

## **BIRTHDAY PROGRAM**

Drive business to your restaurant with the most famous restaurant holiday. Learn how to cash in on it and increase the revenues in your restaurant. According to the National Restaurant Association the average birthday celebrant is with 2.8 family and friends, for a total count of almost 4 people including the birthday celebrant!

### **Creating a Great Birthday Program**

- Get the right database list (who's the best guest). You will probably want a geographic area around the restaurant, perhaps the zip code or a five mile radius. Then you want to get a prospect who matches the demographics of your best guest; age, marital status, income range, homeowners, etc.
- Give the guest a great offer! Offer them a Free Entrée and be sure the dollar value of the free entrée is ample.
- The mailer must be personalized and customized to the intended recipient.
- Be clear and make the offer "No Strings Attached!". You need to get them excited and don't be cheap.
- Develop the best letter with a gift certificate inviting the guest into your restaurant.

Contact me for more information on how to implement this program and the Secret Strategies needed to make it fly, see the book FULL by Dean Killingbeck (ISBN: 9780983158509), available at Amazon. For my help, call or text (630) 650-9200 or write me at [Bill@CummingsInsurance.com](mailto:Bill@CummingsInsurance.com).