5,000 and frankly, it's a bargain compared to the amount of catering profits I've helped operators put in their pocket. In fact, I've kept many restaurants from shutting their doors.

So I ask you...is \$5,000 a lot of money?

Well, that depends. If you get my system and put it on the shelf, you've wasted \$5,000. But if you follow the system and pocket an extra thousand or two a month, it's a bargain compared to what you've been doing.

Let me ask you a question...and please be honest with yourself.

Over the last year, how much money did you waste with ad reps and on marketing campaigns that didn't work? Recently I got a call from a guy that blew almost \$1200 on a single issue of a coupon magazine. And his results stunk!

How about your yellow page ad, or a radio, newspaper or television campaign? One schedule can cost \$2,000 to as much as \$15,000 and barely pull. How about direct mail or a list that hasn't brought in one new client? Do you think you've spent at least \$5,000 on wasted marketing campaigns?

Now let me ask you this: how many sales do you think you LOST simply because you're not catering or if you do cater, sales you've lost because businesses in your area have no idea you cater, and therefore are writing a check to your competition?

You didn't even get the opportunity to bid on the business because they didn't know you were there? Do you think there is at least \$5,000 in business there that you are missing out on?

Or have you ever invested thousands of dollars into a new POS system or piece of kitchen equipment that didn't work as well as you thought?

Now let me ask you one more...how many regular catering customers would you need to get to put an extra \$5,000 in your pocket? How about large events? One? Two? Three? Maybe four or five?

Now do you think that if you had my personal guidance, all of the tools and step by step strategies outlined in my system that you couldn't find at least 3 or 4 catering customers over the next year?

Of course you can.. I KNOW you can because you've already heard how the strategies in the Catering Magic System are working for my members (see testimonials below) and I have more just like them all over the country!

So you see that when you add up all of the money you've wasted on bad marketing, all the money you've lost on customers who don't know about you, and all of the money you are NOT making right now, then you multiply that for a couple of years, you can see that \$5,000 is a small investment compared to the return. Plus, you aren't going to find any marketing consultant worth their salt who would develop a custom marketing system for you're your restaurant for less than \$10,000.

But even though The Catering Magic System is completely worth the \$5,000 investment, it's not priced at \$4000, not \$3000, not even \$2000, but a low investment of ONLY 6, zero interest payments of \$249 (US plus \$39.70 shipping & handling). If you decide to take care of your membership in one payment, **I'll give you \$100 off the system** since it'll mean less work for my bookkeeper. That comes out to only \$1394.

You're probably wondering why I'm willing to let you invest in my system for as little as \$1394. It's simple. As an operator I know that writing a \$5,000 check is out of grasp for the average restaurant owner. Because I've systemized my own system, my assistant can handle all of the fulfillment. I get to focus on writing my newsletter and creating a few ads each month. It sure beats flying around the country consulting one on one.

Plus, with the price being even a bigger value, I can grow my membership quicker and to larger numbers. The result is more people using my system and putting their own twists on the system. I get to share those successes with you each month and use them in my own restaurant. Remember my favorite formula  $1+1=3$ . The more Catering Magic System Members out there, the better we all do. But you have to be a member to get the benefits.

Jim: Michael, seeing the results you've produced for others and having some of my own members that have increased their sales and profits with your system. That's a very fair investment compared to the thousands wasted on traditional advertising. And catering pays you to advertise. But what about the guy out there listening that still may be a little skeptical.

Michael: Jim, I don't ever want anyone to ever think that they're taking a risk with me. That's why I back up the Catering Magic System with my Better Than Fair, Bend Over Backwards, Risk-Free \$10,000 Guarantee!"

Here's how it works. First Guarantee, you have a full three months to put my system to the test. Benefit from the call in days, devour each issue of the newsletter and put all the ready-to-go ads, sales letters and marketing pieces to work for you as much as you'd like and as often as you'd like.

If after three months of using this system, you aren't thrilled, please send it back – you'll get a 100%, no questions asked refund. No note from your mother, no begging and pleading over the phone – I'll cheerfully refund every penny of your investment with no hassles.

Second guarantee, I'll give you twelve months, one full year, to keep using my system. Show me you've implemented at least three of my strategies and give me the opportunity to help you personally through my call in days or consulting certificates...if, at the end of a FULL YEAR you can honestly say you haven't made an extra \$10,000 you wouldn't have made elsewhere, I will still refund every dime you paid. Period.

This means you can review, use and profit from this system with zero risk. That's how confident I am that this system and strategies will improve your profitability. In fact, the only systems that get returned still have the shrink wrap on.

Jim: Michael, I have a handful of questions if you don't mind that the listeners have emailed in.

Michael: Not at all Jim. Fire away.

Jim: Okay Michael. The first question is how much will it cost to use these strategies of yours?

Michael: That's a great question! Some of these strategies cost nothing to get started and a few could cost a couple of thousand dollars. However, most of the strategies can be put into practice for \$50-\$300 depending on what you choose to do and you'll see immediate results. Remember, I wanted to test and perfect my system without breaking the bank.

Jim: Michael, what if someone's dead broke?

Michael: That's okay. You can use some of the strategies that cost nothing or next to nothing to get

started and invest those profits into other money-making strategies.

You're probably already wasting hundreds to thousands of dollars on yellow page ads that don't work, coupons and the such. Once you start seeing how to create your own "marketing good luck", you'll never look at traditional advertising the same way again. In fact, I've been black listed in my town by most of the media reps. They know I don't fall prey to their weak arguments and are tired of me making them look stupid.

Save all the money you would have wasted on hotel directories, yellow page ads, Advo and the like and invest in a system that will give you control of your future. Once you do, you'll be earning the kind of income you deserve for all the hard work and energy you've put into your business.

Jim: Michael, how long will it take to see results?

Michael: Some of the strategies produce immediate results. Others showed returns within a week and some might take a few months. But within six months you won't even remember what it was like to be slow.

Within the first four weeks you WILL KNOW you have made a very smart decision grabbing on to this system and putting it to work for you.

Jim: Great Michael. Now I have a question from a guy that owns a Mexican restaurant. Will this work for my type of restaurant or catering business?

Michael: You bet. From fine dining to barbecue – from full service caterer to drop off deli, these strategies are easily applied to any type of operation. I have members from every imaginable type of restaurant concept successfully using this system. And remember, everyone gets consulting certificates to get the help they need tweaking any strategy.

Jim: Do any special items need to be added to the menu?

Michael: Not unless you want to. Most of my members start catering the same specialties they currently offer on their menus that their customers love. You won't have to order special "one time only" food. And you'll never have a problem with what to do with leftovers, since it's the same food you carry on your menu.

Jim: What about the guy who's never handled an off premise event?

Michael: You always walk before you crawl. The Catering Magic System walks you step by step through the process of drop-off catering (most members start here to get their feet wet) and also teaches you the ins and outs of full service, off site catered events. And don't forget, you also receive a 30 minute phone consultation to answer any questions you have or help you get started.

Jim: Will the listeners need to hire staff with catering experience?

Michael: Most of the catering you'll do can be easily handled by your existing crew. As you get more experience and book larger events, The Catering Magic System shows you how and where to get contract labor for these events.

Jim: Michael, I work with a lot of start ups and newer operators. Will this work for them?

Michael: Maybe you feel you're not quite ready for this. Perhaps it seems too advanced. Here's my advice: if you don't want to spend the next five to seven years sweating it out in your kitchen wondering when your profit train will roll in, you need this system. The sooner you learn how to pack out your dining room and fill your catering calendar, the sooner you can reap the real benefits of owning a business: more money and more free time. Ask yourself- be honest, do you own a business or a job? Once I started reaping the benefits of these marketing strategies, I had more money in my bank account and more time to spend with my family.

Everybody invests their money in the equipment and build out of their restaurant. Sadly, marketing is an afterthought. That's backwards. You must first have a marketing system designed to get you dining room and catering clients. Without a steady flow of business, you'll shut your doors.

Jim: Excellent point Michael. I see this happen all the time. Now here's an interesting question: I've been in this business for years. What can you show me that I haven't heard before? Couldn't I figure this stuff out myself?

Michael: The answer is simple. Are you satisfied with the money you're making? Are your margins eroding? Does your staff suffer from burnout and boredom? Be honest with yourself, you might need to make some changes.

You owe it to yourself to get fired up about your business. Nothing gets your staff pumped up like a record breaking catering or a packed out dining room on a wait.

These strategies are new, and unique. Sure you probably know about using direct mail, but promise you - what you know about direct mail is kindergarten class compared to the Harvard MBA you'll get from using my Catering Magic System to build your business.

As far as figuring this stuff out yourself, you probably could given enough time and money. Remember that I spent a ton of time and money learning and perfecting these strategies. However, why reinvent the wheel?

I've taken the grunt work out of it for you, I invested in the expensive testing and still - to this very day -uncover new, breakthrough techniques you'll learn about through my newsletter. Believe me, if this system existed when I first got fed up with my pitiful marketing results, I would have jumped at the chance to save all the time and money I've invested in developing this system. Just one good idea will pay for your entire investment.

Jim: Well, I'll tell you what, this is system is incredibly valuable from my perspective because it's not something you have to develop from ground zero.

Michael: No.

Jim: This is proven. This is not theory, but it's actually a proven system to get you up, going and making catering profits quickly.

Michael: These are things that I do in my restaurant. So, it's not like I've taken someone else's ads and restaurantized them, and these are things that we use in our restaurant. Jim, do you have those testimonials in front of you?

Jim: Yes, I do.

Michael: You might want to read everybody the one from Butch Scott. The one on the bottom, because I think that this is just really sums up what he's been able to do with my Catering Magic System. (MORE TESTIMONIALS AT BOTTOM OF THIS FILE)

Jim: Abbeville Catfish, huh?

Michael: Yeah.

Jim: "I just wanted to send a little update about my success using your program. I'm pumped", and pumped has about fifteen exclamation points behind it, "This weekend we'll do more gross dollars catering than we did in any month last year. Plus, when I came into the office today on the fax machine was a signed proposal for a six thousand dollar job, and a request for a proposal to serve the same group not only Thanksgiving dinner, but also their Christmas party. We talked about another twenty thousand dollars plus the six thousand dollars for the picnic for a total of twenty-six thousand dollars in sales. This is all from one contact from a fifty piece mailing that we did back in the summer. The only thing we did was edit your sales letter to fit Abbeville Catfish and Catering. By the way, this is not the first event that we booked because of the mailing, just the biggest so far. That mailing maybe cost me a hundred dollars. It has generated over nineteen thousand dollars. That's events that I had completed and had paid for. I can only dream about what would happen if we had followed your plan and made that follow-up phone call after the mailing. Despite being lazy the mailing was still a success. Thank you Michael. Not only are you the lowest paid employee on my payroll, you have become the most productive. Keep sending the letters and we'll keep booking the business. Thanks again! P.S. Before sending anything new, wait a couple of months. I need the time to hire more employees. Butch Scott, Abbeville Catfish"

Michael: Now, let me tell you something about Butch. This is an unsolicited testimonial that came across my email, and it got me so pumped because it's good to see somebody who's a doer and not a talker and takes action, and Butch is that person and my member, a lot of them I get to know personally, and we've gotten to know each other. I've gotten to know his business as he's gotten to know me, and he told me he was ready to shut his restaurant down because he wasn't doing much restaurant business, and now he is going after catering like wildfire, and he's booking it, and he's now making money as opposed to worrying about, "Are we going to get enough people to pay the bills this Friday night?" So, it's a totally different mindset, and it goes you stoked. I've got to tell you, there's nothing more exciting than when you go out on a big catering and you know that you've made, we laugh,

there are days where three of us will go out and do a catering and we will do more business with three people than I'll have a whole staff of five servers and a hostess and a drive-through person and the whole kitchen, and they won't do that whole volume that whole day. How exciting is that?

Jim: Michael, as we wrap this up, what do the listeners need to do to get enrolled.

Michael: I want everyone to scroll down and take the membership form that came with the file we emailed for this teleseminar, grab a pen now and enroll in the **Catering Magic System** today so you can start getting the results you know you deserve.

The quickest way to join is to fax your application to **615-831-1389** any time, 24 hours a day, 7 days a week. No cover sheet is needed.

Or you can join by picking up your phone or cell phone now and call Toll Free **1-888-984-7369** anywhere in the U.S. 24 hours a day. Or you can call our offices at **615-831-1676**.

Jim, I feel very fortunate to know and work with some of the world's best and brightest restaurateurs and caterers. What separates the super-achievers from the want-to-be's, is not intelligence, not desire, not belief...It's The Willingness To Take Action!

Jim: You're right about that Michael.

Michael: How many people out there aren't as smart as you, but making a whole lot more? They're taking action, and I urge all the listeners to act on this opportunity to change your marketing mindset and change your profits forever.

Jim: Michael, I want to thank you for doing all the work. I just kind of listened and learned a bunch of stuff, too. It's my hope that people got some good ideas and also, they now see some potential for the restaurant and for sales growth that maybe they didn't see before.

Michael: Absolutely.

Jim: Hopefully, that motivation to take some action. And I urge everyone to invest in your Catering Magic System.

Michael: Thanks Jim ! Good night everybody.

## **MEMBERSHIP ENROLLMENT FORM & TESTIMONIALS BELOW**

**55 Caterings  
At \$1,200 Each...  
\$66,000 Total  
In 4 Weeks**

Dear Michael,

Hope this finds you doing well and again thanks so much for calling me back.

I have been running this ad for 4 weeks now. The phone is ringing so much I'm thinking I may have to hire another person to help me. I have booked 55 caterings off this ad with the average of \$1200.

I'm singing a new song to myself "Happy Catering to me. it's been great. Thanks so much,

Laura Kennedy

# **Edits Catering Magic System Letter, Mails 50 Copies & Books \$26,000 In Catering**

Page 1 of 1

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**From:** "Abbeville Catfish" <butch@██████████>  
**To:** "Michael Attias" <results@vol.com>  
**Sent:** Thursday, October 03, 2002 7:52 AM  
**Subject:** Catering Program

Michael,

Just wanted to send a little update about my success using your program. I'm "**PUMPED**"!!!!!!! This weekend we will do more gross dollars catering than we did in any month last year. Plus when I came into the office today, on the fax machine was a sign proposal for a \$6,000.00 job. And a request for a proposal to serve the same group not only Thanksgiving dinner but also their Christmas party. We've talking about another \$20,000.00 plus the \$6000.00 for the picnic for a total of \$26,000.00 in sales. This is all from one contact from a 50 piece mailing that we did back in the summer. The only thing we did was edit your sales letter to fit Abbeville Catfish & Catering. By the way this is not the first event that we booked because of the mailing, just the biggest so far. That mailing maybe cost me \$100.00. It has generated over \$19,000.00. That's events that I had completed and been paid for. I can only dream about what would have happen if we had followed your plan and made that follow-up phone call after the mailing. Despite being lazy the mailing was still a success.

Thank You Michael, not only are you the lowest paid employee on my payroll, you now have become the most productive! Keep sending the letters and we'll keep booking the business.

Thanks again,

Butch

PS Before sending anything new, wait a couple of months, I need the time to hire more employees.

---

# **\$30,000 In New Found Catering Sales...**

## **He Takes His Entire Family On A Cruise With The Extra Profits!**

----- Original Message -----

**From:** Westbrook Lobster

**To:** michael@ezrestaurantmarketing.com

**Sent:** Friday, October 03, 2003 3:36 PM

**Subject:** testimonial

Michael, let me first apologize for not getting in touch with you sooner. The problem is partly your fault. You made me too busy. I attended Rory Fatt's Bootcamp in March with the main objective of learning about catering. The RMS program has done so well for me that I have nearly maxed my restaurant volume during the summer months and needed another source of income to keep those increases coming. I knew that there was potential in catering but really didn't know how to go about it, I thought it would be more work and time than I could handle. Well after listening to your presentation, you made it sound easy( or last least easy enough for me), I decided to buy your package. I wasn't looking to do fancy black tie events, although I would do one now. I just felt there was a niche for casual Lobster Bakes. My son Matt and I put a menu together, put together a table tent, announced our catering program in our newsletter, and the rest is history. By May we ready to go. In three days after our table tents went on we booked a Engagement Party for 70 people at \$35.95 a person plus a raw bar, \$2860.00 without the 18% service charge. We have spent ZERO on advertising as we wanted to go slow and make sure we perfected it before we promoted too much. As of next week we will have done 12 off premise caterings and numerous out the door caterings. In the first 5 months we have generated over \$30,000 in extra sales. These were all in peoples back yards and out the door to individuals. We have not even marketed business or corporate clients yet, that's our mission for the next several months. We started drop off lunches to pharm reps, but got so busy with the summer season that we will go after that more too. I had two stainless steel barrels made into Lobster steamers ( two more being made for next summer) and purchased three cambros and five chaffing dishes and everything else we had in the kitchen. Everything is cooked on site so it puts no stress on the kitchen during our busy summer season. Michael, your program works and its easy and we haven't even scratched the huge catering potential. We used your checklists, letters, forms and guarantee. We basically copied it all. My son Matt has really done it all. I am a little ashamed to say that I have not personally worked an off premise catering other that to look in on the first one. Customers love them, I love them, and my checkbook loves them. Thanks to you, Michael, myself, wife and our three children and spouse will be on a January cruise. I promise to toast you at dinner the first evening, the least I can do!!! We had to get our program off and running so quick, we didn't have time for you to critique it. All our menus, forms and all will be in the mail for you during the next few days. Thank you Michael for taking us to a new level! We plan on doing at least \$150,000 in catering next year with your help. Matt and myself hope to talk to you personally with more of our successes at Rory's Camp in March. Hope you will be there. Larry Lariviere

# Sales Up Over \$96,000 From Last Year

----- Original Message -----

From: "Kyle Agha"

To: <[michael@ezrestaurantmarketing.com](mailto:michael@ezrestaurantmarketing.com)>

Sent: Friday, October 03, 2003 11:58 AM

Subject: Testimonial

Michael

We have been in business for over 8 years, early this year I order your marketing kit and we have experienced our best summer ever - up \$96,000 over this time last year!

I do contribute a lot of this to your methods and suggestions. From the simplest easy ideas like thank you notes, to the more detailed direct mail pieces, to which I contribute our new found success!

Currently I am planning a targeted Holiday Catering Sales promotion that I am modeling after one of your success stories. I am expecting to make a lot of extra cash this holiday season.

Thanks Michael!!

Kyle Agha  
New Town Bistro

PS Each month I only hope that my competitors dont find out about your newsletter and systems, am I selfish, you better believe it!!!

# Catering Saves Restaurant From Onslaught Of National Chains

10/21/2003 12:20

MAMMA LUCIA

PAGE 01



*Commons Corporate Center  
1350 Dorsey Road*

10/19/03

Michael,

Thank you for all your helpful advice. I've been in the restaurant business for 25 years and have put the most of my time working on the front line side by side with my kitchen and counter staff. Attention to quality, service and cleanliness has led to much success for me with a small amount of time spent on flyers, print ads and local cable commercials. My 14 top kitchen enjoys a healthy lunch and dinner crowd. Catering, that I barely marketed, pushed us to limits occasionally, especially around Christmas.

Two years ago, the Mills Corporation (as in Opry Mills) decided to open one of their malls half a mile away from me. Liquor laws (which favored independents) and highways were changed to accommodate the big money. All the food franchises began to appear one by one, slowly chipping away at my sales. With my kitchen finding slack in foot traffic, I decided to focus on catering.

I happened to see your name several months ago in an Amex newsletter. I went to your website and decided to invest in your program. After taking time to digest all the information, I started slowly by doing some of the basic things like message on hold, signs in the store and on the tables. Systemizing catering forms and order taking. We purchased thermal bags and Cambro hot boxes (I already had a delivery van). At the end of July I wrote a letter.

I took your advice about saying 'thank you' and put it into a letter to all my current catering customers, large and small, fifty in all. I put a fax back form on the back and gave away mini-cannolis to show my appreciation.

Up until then my catering totaled from \$2,000 to \$2,500 every month other than December. For this August we did over \$5,200 and for September over \$6,400. We've done more for this month already, all off of a simple letter and improved execution. Interestingly, we are not giving away that many cannolis, people just like to be appreciated. Your system is now helping me to target new customers and to write better copy. I think this is just the tip of the iceberg.

Thanks for your help and please feel free to contact me for an interview.

Regards,

  
Frank S. D'Antona, President  
Noodles, Inc.

# Promotion That Costs \$75 Nets \$10,000 In Sales



## Señor Frijoles, Inc.

103900 B'Overseas Highway Key Largo, Florida 33037

Mr. Michael Attias  
100 Franklin Road  
Brentwood, TN 37027-7647

Dear Mr. Attias:

I just wanted to take this opportunity to say thank you. The Partners program that we discussed over the phone has brought in over \$10,000 in business in just the last month, not bad for a promotion with no advertising expenses and only \$75.00 in business card printing costs.

The program is a great way to generate new names for our mailing lists, and gives something back to the organizations that have been supporting us. The organizations love the program, because their pockets benefit from the results.

My office has been getting calls from all sorts of organizations, in the last few weeks, who want to sign up for the program. Now that is a switch! Other organizations will pass out my business cards for free. Some of them are even willing to pay the printing expenses, so we will have no out of pocket expenses. And will use our restaurants for all of their social activities.

Thanks again for giving me such a great idea.

Sincerely

Robert C. Stoky  
President

---

Señor Frijoles • Sundowners • Cactus Jack's

# After Two Weeks, \$3,000 In Booked Catering...



---

Mr. Michael Attias  
705 Postal Ct.  
Brentwood, TN 37027

Dear Michael:

You don't know how great it was to meet you at Jay Abraham's marketing seminar. Jay is known for his great marketing ideas, but I never realized the most valuable ideas would come from you.

You really opened up my eyes to a really great back-end, catering. We had dabbled in catering, but implementing your operational and marketing ideas caused our catering operations to skyrocket! You helped me break through my paradigms on catering and has it ever made a difference.

After two weeks, one of our stores has over \$3,000 booked in catering for one week. My staff and I calculated your ideas will add 10% to 15% to our total sales. This will easily equal a 20% increase on our bottom line profits.

I would not hesitate to utilize your consulting services again. Just give us time to implement all your great ideas. Your fees are very reasonable compared to the added revenues we have already witnessed.

Looking forward to great things next year, thanks to you Michael. All my best to you and your family.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jose Jara', is written in a cursive style. The signature is positioned above the printed name and title.

Jose Jara  
President

---

# **Went From 2-3 Drug Rep Lunches A Week To 2-3 Per Day, Quadrupled His Drug Rep Business...Catering Magic System IS The Holy Grail!!!!**

## **Michael Attias**

---

**From:** "Twins" <Twinsrestaurant@[REDACTED]>  
**To:** "Laurie Banks" <sales@ezrestaurantmarketing.com>  
**Sent:** Friday, July 23, 2004 9:11 AM  
**Subject:** RE: FREE TAPE OFFER

Thanks Laurie, I appreciate the quick response!

We had always catered Doctor luncheons booked through drug reps here at Twins. I intuitively knew it was good business to have, but I used to scratch my head trying to figure out how to market to the drug reps. I could never figure out a way to market DIRECTLY to the drug reps. Anyway, through Rory Fatt I heard of Mikes system and I ordered it immediately. Let me tell you, it IS the holy grail drug rep marketing!!!!

I used the "Dollar bill letter" addressed to Doctor Offices and then the 3-D cough syrup mailer. I had planned on mailing the 3-d bottles in two separate mailings. Well guess what, I never got around to mailing the other 14 bottles!!!! The calls I started getting from that first mailing made me busy enough!!!! I used to do 2 maybe 3 luncheons per week, and soon I was doing 2 or 3 luncheons PER DAY. Thru June 30<sup>th</sup>, 2004 I have done 4 TIMES the amount of business with drug reps than I did in ALL of 2003. My marketing is on cruise control. I have some offices REQUIRING drug reps to call me for their luncheons! Thanks for your system Mike, keep up the great ideas!

Jeff Norris  
Twins Restaurant & Catering  
Erie, Pa

# **Catering Sales Double First Year Using Catering Magic System Templates**

"Thank you for the vast amount of useful marketing knowledge that you have passed on to us. Using your templates for success, we have doubled our catering business over the past year and continue to grow. Our marketing staff of one has grown to six in a little over a year's time as we continue to utilize your program."

*Nick Avedesian*

Nick Avedesian  
Marketing & Catering Associate  
Ludy's Main St. BBQ  
888-666-3088

# **Just Landed A \$5,000 Catering With The Catering Magic System**

Page 1 of 1

**Attias, Michael**

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**From:** "Corey Lewis" <coreythebaker@██████████>  
**To:** <sales@ezrestaurantmarketing.com>  
**Sent:** Wednesday, July 16, 2003 4:01 PM  
**Subject:** Testimonial

Hey Michael,

I know that I'm a little late, but here is my testimonial. First, I was not skeptical a bit about your system. In fact, since you are a restaurant owner who is actually "doing" catering, I felt that I had nothing to lose. In fact, I purchased your big package and I am pleased to tell you that I just landed a job worth over \$5,000 with a net profit of around \$3,000. Your system has enabled me to feel confident in both prospecting, organizing, and closing these big catering deals. I believe that the information you provide is worth at least triple what you charge. I believe that of all of the programs out there yours is the one that can have the greatest impact on any restaurant owners bottom line. Forget about all of the marketing, get catering jobs, use your system, and deposit money in the bank. In closing, thank you, thank you, thank you for a great system.

My Best Regards,

Corey

Corey Lewis  
VP Customer Satisfaction  
Treats Bakery, LLC

7/23/2003

# **One Restaurant's Catering Sales Up 140% & The Other Up 500%** **Thanks His Lucky Stars That He Found Catering Magic System**

10560 Westheimer  
Houston, TX 77042

**Logan Farms Honey  
Glazed Hams &  
Market Café**

## **Memo**

**To:** All Franchises  
**From:** Pink Logan  
**CC:** Mike Attias  
**Date:** July 8, 2005  
**Re:** Westheimer & FM 1960 Catering

---

Folks, it is still working! Check out my June sales.

Westheimer's catering is up over 140% for the months of January through June compared to the same period in 2004. Our goal in catering is \$200,000 in sales for 2005.

FM 1960's catering is up over 500% - our goal is \$100,000 in sales for 2005.

These increases have been accomplished by following Mike Attias' system and his newsletters. I have visited with each of you and explained the program we have initiated at our store. I have urged all of you to order his system or at least the monthly newsletters. Some of you will see the same results that I am having by using this program. However, a few of you are still not doing anything to capture this lucrative and rewarding business!

Pick up the phone and call Mike Attias – it's only money! For all of us using Mike Attias' system and monthly newsletters, we need to thank our lucky stars we found him!

Sincerely,

Pink



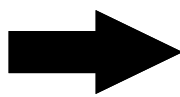
# For Less Than The Cost Of A Cruddy Ad, Look At All The Money-Making Tools You Get In The Catering Magic System!

**Check Out Our  
"Zero Interest"  
EZ Pay Plans  
(Next Page)**



Description of System Component	Separate Purchase	Platinum Program	Gold Program	Silver Program
Catering Magic System Manual	\$499	<b>FREE</b>	FREE	FREE
Catering Magic Audio CD's	\$199	<b>FREE</b>	FREE	FREE
Catering Magic DVD	\$129	<b>FREE</b>	FREE	FREE
10 Commandments & 7 Deadly Sins Book	\$179	<b>FREE</b>	FREE	FREE
Marketing Revival Audio CD's	\$129	<b>FREE</b>	FREE	Not Included
Turning Direct Mail Into Dollars Audio CD	\$99	<b>FREE</b>	FREE	Not Included
Uncut Interview On Leveraged Selling Audio CD	\$49	<b>FREE</b>	FREE	FREE
Mastering The Phone DVD	\$129	<b>FREE</b>	FREE	Not Included
How To Grow Your Corporate Catering DVD	\$79	<b>FREE</b>	FREE	Not Included
Sample Prospects Sales VIDEO (DVD)	\$49	<b>FREE</b>	FREE	Not Included
Spec Rep:How To Get \$12,000 Video FREE	Priceless	<b>FREE</b>	FREE	Not Included
Marketing Bible Of Ads, Sales Letters...	\$149	<b>FREE</b>	Not Included	Not Included
Marketing Bible On Audio CD's	\$149	<b>FREE</b>	Not Included	Not Included
Uncut Transcript Of Bible On Tape	\$99	<b>FREE</b>	Not Included	Not Included
CD-ROM of Over 75 Ads, Sales Letters...	\$99	<b>FREE</b>	Not Included	Not Included
Marketing Action Plan Calendar & Spreadsheet	\$79	<b>FREE</b>	Not Included	Not Included
Foodservice Sales-Doubler Quick-Start Guide	\$99	<b>FREE</b>	Not Included	Not Included
Maximize Your Marketing DVD	\$129	<b>FREE</b>	Not Included	Not Included
The Leveraged Selling System DVD	\$129	<b>FREE</b>	Not Included	Not Included
GoldMine Marketing Book	\$149	<b>FREE</b>	Not Included	Not Included
Power Marketing Letter – 4 Back Issues	\$79	<b>FREE</b>	Not Included	Not Included
Secrets of Recruiting & Retaining Audio CD	\$49	<b>FREE</b>	Not Included	Not Included
Catering GoldMine On CD-Rom	\$99	<b>FREE</b>	Not Included	Not Included
Yellow Pages Special Report	\$49	<b>FREE</b>	Not Included	Not Included
3 Month Inner Circle Membership	\$89.91	<b>FREE</b>	FREE	FREE
<b>Early Bird Registration Gifts</b>		<b>FREE</b>	FREE	FREE
<b>#1: Underdog Marketing Audio CD's</b>	\$99	<b>FREE</b>	FREE	FREE
<b>#2: Million \$ CD-Rom of Ad Templates Vol. I</b>	\$500	<b>FREE</b>	FREE	FREE
<b>#3: Million \$ CD-Rom of Ad Templates Vol. II</b>	\$200	<b>FREE</b>	FREE	FREE
<b>#4: Catering Menu Critique Certificate</b>	\$100	<b>FREE</b>	FREE	FREE
<b>#5: 3 Ad Critique Certificates</b>	\$99	<b>FREE</b>	FREE	FREE
<b>#6: One-on-One Coaching Certificate</b>	\$100	<b>FREE</b>	FREE	FREE
<b>#7: Pharmaceutical Rep Marketing Manual</b>	\$400	<b>FREE</b>	FREE	FREE
<b>TOTAL VALUE</b>		<b>\$4355.91</b>	<b>\$2998.91</b>	<b>\$2513.91</b>
Your Discounted Price		<b>\$1494</b>	\$996	\$797
<b>YOU SAVE</b>		<b>\$2861.91</b>	<b>\$2001.91</b>	<b>\$1716.91</b>

*"Best"  
Value*



**\$1494**

**Yes Michael! I want to take advantage of your "Better Than Fair, Bend Over Backwards, Risk Free \$10,000 Guarantee and become a member in the Catering Magic System!** My success is backed by an unbeatable double guarantee. First Guarantee, I have a full three months to put the Catering Magic System to the test...benefit from the consulting certificates and ad critiques and put all the ready-to-go ads, sales letters, marketing pieces and operational advice to work for me as much as I'd like and as often as I'd like. If after three months of using this system, I'm not thrilled, I can send it back - and I'll get a 100%, no questions asked refund. No note from my mother, no begging and pleading over the phone - you'll cheerfully refund every penny of my investment with no hassles.

Second guarantee, you'll give me twelve months, one full year, to keep using your system. I'll show you that I've implemented at least one of your strategies and give you the opportunity to help me personally through your consulting certificate...if, at the end of a FULL YEAR I can't honestly say, "I have made at least an extra \$10,000 I wouldn't have made elsewhere," I'll get my money back. Period.

This means I can review, use and profit from the Catering Magic System with zero risk, and keep the Free Gifts, for my time and trouble. That's how confident you are that this system and strategies will improve my restaurant's profitability. The risk is all on you Michael!

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Yes! Please enroll me in:**

**BEST DEAL:** Platinum Membership\* to turbo-charge my sales and profits! My investment is only \$1494 US Plus \$39.70US S/H (Total \$1533.70 US or \$288.70 US 1st Installment Plus 5 more Installments of just \$249 US (Plus TN Sales Tax If Applicable)

**Good Deal:** Gold Membership\* My investment is only \$996 US Plus \$27 US S/H (TN Residents Add Sales Tax) (Total \$1023 US or \$359 US 1st Installment Plus 2 more Installments of just \$332 US

Silver Membership\* - US \$797 Plus \$20 S/H (TN Residents Add Sales Tax) (Total \$817 US)

\*After your first 3 months of FREE Membership, you'll automatically be debited \$29.97 a month to maintain Platinum Membership(Audio & Newsletter) You may cancel your membership at anytime with a 30-day written notice.

**ONE-PAY DISCOUNT:** I'll take my discount for paying in one payment (Discount = Platinum \$100 & Gold \$50)

**Give me The Million Dollar CD-ROM Of Over 225 Of Michael's Killer Ads, Sales Letters & Marketing Pieces for only US \$99.**

**Payment Method:**

\_\_\_ Check or Money Order payable to, The Results Group. All checks must be payable in U.S.funds.

**For orders shipped outside U.S., please send amounts indicated above.**

\_\_\_ Credit Card: \_\_\_ AMEX \_\_\_ VISA \_\_\_ MasterCard

Card#: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

The Results Group ~ 705 Postal Court ~ Brentwood, TN 37027 ~ (615)831-1676 ~ (615)831-1389 fax

**Fax Your Enrollment To 615-831-1389 24 Hrs. For Fastest Service**

Code: FR0206

**You Must Order By This Date To Get FREE Bonuses:**

**#1**

Complete Personal Info

**#2**

Choose Membership

**#3**

Do You Want Discount?

**#4**

Do You Want My Latest Ads?

FREE

When you join by date in red!

**#5**

Complete Payment Info

