

HOW RESTAURANTS GROW AND
BECOME EXTRAORDINARY

SCALE



by Ryan Gromfin

I'm so excited to meet up with you later this month! Be sure to join me on the Info Session where I'll be helping you LIVE to complete your map from this workbook.

I can't wait to show you what's in store for you and your restaurant with SCALE! Not only will I be pulling back the curtains to show you a behind-the-scenes look at the course itself, I'll actually be TEACHING you some things that can instantly transform your business!

From attracting floods of customers to activating raving fans to simplifying your financials & increasing profits INCLUDING how you can grow your restaurant to multiple locations!

I'm leaving lots of time to answer everyone's questions live on the call. Even if you don't have any questions of your own, hearing the questions & answers of other restaurant owners can have a ton of value and impact your business!

REMINDER! REMINDER! REMINDER!

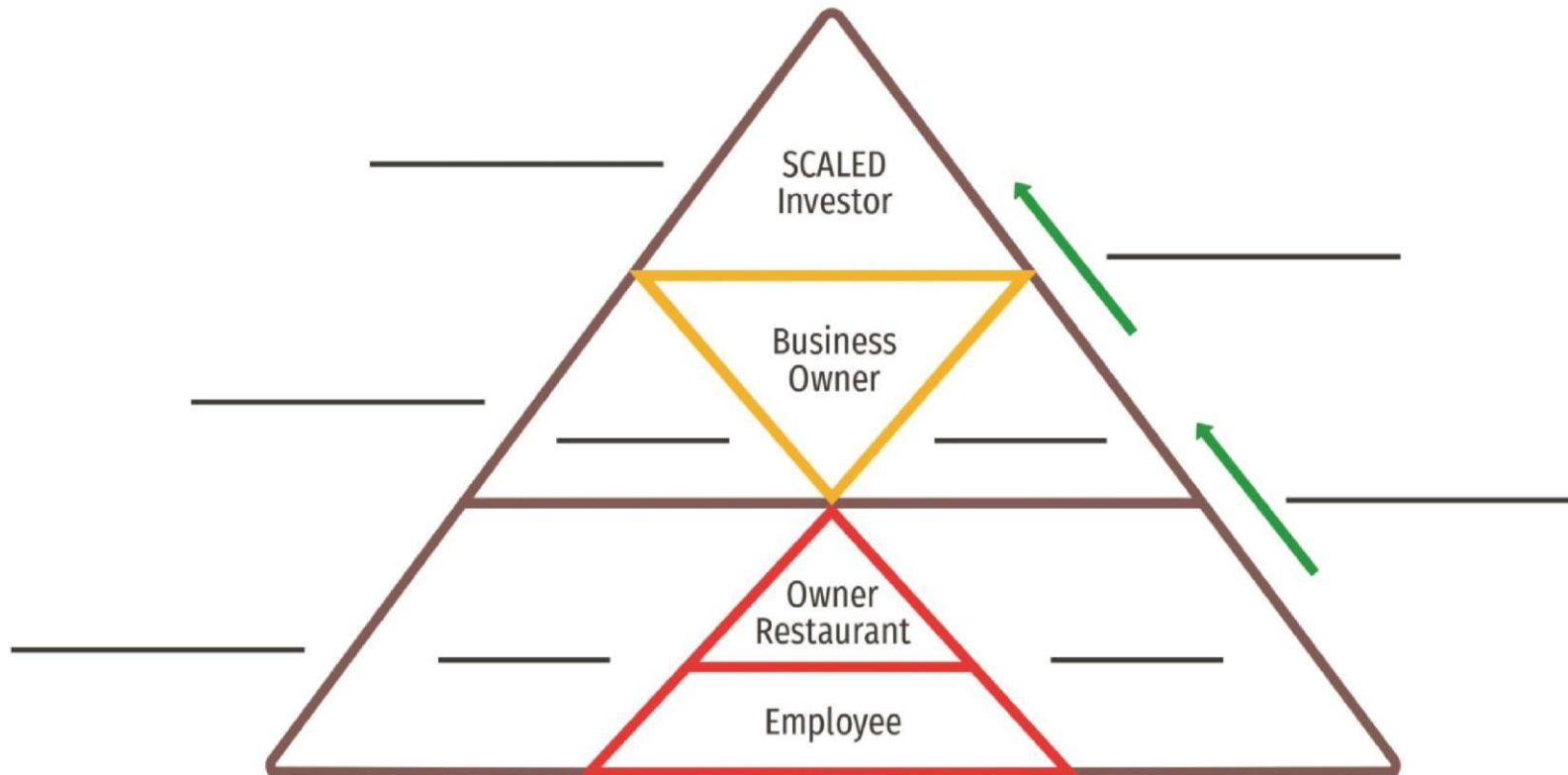
THE LIVE SESSION TAKES PLACE:

**Tuesday October 22, 2019
4pm ET / 3pm CT / 2pm MT / 1pm PT**



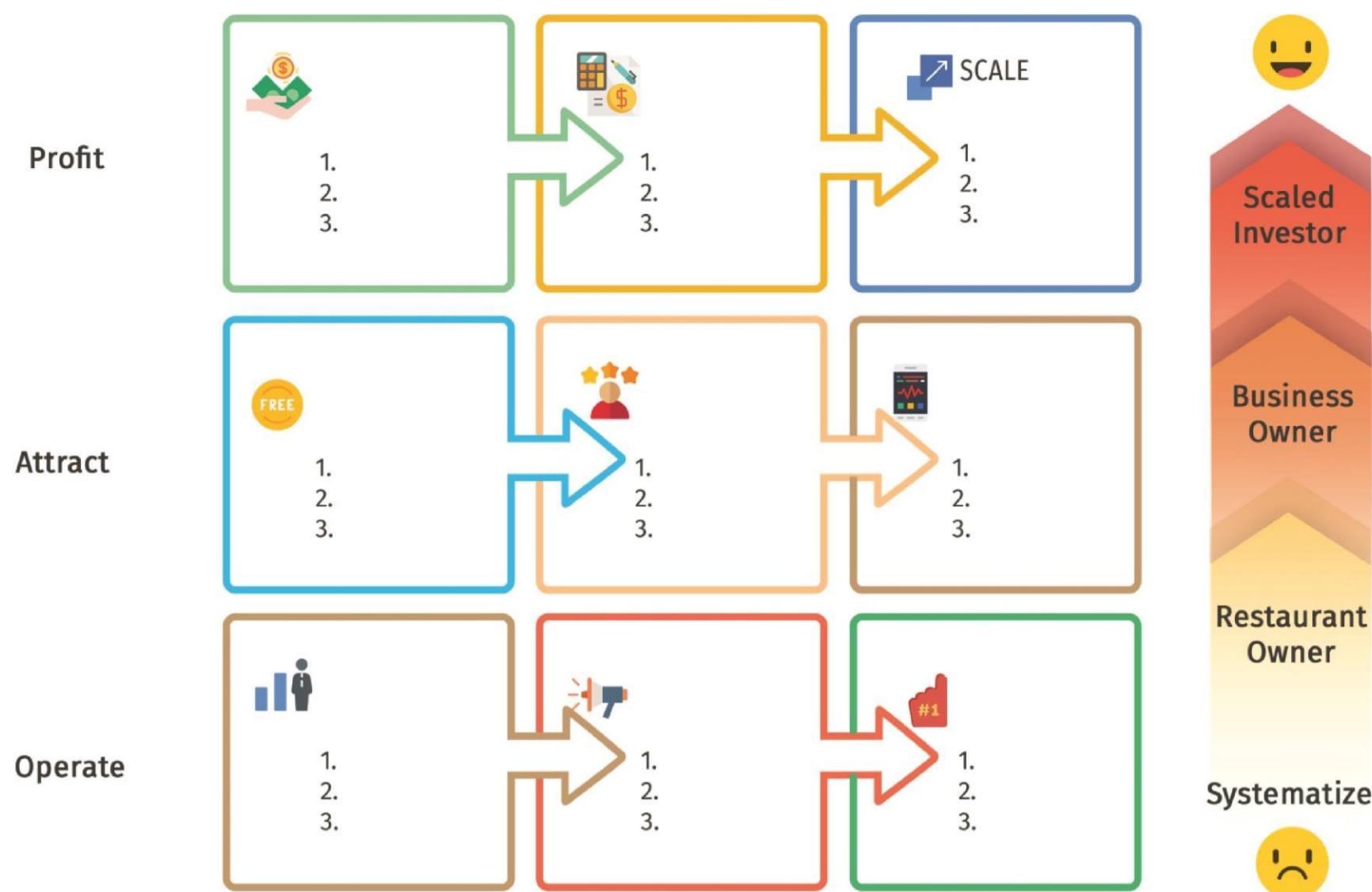
RESTAURANT OWNERS JOURNEY

You have a dream to SCALE your restaurant business and no matter where you are on that journey, it never seems to go fast enough. Something has you stuck or is slowing you down. The following Pyramid represents the journey you will take to get from where you are now to where you want to be in the future.



Notes:

RESTAURANT MASTERY MATRIX



INTRODUCTION



"The greatest effort you can make for your staff and the greatest gift you can give to your manager, is a framework for better communications."

Have you ever met a restaurant owner that doesn't want to grow and expand their operation? Isn't that exactly why you are here? You are looking to SCALE up.

You may be dreaming of opening your first unit and eventually scaling to multiple locations; or you may be in your first location and looking to increase profits; or you may have 10 locations and wanting to scale up to 20, 50 or even 100 in the next 5 years. Whatever your business goals are, SCALE is designed to help you achieve them.

This won't come as a shock to you, but it bears repeating. The restaurant business is hard! If it was easy, there would be even more competition than what already exists. One of the most rewarding parts of being a restaurant owner is that the harder you work the luckier you get. Just opening your doors won't grant you success; you have to work hard and smart. We get it...it's so easy to find all of the reasons to be frustrated by the industry or the performance of your restaurant. It's easy to blame your staff, your chef, your vendors, your customers, your location, the economy, and any number of other factors.

SCALE is not a program that delivers magic pills and easy results (don't we all wish that could happen?!). Rather, SCALE is a formula. Unlike strategies that provide a quick bandaid, SCALE was built on proven methods that we've seen work in hundreds of restaurants around the world. There is no guesswork. Only actionable, proven results.

