

Restaurant - Marketing and Management Checklist

Use This Self-Assessment Guide to Identify Strategies that will Increase Sales and Improve Profitability for Your Restaurant



Over 1,350 tactics and strategies for bringing your restaurant to the next level of growth and profitability

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The
Nitty Gritty, Down N' Dirty, Savvy Strategies®

RESTAURANT

Self – Assessment Checklist

Over 1,350 tactics & strategies
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RESTAURANT

Self - Assessment Checklist

This checklist is designed for use as a self-assessment management tool for conducting an operational evaluation of your restaurant. The evaluation process contained on the following pages is quite thorough, and results in a careful, thoughtful analysis of your restaurant. This self-assessment tool is designed for the serious owner or restaurant manager who truly wants to evolve their restaurant to the next level of growth and profitability. The time invested in conducting this self-assessment will pay large dividends in the form of operational efficiencies and profitability.

In every business, opportunities abound for improvement. Increasing revenue, improving customer relations, and reducing costs are three critical elements for improving long-term profitability. A comprehensive self-assessment process, such as this one, will help keep you focused on your mission and on maintaining your profitability. It is envisioned this checklist can be used in one of five ways:

1. You could utilize this tool to personally conduct a self-assessment of your restaurant.
2. You could assign one of your managers (or a key employee) the task of conducting the assessment as part of an overall employee development process.
3. You could have a Board Member, a Management Advisory Committee Member, or a trusted advisor conduct the assessment.
4. You, or a key employee, could conduct a partial assessment of your restaurant by using one, two, three or more of the major categories in this document to focus specifically on a problem(s) previously identified by yourself, an employee, or a customer.
5. You could utilize an independent consultant to conduct this assessment. However, that would defeat the purpose of a self-assessment program. A “do-it-yourself” process can save you many thousands of dollars in consulting fees. Once you have identified a problem area(s), you may then want to engage an experienced consultant on a short-term basis to help with these specific areas.

While many of the tactics and strategies described herein can be applied toward most any type of restaurant, all of them do not apply in all business or marketing environments. Some are for small restaurants, some are for large restaurants, and some of them may apply only in very specific situations. Some tactics and strategies are free, many have minimal cost, and others may require a substantial investment. Some require only an attitudinal change while others may require a change in a process or a procedure. And, some strategies may be in conflict with other suggestions depending upon either your competitive environment, or how you have positioned yourself in the marketplace. However, all of these topics merit your consideration as you begin to develop a strategy for implementing a “continuous improvement process” for your restaurant.

Helpful Hint: The assessment process is quite thorough and can require a considerable amount of time. However, it is important to emphasize that it is not necessary to complete the assessment in one sitting, in one day, in one week or even in one month. Selecting one, two, three or more of the major categories in this document as a priority on which to focus can be a more practical approach than trying to “do it all” at one time. Also, you may want to consider a methodical process whereby you and/or your management team (or a key employee) conducts the assessment using a different module each week. Remember, this checklist is a reference manual that can be utilized time and time again on an as needed basis on your personal timetable.

Each module has a simple, two-part process. The first part of the assessment process entitled “ASSESSMENT” will rapidly isolate any problem areas and identify opportunities for quickly improving your operations. This process will no doubt generate much discussion among the senior management team. The second part entitled “IMPLEMENTATION” is a management process for prioritizing and managing the implementation of any benefit or strategy as well as identifying the strategies that will make the biggest impact on your profitability.

Conducting the self-assessment process on a quarterly or semi-annual basis will keep you focused on both customer service and profitability. Sharing the results of this self-assessment process with your employees and assigning them a specific problem to address can be a valuable training exercise and/or employee development tool. If a number of problems have been identified, it will be important to prioritize your actions based upon the highest and best return that can be achieved for the amount of investment you can make at this time. Additionally, comparing the results of previously conducted assessments with current performance will determine the rate of progress you have made in each area. Committing to conducting such an assessment on a regular basis will result in a continual improvement process that in turn will result in a higher level of customer satisfaction and restaurant profitability.

The “Keys” for conducting the self-assessment is as follows:

NA	=	This tactic or strategy is <u>Not Applicable</u> to your business at this time.
Y	=	<u>Yes</u>, this is currently being done at a satisfactory level.
N	=	<u>No</u>, this tactic or strategy is not being used.
NI	=	This area <u>Needs Improvement</u> and a timely strategy must be developed.
Priority	=	On a scale of 1 to 5 with “1” having the highest impact on image, customer service, employee satisfaction, ease of implementation, and profitability. The highest impact items should obviously be addressed immediately.
Responsible Person	=	The <u>Person Responsible</u> for improving or implementing this benefit or strategy.
Due Date	=	<u>Due Date</u> for completion of this strategy.

Like yourself, your competitors are also looking for opportunities where they can find either a marketing or cost advantage. If you don’t take pre-emptive action to improve your business on a regular basis, your competition will leave you behind in the marketplace. Revenue, profitability, and customer satisfaction will then suffer. However, implementing one or two minor improvements based on this self-assessment process could possibly result in 10X, 20X or 100X return on both the time and money you have invested in this process. You have made an investment by purchasing this document. Now conduct the assessment! Your customers will be glad you did. And, when the results show on your bottom line, you will be glad you did also.

Comments, Critique, or Recommendations:

Please direct any comments, critique, or recommendations to Jim O’Donnell of Jaguar Management Consulting Group, Inc. at the address on the cover page or via email. Your comments and suggestions are most welcome, will be carefully reviewed, and will be included in the next published edition. Your critique will help improve this self-assessment checklist for the benefit of all restaurateurs.

To review other self-assessment checklists for bringing your company to the next level of growth and profitability, visit WWW.Checklists4Business.com

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VI. BAR & LOUNGE AREA:

(78 Tactics, Strategies, and Ideas to be considered - - **THIS IS A PARTIAL LIST**)

No.	Strategies and tactics to be evaluated:	ASSESSMENT				IMPLEMENTATION		
		NA	Y	N	NI	P	RP	DD
A.	Lounge Area							
1.	Bar area is partitioned from dining area so as not to disturb guests							
2.	Bar is polished, clean, and free of nicks, scratches, and gouges.							
3.	Bar stools are sturdy and do not "rock" (no matchbooks under legs).							
4.	Tables and chairs are sturdy and do not "rock" (no matchbooks under legs).							
5.	Bar stools, chairs, tables, benches, and booths match or have complementary styles.							
6.	Brass and other hardware is polished regularly and in good repair.							
7.	Décor is consistent with tastes of target market demographics.							
8.	Gum has been removed from under all tables, benches, chairs, and bar.							
9.	Lamps, pictures, statues, etc. are tasteful.							
10.	Mirrors and shelves are clean and free of cracks and sharp edges.							
11.	Carpeting is cleaned periodically.							
12.	Tables are free of nicks, scratches, and gouges.							
13.	Upholstery in booths is free of tears, cigarette burns, and stains.							
14.	Wine lists and snack menus are in good condition.							
15.	Glassware is clean and does not have any "spots".							
B.	Service							
1.	A survey form is available for guests to evaluate quality of beverages and service.							
2.	Employees understand the policy regarding serving minors.							
3.	Policies have been established for dealing with disrespectful or unruly customers.							
4.	Policies have been established for dealing with dissatisfied customers.							
5.	Policies have been established for handling cash, checks, debit, and credit cards.							
6.	Policies have been established to address potential problems such as incorrect orders, spilled drinks, and dissatisfaction with a drink.							
7.	Servers are given bonuses or incentives to "gently" up-sell.							
8.	Servers greet guests cheerfully.							
9.	Servers have been trained how to up-sell appetizers, premium wines, specials, and other high-profit items.							
10.	Servers have received proper training regarding serving intoxicated people.							

VI. Bar and Lounge Area Continued

(78 Tactics, Strategies, and Ideas to be considered - - THIS IS A PARTIAL LIST)

No.	Strategies and tactics to be evaluated:	ASSESSMENT				IMPLEMENTATION		
		NA	Y	N	NI	P	RP	DD
B.	Service Continued							
11.	Servers inform guests of any "House specialties".							
12.	Servers inform guests of any price specials.							
13.	Servers present checks in a timely fashion.							
14.	Hosts seat guests promptly.							
15.	Servers take drink orders promptly.							
16.	Tables are cleaned thoroughly before the next guest arrives.							
C.	Bar Management							
1.	A camera is used for security purposes on the bar area and cash drawer.							
2.	A telephone is readily available for the bartender to handle any emergency.							
3.	Approved plastic containers are used to store mixes (instead of glass bottles).							
4.	Bartenders have received proper training regarding serving intoxicated people.							
5.	Beer and liquor inventory is conducted weekly or monthly.							
6.	Beer cooler coils are cleaned regularly for maximum operating efficiency.							
7.	Beer cooler is cleaned on a regular basis.							
8.	Beer cooler is maintained at the proper temperature (35 – 40° F).							
9.	Beer stock is rotated to provide maximum freshness.							
10.	Bulk liquor storage room is always locked and is only accessible by management.							
11.	Costs and profit margins are calculated for all new beverage items.							
12.	Costs and profit margins are calculated on all beverage items quarterly.							
13.	Draught beer lines and taps are washed and flushed regularly.							
14.	Emergency numbers are posted in a highly visible space.							
15.	Liquor bottles at the bar are locked in cabinets when the bar is not staffed.							
16.	Liquor is served only during hours allowed by the restaurant's liquor license.							
17.	Liquor licenses, health permits, and other permits are up-to-date and are easily accessible.							
18.	Management has established "signature items" for which the bar is well known.							
19.	Mixes are kept cold in a separate container (not in the ice used for drinks).							
20.	Only management is authorized to conduct the beer and liquor inventory.							

VI. Bar and Lounge Area Continued

(78 Tactics, Strategies, and Ideas to be considered - - THIS IS A PARTIAL LIST)

No.	Strategies and tactics to be evaluated:	ASSESSMENT				IMPLEMENTATION		
		NA	Y	N	NI	P	RP	DD
C.	Bar Management Continued							
21.	Pictures of correct glassware for drinks, wine, etc. are posted within the bar area.							
22.	Policies concerning “free drinks” for special guests, celebrities, or employees have been established.							
23.	Policies have been established for stocking liquor at the bar.							
24.	Policies have been established regarding employees drinking alcoholic beverages while working.							
25.	Portion control policies have been established and are adhered to.							
26.	Private label bottled soda with the restaurant’s logo is available.							
27.	Products in the bar are dated and properly rotated for freshness.							
28.	Rimmer sponges are cleaned daily.							
29.	Standardized beverage recipes exist and are adhered to.							
D.	Bar & Glassware Sanitation							
1.	A carafe brush is used for washing carafes and pitchers.							
2.	A proper procedure has been established for washing bar glassware (wash, rinse, sanitize, air dry).							
3.	Bar coolers are emptied and cleaned on a regular basis.							
4.	Bar floor area is washed daily.							
5.	Bar utensils, cutting boards and blender are cleaned frequently.							
6.	Beer taps are cleaned by the beer-distributor every week.							
7.	Beer taps are kept free from yeast.							
8.	Garnish containers are kept covered when not being used.							
9.	Glass chiller is emptied and cleaned whenever breakage occurs.							
10.	Glass chiller is emptied, defrosted, and cleaned at least once a week.							
11.	Glasses are inspected daily for chips and cracks.							
12.	Glasses are placed in single layers and are not stacked.							
13.	Glasses are placed inverted on matting or drain boards.							
14.	Matting is change daily to prevent bacteria build-up.							
15.	Opened wine bottles are corked immediately after use.							
16.	Test strips are readily available for monitoring the sanitizer concentration.							
17.	Water is changed frequently to ensure cleanliness and sanitizer strength.							
18.	Wiping cloths are stored in a sanitizing solution.							

VII. GUEST DINING AREAS:

(57 Tactics, Strategies, and Ideas to be considered - - THIS IS A PARTIAL LIST)

No.	Strategies and tactics to be evaluated:	ASSESSMENT				IMPLEMENTATION		
		NA	Y	N	NI	P	RP	DD
A.	Dining Area Décor							
1.	All areas are dusted, vacuumed, and cleaned on a regular basis.							
2.	Walls, doors, molding, and ceilings are “fresh” and are free of stains, smudges, chips, and cracks.							
3.	Curtains and draperies are clean and enhance the restaurant’s décor.							
4.								
5.								
6.	Gum has been removed from under all tables, benches, chairs, and bar.							
7.	Floors and tile are well polished on a regular basis.							
8.	Mirrors and shelves are clean and free of cracks and sharp edges.							
9.	Carpets are clean, not worn, stained, or buckled.							
10.	Tablecloths and place mats coordinate and match décor of the dining area.							
11.	Tables and chairs are sturdy and do not “rock” (no matchbooks under legs).							
12.	Tables are free of nicks, scratches, and gouges.							
13.	Centerpieces, candles, flowers, seasonal, or theme decorations are on each table.							
14.	All furniture pieces match or complement each other as well as enhance the restaurant’s décor.							
15.								
16.	Lighting fixtures, globes, and shades match or complement each other as well as enhance the restaurant’s décor.							
17.	Booster seats and highchairs are clean, in good condition, and have safety straps.							
B.	Dining Area Management							
1.	Restaurant’s address, phone number, website and email is printed on all receipts.							
2.	A customer mailing list is maintained and used effectively.							
3.	Costs and profit margins are calculated for all new food items.							
4.	Costs and profit margins are calculated on all food items quarterly.							
5.	Dining area is partitioned from bar area so as not to disturb guests							
6.	Employees are trained regularly so they are familiar with menu items and are able to answer customer’s questions.							

XVII. HOW TO COMPETE WITH THE FAST-FOOD CHAINS:

(44 Tactics, Strategies, and Ideas to be considered - - THIS IS A PARTIAL LIST)

No.	Strategies and tactics to be evaluated:	ASSESSMENT				IMPLEMENTATION		
		NA	Y	N	NI	P	RP	DD
1.	Potential weaknesses in the Chain's execution, quality, variety, inconvenience, and pricing to the customer have been evaluated and a strategy developed to exploit these weaknesses.							
2.	An internal assessment of your restaurant's strengths and weaknesses has been conducted regarding execution, quality, variety, and convenience to the customer and a strategy developed to exploit these strengths and correct the weaknesses.							
3.	Menu items that compete directly with the chain menu items have been jettisoned (unless they are higher quality)							
4.	Unique menu items not offered by chain restaurants are now sold.							
6.	A dominant variety of meals within a category have been added.							
8.	You have developed a reputation as the best place to eat for "X" (menu item).							
9.	A reputation has been developed for an intangible, such as service, quality, convenience, delivery, longer hours, unique experience, etc.							
11.	You have developed a "Signature" meal type, dessert, or drink.							
16.	A merchant's association is utilized to leverage buying power.							
17.	Co-op advertising is utilized.							
19.	Restaurant hours have been expanded to extend beyond the Chain's hours.							
20.								
21.	A distinct, unique restaurant atmosphere has been created							
22.	The quality of menu items is promoted.							
23.	The uniqueness of menu items is promoted.							
24.	Personal, responsive service is promoted.							
28.	A strategy "to be viewed as an important part of the community" has been implemented.							
29.	Sponsorship of both local events and sports teams is done regularly.							
30.	Free advertising in the form of press releases is used frequently to announce new services, anniversaries, promotions, awards, personnel changes, etc.							
32.	A frequent diner program has been implemented.							
38.	A customer database has been established for direct mailings.							
39.	The strategy of "price cutting" or "competing on price" has been abandoned.							
43.	Referrals are asked for on a regular basis.							

XIX. GENERAL MANAGEMENT TECHNIQUES:

(53 Tactics, Strategies, and Ideas to be considered - - THIS IS A PARTIAL LIST)

No.	Strategies and tactics to be evaluated:	ASSESSMENT				IMPLEMENTATION		
		NA	Y	N	NI	P	RP	DD
1.	A mission statement has been developed and is displayed for employees, customers, and trade suppliers to see.							
2.	A Unique Selling Proposition (USP) has been developed.							
3.	The restaurant’s distinctive competencies have been identified.							
4.	Marketing and advertising strategies have been developed around the mission statement, your USP, and your distinctive competencies.							
8.	A Sexual Harassment Policy has been developed.							
22.								
23.	Balance Sheets are prepared monthly.							
24.	Accounts Receivables and Accounts Payables schedules are prepared monthly.							
25.	Department or restaurant managers review all financial statements monthly.							
27.	An appropriate business entity has been established with the restaurant’s attorney (Sole proprietorship, Partnership, LLC, and either an S or C Corporation).							
28.	All local licenses and permits have been secured and are properly posted.							
29.	All State licenses and permits have been secured and are properly posted.							
30.	All Federal licenses and permits have been secured and are properly posted.							
32.	Business logo, trademarks, and service marks have been registered.							
34.	All workers have been accurately classified to minimize Workman’s Comp. Insurance premiums and maximize protection.							
36.								
37.	Contracts and Forms 1099 have been completed for all independent contractors.							
38.	Tax payments are made on time to prevent penalties.							
39.	Receipts are deposited daily.							
40.	A line of credit has been established.							
41.	Credit is extended only after appropriate credit checks have been performed.							
42.	Networking through the Chamber of Commerce and other associations is done regularly.							
43.	Membership in a local trade committee, association, or organization is maintained.							
47.	Security measures have been implemented to control “shrinkage”.							
53.	Your State's Annual Report is filed in a timely manner.							

XXIII. DIRECT MARKETING TECHNIQUES - TRADITIONAL:
(66 Tactics, Strategies, and Ideas to be considered - - THIS IS A PARTIAL LIST)

No.	Strategies and tactics to be evaluated:	ASSESSMENT				IMPLEMENTATION		
		NA	Y	N	NI	P	RP	DD
40.	Merchandise bags with your logo and tagline.							
41.	Doggie bags and boxes with your restaurant's logo and tagline.							
42.	.							
43.	Leave brochures with Visitors Bureaus, welcome centers, tourist info booths and various roadside stands.							
44.	Sales presentations about your catering or function room services.							
45.	Free consultations about your catering or function room services.							
50.	Ad specialties and gifts (pens, pencils, magnets, umbrellas, coffee cups, glasses, potholders, matchbooks, door hangers, etc.) with your restaurant's logo and tagline.							
51.	Branded merchandise for sale or give-a-ways include T-shirts, jackets, baseball caps with your restaurant's logo and tagline.							
52.	Blocks of paper with company logo imprinted on the side(s).							
53.	Private label bottled soda or other food type product with your restaurant's logo.							
54.								
55.								
56.	Adopt a highway or road with your business as the sponsor.							
57.	Your restaurant displays a uniquely designed flag that identifies your store.							
58.	A professionally designed website (WWW.Crevand.com can help with this).							
59.	An industry or customer focused Blog (WWW.Crevand.com can help with this).							
60.	Digital/electronic newsletter to your customer list.							
61.	Email campaigns to your customer list.							
62.	Banner ads on other people's websites which are synergistic with your customer base.							
63.	Pay-per-click ad campaigns through the major search engines.							
64.	The store's email signature files help to brand the store or makes a special offer.							
65.	The store's voice mail message is pleasant, informative, and inviting.							
66.	The store's "on-hold" message is pleasant and advertises something special in a low-key manner.							

Employee Benefits (Employee Motivation) Checklist: Motivating employees and keeping them motivated is one of the most difficult, and most rewarding, activities of a senior manager. Even in the most difficult of economic times, we know that employees have choices regarding the company, and the culture, in which they prefer to work. This checklist is designed to be a self-assessment management tool for conducting an evaluation of your company's employee benefits and employee motivational strategies. With over 475 ideas, this self-assessment tool is designed for the serious management team that truly wants to evolve their business to the next level of growth and profitability via the strategy of employee satisfaction. For more information, go to [Employee Benefits Checklist](http://checklists4business.com/employee-benefits-checklist.html) or <http://checklists4business.com/employee-benefits-checklist.html>

XXVIII. INTERNET MARKETING STRATEGIES FOR YOUR RESTAURANT:
(171 Tactics, Strategies, and Ideas to be considered - - THIS IS A PARTIAL LIST)

No.	Strategies and tactics to be evaluated:	ASSESSMENT				IMPLEMENTATION		
		NA	Y	N	NI	P	RP	DD
A.	Get Your Website Launched							
1.	The primary goal for marketing on-line has been established.							
5.	A logo for the product has been professionally designed.							
6.	A logo for the website has been professionally designed.							
7.	The website's identity is consistent with your restaurant's brand.							
10.	A professional web designer has been selected that has extensive experience with not only web design, but Search Engine Marketing techniques. WWW.Crevand.com has this expertise.							
11.	Your website uses "Adaptive" technology to ensure compliance with all search engines, display monitors and mobile devices.							
15.								
16.	The graphical images chosen for the website directly relate to the website's theme.							
18.	Have your webmaster add "Alt Tags" that are Keyword rich to your graphical images.							
19.	An audio message welcomes and congratulates the visitor for visiting your site.							
20.	Each primary web page has approx. 1,000 words of text.							
21.	Content on each web page is original, accurate and interesting.							
27.								
28.	All the links on the website have been checked and verified to ensure they all work if a customer should click on them.							
29.	Several people have reviewed the website for grammatical and spelling mistakes as well as for a clear understanding of the message.							
33.	A Domain Name has been selected that identifies your restaurant.							
36.	The Domain Name is used on all company literature, letterhead, business cards, Fax, etc.							
37.								
41.	Your website has been reviewed for all the latest Search Engine Marketing techniques. Contact WWW.Crevand.com for help with these strategies.							
43.	The website has been submitted to all the major search engine directories.							
45.	Your webmaster has created a Google Site Map for your website.							
46.	Google Analytics has been added to the site to track visitor behavior while on your website.							
50.	The "Title Tag" accurately reflects the focus of your website, and this focus has a Keyword that is mentioned at least once.							

XXVIII. INTERNET MARKETING STRATEGIES Continued . . .
(171 Tactics, Strategies and Ideas to be considered - - THIS IS A PARTIAL LIST)

No.	Strategies and tactics to be evaluated:	ASSESSMENT				IMPLEMENTATION		
		NA	Y	N	NI	P	RP	DD
51.	The Title Tag should have a maximum of 72 characters.							
52.								
54.	The Meta Description should have a minimum of 140 characters and a maximum of 240 characters.							
55.	The main heading on each page is H1 text and contains the primary Keyword.							
56.	The sub-headings on each page are H2 text and contains the most relevant Keywords.							
59.	A restaurant blog has been initiated to communicate with your customers.							
71.	The website is centered (not left-justified) in all browsers and mobile devices)							
77.	How visitor info is collected and used is clearly defined and ensures compliance with the Children's Online Privacy Protection Act (COPPA),							
89.	Testimonials are used generously on each page of the website.							
90.	Audio testimonials are frequently used to add credibility to your product.							
93.	All testimonials are "boxed in" with a solid or dotted line to highlight them.							
98.								
111.	An Opt-in Page is being used to capture prospect names and email addresses for future email marketing of coupons, events, special offers, rewards programs, etc.							
122.	A 5-to-10-day initial autoresponder sequence has been created for all new subscribers from the Opt-in Page.							
126.	A Menu Page has been added to the website so potential diners can be enticed to visit your restaurant.							
127.	A page that identifies daily, weekly, or Early Bird specials has been added to your website.							
128.								
132.	An "Events Page" has been added to inform customers about special events taking place at your restaurant or in the community.							
133.	The site has the ability to make online reservations.							
135.	Website can accommodate functionality for ordering curbside pick-up.							
137.	Online advertising in restaurant industry or market focused websites and/or directories is utilized to supplement current advertising.							
138.	Pay-Per-Click advertising is used to generate traffic to the site (Google Adwords, Bing, Facebook, LinkedIn, etc.).							
145.	Your restaurant has a social media policy that is strictly enforced.							

XXXIII. Restaurant & Dining Horror Stories (*partial list*)

Most people, at one time or another, have had an unpleasant dining experience. They may have been treated badly by the host/hostess, wait staff, or even the restaurant manager. They may have had difficulty with their reservation, table location, or inferior food preparation. When something like this happens, the customer may never complain, but they will silently resolve never to patronize that restaurant again. More importantly, they will probably tell many of their friends and relatives about their negative experience.

Described on the next several pages are a number of “Restaurant & Dining Horror Stories”. These situations have actually happened and reflect the operational failings of many restaurants. These unpleasant experiences happen in many restaurants, of all sizes, individually owned or franchise owned, upscale, take-out, or deli style and in many towns and cities all over the world. Fortunately, there are many lessons Restaurant Owner’s can learn through the mistakes of other restaurateurs as described in the following vignettes. Read them carefully and learn the lessons contained therein.

Localization: How do you get your business listed on the first page of Google? The Map, the red Placemarkers, the business image, and the listings shown below is just one example. As you can see, the map and the listings appear at the very top of Google Maps search engine results pages for most local searches (Similar maps and listings appear for Yahoo and MSN/Bing). This example is the result of entering "Restaurants in New York City" in Google's search bar. The Listings and Map are the very first items a potential customer sees when they do a search for "Restaurants in New York City". It is at the top of the page; it is colorful and immediately a potential diner's eyes are drawn to it. If you are listed here, there is a very high probability you will gain new customers!

<p>Blue Hill 4.5 ★★★★★ (282) · \$\$\$\$ · American Farm-to-table American fine dining 75 Washington Pl Opens at 5:00 PM</p> <p>Gramercy Tavern 4.6 ★★★★★ (827) · \$\$\$\$ · American New American fine dining & a buzzy bar 42 E 20th St Coffee · Tourists · Usually a wait</p> <p>Daniel 4.6 ★★★★★ (562) · \$\$\$\$ · French Jacket-required French fine dining 60 E 65th St Opens at 5:30 PM</p>	<p>> MORE INFO</p> <p>> MORE INFO</p> <p>> MORE INFO</p>	
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Wouldn't you like to have your Business listed in the Map for your city and Local Area?

This works for just about any business in any city or town. Most any business will display in a Map Listing format. The best optimized listings will also appear on Google's natural listings page also. Clothing Store in Chicago, Health Club in Phoenix, Spas in Boston, Attorney in Washington DC, Hair Salon in Miami, Car Dealer in Atlanta, Plastic Surgeon in Los Angeles, Home Repair in Cleveland, etc. This works in both large cities and small towns. It also works for large businesses or a small local business. It will work for your business regardless of your business niche.

How much money would it be worth to your Business if it was displayed in Google's listings for your city and Local Area?

Do this Right Now! Let nothing, absolutely nothing, interfere with your immediate action! Don't watch your competitors make the money you could be making by taking away potential new customers. Intending to do this some other time probably means you'll never do it. Taking action now means you can have more customers in just a matter of weeks - - you know it is the right thing to do for your business. Send an email to Jim@JaguarConsulting.com with the title "Google Local Profile" in the message line right now so we can start building your Business Profile in a matter of days!

A chilling night! After reading a raving review for a new restaurant in Concord, NH, I made reservations for 5 people approximately two weeks prior to our visit. We arrived promptly and were told we had to wait to be seated. About 15-20 minutes later we were seated in front of the entrance where the door opened directly onto the street, and it was a cold night. I requested better seating and was abruptly told there was nothing else available. We decided to try to make the best of it and stayed (after all, the food was supposed to be fantastic!). Our waitress waited for us to be seated and quickly asked for our drink order. One member of the party asked for iced tea and was informed she'd have to brew the tea and bring a glass of ice. The rest of us asked for a minute to review the wine list. Water was poured and off she went. We did not see our waitress again for more than 30 minutes. After being in the restaurant for about an hour, we had only water on the table. At this point we decided that the restaurant was not going to come close to the reviews that I had read

and requested our coats to leave. My friend commented to the hostess (who is the owner) that they needed to work out some of the kinks and they must be just having a bad night. The hostess very rudely said that we must be the ones having a bad night. But to top it all off, she turned to us and told us she'd get the check for the iced tea!!! I guess she was right about our having a bad night because we did not enjoy her rudeness or her restaurant. And we DID NOT PAY FOR THE ICED TEA!!!

Lesson: I think the biggest lesson is that no matter what is going on in your restaurant you need to make your diners feel welcome and happy. If she had only said I'm sorry for the long wait...how about a drink on the house? I bet we would have stayed and spent our money and come away with positive feelings instead of telling everyone we know that we would not enter the restaurant again!

S. Bouchard, Pembroke, NH

"If we don't take care of our customers, someone else will."

Unknown

The mystery of the Tardy Server: A group of us were working late in Boston one evening and decided to go out for our evening meal at around 9:00 PM. The restaurant was less than half full, and after a twelve-minute wait, our server finally seated us. Two in our group ordered appetizers. The first appetizer arrived precisely thirty-four minutes later. I mentioned this to the server, who replied in a cheerful tone, "Has it been that long?" We were too hungry to argue. In approximately ten minutes, the rest of the orders arrived, but we all agreed the wait was far too long. Since the restaurant is part of a well-known national chain, I went to their web site and found the name and contact information of the district manager. I wrote a letter explaining what happened and gave all the details I could remember. Three days later, the district manager called to apologize and ask a few questions. He could not offer a reason for the delay, but he did apologize and also sent fifty dollars worth of coupons.

Lesson: The wait staff needs to be more attentive and offer an immediate apology when things go wrong, even if it is beyond their control. If the customer still appears to be dissatisfied, then summon a manager to make things right for the diner face-to-face. The District Manager acted in the best interests of the restaurant by giving us coupons as an incentive to try the restaurant again, hopefully resulting in a better dining experience the next time.

W. Evans, Natick, MA

"A well-run restaurant is like a winning baseball team. It makes the most of every crew member's talent and takes advantage of every split-second opportunity to speed up service."

David Ogilvy

Editor's Note: I find that it always pays to bring poor service or an indifferent attitude on the part of a server to the attention of a manager. Usually, the problem is resolved satisfactorily. If you don't express your concerns, the owner/manager can only assume their patrons are satisfied and they will never have the opportunity to improve their operations or the quality of their service.

Don't "Waite" on me! A few years back I was meeting clients for Sunday brunch in an upscale restaurant on Boston's famed Newbury Street. I inquired at the hostess desk as to how long it would take for a party of four to be seated. The gum-smacking young woman replied, "About 30 minutes ... your name?" I responded with my last name "Waite." She looked at me with obvious annoyance and said, "About 30 minutes ... Name?" I said "Waite" again. With increased ire in her voice she said, "Look lady, you keep this up and it's going to be 45 minutes."

Lesson: Keep a sense of humor.

P. Waite, Cambridge, MA

The invisible woman! In any given week, I eat anywhere from 5 to 15 meals in restaurants -- occasionally more. I would love to see the quality of service go up -- especially for the "old lady eating alone" crowd. I frequently find going into a restaurant by myself makes me all but invisible. I could be a spy for the FBI!

There are times I feel lucky to have my order taken, lucky to get my food, lucky to get the "is everything OK" check and lucky to get the check itself on a timely basis. Perhaps this is also true for other variations on the lone diner -- but my only disguise is that of an old lady, so I would not know. I have noticed that service is generally better when I am eating with someone else.

Lesson: This is a common problem for diners eating alone, especially business travelers. Perhaps wait staff could ask if you are in a hurry or would like to dine leisurely, and then serve you as requested.

J. Grubb, Boston, MA

"One customer, well taken care of could be more valuable than \$10,000 worth of advertising."

Jim Rohn

Editors Note: When I am dining alone, I generally bring a book to read and also inform both the hostess and the wait staff I would like to be served ASAP. A friend suggested the interesting idea of having the host/hostess ask the lone diner if they would like the company of another lone diner. This creates an opportunity for networking and to meet some new people.

Not a "peak" dining experience! My friend and I had just finished climbing The Grand, a 13,700-foot mountain peak in Teton National Park. We were overjoyed to have reached the summit and wanted to celebrate our efforts. We chose to dine at a well-known restaurant with spectacular views overlooking the entire Teton mountain range. I ordered some fruit which was presented to me in a small glass bowl over ice. The first mouthful went down smoothly but the second left me with something harder than ice, but breakable in my mouth. Upon inspection of the offending object, I realized that it was a substantial piece of glass. Sorting through the ice at the bottom of my fruit dish revealed even more pieces of broken glass. What glass had I swallowed thinking it was ice? I excused myself to the restroom to assess the damage as my friend called the waitperson over to our table. Fortunately, my mouth was not cut but I was quite concerned that any glass I swallowed may perforate something while on the digestive highway.

Now, I'm not one to panic or over exaggerate the possibilities of something, after all...I had just completed this two day, grueling, roped climb, where death was a reasonable possibility if you made a bad decision and fell off one of the cliffs... but now here I was faced with the thought that I would have some sort of complication that could result in injury or remotely, death, from eating glass from a fruit cup! Who would think that dining could be considered an extreme sport?

My friend and I expected the restaurant manager to come rushing over with apologies and concern. We expected I would be required to see a doctor and optimistically we looked forward to the thought that our meal was probably going to be on the house at least. No one came to our table other than our waitperson who apologized and offered the excuse that "sometimes they break glasses when loading and unloading the dishwasher". In an act of unbelievable generosity, I was not charged for the fruit cup. Despite the fact that we were staying at the resort that owned the restaurant, we never received a follow up call to see how I was doing. However, they did ask me to sign a waiver of liability on checkout which only added insult to injury. I promptly declined. Luckily, whatever glass I swallowed didn't cause any problems, but I was offended by the lack of acknowledgement and concern by the restaurant management. For the remainder of the trip, I made a point to tell people I met about the neglectful treatment I received. Word of mouth can have quite an impact on reputation in a service business.

Lesson: Acknowledge safety issues immediately to ensure the safety of your patrons, secondarily, to avoid possible lawsuits, and, thirdly, to minimize "word-of-mouth" damage to the restaurant's reputation.

L. Bryant, Hebron, ME

A picture is worth a thousand words . . . even if it is deceptive! A long-awaited vacation to the Cayman Islands finally happened. We checked into a five-star hotel and hopped on the elevator to head for our room. And, there it was . . . the most beautiful picture of a Special Lobster and Shrimp Dinner that would absolutely make your mouth water. In living color, magnified 10 times, deliciously appealing, giant lobster tail, bountiful large shrimp, all you can eat, and all for only \$39.95. It was an inviting, compelling advertisement that even a seafood-loving New Englander couldn't possibly resist. We were "hooked" and made our reservation. The big evening finally arrived. Seaside dining, open air restaurant, beautiful sunset, perfect evening temperature, and soft glowing candles. Having had only a very light lunch in anticipation of "the feast", expectations were high (perhaps a little too high, especially for a hotel restaurant). After placing our order, we began to notice that not too many people had taken advantage of this fabulous offer. The second thing we noticed was that the background music was a little loud and irritating, but tolerable given the current atmosphere. Another couple sat a few tables away from us, and also placed their order. This couple was seated near a speaker, and they asked the waitress if the music could be turned down a little. Over a 20-minute period this couple asked three times to have the music turned down to no avail. Finally, they requested a seating change which was accommodated. Please make note that this couple was seated for 20 minutes, handled their eating utensils, moved their plates around, were served drinks, and had used their napkins.

Dinner was finally served, and it became quickly apparent why so few diners were seated that evening. Obviously, they already knew what we were about to learn. The lobster was the skinniest, smallest, over-cooked, and driest piece of lobster I've ever seen, and the shrimp were tiny, tasteless, and scarce . . . not even remotely close to resembling the picture in the elevator. It didn't take very long to eat the offering on our plate, so we decided to ask for a refill hoping the second serving would be better than the first, at least it couldn't be any worse. We were informed that "all you can eat" referred only to the shrimp and not the lobster. So much for "truth in advertising"! After a short wait, the second serving of shrimp arrived in an exceptionally small cup that housed only a few of the tiny shrimp. This clever strategy implemented by the restaurant owners was clearly designed to discourage diners from asking for additional refills. Needless to say, we were quite annoyed with this experience, but after being angry, we just laughed at the circumstances vowing not to eat there again.

As we were about to leave, we noticed the waitress re-arranging the plates, eating utensils, and napkins at the same table where the couple who changed their seats had been seated. After rearranging this table, the waitress seated another couple there. We were disgusted with the lack of attention to hygiene. After a little more grumbling about our experience, we decided to make the best of a poor evening by joking about it.

The next day in the elevator I was abruptly confronted by the picture of "the feast", and instantly became annoyed that we were "ripped off" the night before. I wondered how many other visitors had been cheated by this deceitful and deceptive advertisement. Becoming even more annoyed, I decided I wouldn't let it end there and expressed my displeasure by writing a quick note to the hotel's general manager describing both the hygiene and truth-in-advertising issues. I didn't ask for any compensation of any sort, only for them to "appropriately address the problems". Upon returning from dinner that evening at a restaurant not on the hotel's property, we found that a bottle of wine, a fruit plate, cheese and crackers, and a note of apology had been delivered to our room. Additionally, we received a voice mail from the restaurant manager apologizing for the negative experience and inviting us to the Buccaneer's Feast on another night at no cost. He sounded genuine regarding the hygiene issue and stated it was unacceptable for this to have had happened. Additionally, he promised to change the Special Lobster and Shrimp Dinner to another product. We accepted the offer of another dining experience, not because we expected the food to be any better, but only because we were curious to see what would happen this time. The food and service were good that evening, but we never felt comfortable eating another meal at this hotel during our 8 day stay.

Epilogue: As I am writing this story now three months later my curiosity has gotten the best of me. I just called this hotel to inquire about the Special Lobster and Shrimp Dinner, and would you believe . . . they are still offering it! Apparently, the management of this hotel is more interested in continuing to deceive unsuspecting tourists rather than offering real value. They are obviously disingenuous. I will now write a letter

to this hotel's corporate office as well as make some internet postings. I am more annoyed today than I was the night of the meal!

Lesson: Truth in advertising is important. Over exaggeration only leaves the customer dissatisfied if the price-value relationship is not in balance. We spent a lot of money at other restaurants during our visit to the island; however, this restaurant could have earned more of our money by being truthful. More importantly, there is never any excuse for not removing plates, eating utensils, and napkins from any table where someone has been seated and replacing them with a clean setting. Additionally, if as a manager you tell someone that you believe the product you are offering is not up to par, then fix the product.

J. O'Donnell, Kingston, NH

"The way to a customer's heart and wallet lies in how well we initially serve our customers and how we recover from poor service."

Unknown

A fish tale unlike any other: Same trip as described above to Grand Cayman Island. A co-worker had spent her honeymoon on the island and encouraged us to eat at a, not to be missed, beautiful and romantic outdoor oceanfront restaurant. She went so far as to sort through old souvenirs to find a matchbook with the restaurant's name on it to be sure we went to the right place. The only caveat she gave us was to be sure not "to sit by the bell". Evidently, at 9:00 PM every evening, a member of the restaurant staff would ring a ship's bell which is mounted on the side of the restaurant directly over the water and multitudes of Tarpon (fairly large fish) would appear to be fed the scraps from the kitchen. If you were unlucky enough to be sitting by the bell, your table would be in direct line of the feeding frenzy, and you would have all the diners in the restaurant crowded around and leaning over your table to watch the show. We were forewarned.

When we arrived on Grand Cayman, we saw a lot of advertising for this restaurant, billing it as the most romantic restaurant on the island. Pictures showed a restaurant directly over the water, tables with white linen tablecloths, candles, torches on the railings, the sun setting over the ocean, and a harpist playing. We made our reservations. I saved my new sundress for this special dinner.

When we arrived, we found the setting exactly as advertised, incredibly beautiful, the sun was setting, the candles were lit, the weather perfect. We were shown to our table and wouldn't you know it, the only ocean side table available was directly in front of the bell. Oh well, we knew what to expect, we would enjoy our dinner and be ready to leave around the time they rang the bell. We ordered a shrimp appetizer and began to eat. Meanwhile, a waiter came by and turned on a large floodlight very close to the bell and shining down into the water. He said, "Watch this! They come for the light!", and soon the water was teeming with tarpon just a few feet from our table. The show had started an hour early!

The Tarpon were interesting for all of five minutes until every other diner in the restaurant discovered them and hurried over to watch. For a very expensive restaurant billed as romantic, and at 8:00 PM in the evening there were an incredible number of families with small children having dinner, all of whom wanted to feed the fish. Within minutes, we were surrounded by children shrieking and throwing pieces of bread in the water, parents rushing over to save their children from falling into the water and admonishing them not to get too close to the edge and calling over to others at their tables to get more bread. It soon became apparent that Tarpon are not fond of bread as there were now massive amounts of soggy bread floating in the water, yet bread continued to be thrown. The waiter arrived with our dinners and beamed at us as if this was the most wonderful thing in the world and then instead of taking away our plates containing appetizer scraps, he threw the scraps into the water and told us to do the same. Clearly, other diners were given the same instructions as shrimp tails, shells, and other table scraps came sailing through the air and into the water. Now the Tarpon were really worked up, leaping, splashing, thrashing, and fighting for the food. The crowd swelled. In the midst of all this chaos, the harpist arrived and to accommodate the children began playing "It's a small world" repeatedly. We hoped that things would die down and people would return to their tables, however as some

people left, new diners arrived, and we realized this would go on all night. We gobbled down our very mediocre food, paid our exorbitant bill and could not get out of there fast enough.

Lesson Expensive restaurants billed as romantic are not for children in the evening hours and management should have set either an age or time limit. If feeding the Tarpon is a tourist event, it should be done at another part of the restaurant reserved for viewing the feeding, rather than having people crowd around diner's tables. Additionally, if an event is advertised for a specific time, then start it as advertised, not an hour early.

M. O'Donnell, Kingston, NH

"A crust eaten in peace is better than a banquet partaken in anxiety."

Aesop

THIS IS ONLY A SAMPLE OF STORIES - - THERE ARE MANY MORE.

Final Thoughts

From the stories above, one can easily see that poor service or indifference on the part of either the wait staff or the restaurant's manager is the primary reason for dissatisfaction. It is incumbent upon managers to properly train their staff that the "Customer is King" and when events happen that are beyond their control, they should immediately notify a manager to remedy the situation. Most consumers are quite reasonable, generally tolerant, and usually understand that not every dining experience will be exceptional. However, when mistakes are made and they are not acknowledged by either the wait staff or a manager, the consumer feels cheated, and not only will they never return to your restaurant again, but they will also tell everyone they know about their negative experience.

On a less serious note ...

Famous (and not so famous) Quotes about Dining and Food

(Food for thought and entertainment)

"A Hot dog at the ballpark is better than steak at the Ritz."

Humphrey Bogart

"Old people shouldn't eat health foods. They need all the preservatives they can get."

Robert Orben

"What do snowmen eat for breakfast . . . snowflakes."

Unknown

"Some things you have to do every day. Eating seven apples on Saturday night instead of one a day just isn't going to get the job done."

Jim Rohn

"Never eat more than you can lift."

Miss Piggy

"The next time you feel like complaining, remember that your garbage disposal probably eats better than 30 percent of the people in the world."

Robert Orben

"This recipe is certainly silly. It says to separate two eggs, but it doesn't say how far to separate them."

Gracie Allen

“VEGETABLES are a must on a diet. I suggest carrot cake, zucchini bread and pumpkin pie.”

Jim Davis

“Part of the secret of success in life is to eat what you like and let the food fight it out inside.”

Mark Twain

“Always take a good look at what you're about to eat. It's not so important to know what it is, but it's critical to know what it was.”

Unknown

“When women are depressed, they either eat or go shopping. Men invade another country. It's a whole different way of thinking.”

Elaine Boosler

“Never trust a dog to watch your food.”

Patrick, age 10, Advice from Kids

THIS IS ONLY A SAMPLE - - THERE ARE SEVERAL MORE.

If you have a business associate, family member or friend that is thinking about starting a small business, then this Checklist is "must reading" to prevent them from making costly mistakes. The **Start-up a Small Business Checklist**: With over 400 insightful questions and action steps, this checklist will guide you through the key elements and considerations required to ensure the successful launch of your new business. It asks you the "tough" questions that you must have the answer for if you want your business to be successful. This checklist is based on the author's experience with hundreds of small businesses. For more information, go to [Start-up Business Checklist](#) or <http://checklists4business.com/startup-business-checklist.html>

James S. O'Donnell - - Bio

Mr. O'Donnell is a Founding Partner of **Crevand, Inc.** a specialty Online/Internet Marketing Strategy company formed with his son, Dan, in 2008. Crevand's creative strategies uniquely enable businesses of all sizes the ability to leverage their online assets to out-market their competition and effectively manage their marketing campaigns for raising brand awareness, both online and offline. Crevand, Inc. is a trusted SEO agency with an expertise in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) that offers its clients a customized range of proven marketing services that deliver results. With over ten years of experience optimizing and ranking web sites for increased search engine presence, online branding, traffic generation and top rankings, we provide clients with targeted search engine traffic and cost-effective SEO campaigns with a high ROI. Research and data are the backbone of every SEO campaign. In a continually changing search market, testing, data and knowledge is what drives our client success. As an innovative online marketing agency that emphasizes creative marketing campaigns through SEO/SEM solutions, targeted content marketing and data driven research, Crevand, Inc. will create a high visibility online presence for your business that will generate quality traffic resulting in increased business revenue. Crevand has two offices, one in Wolfeboro, NH and the other in Boise, ID.

He also founded **Jaguar Management Consulting Group, Inc.** in Kingston, NH in 1995 to counsel business owners and senior management teams struggling with growth and cash flow constraints. He provides practical, cost-effective traditional marketing and online marketing strategies, business development and growth strategies, financial management controls, and turnaround management methodologies to revitalize and reposition the business for profitability. Although he still consults, his primary endeavors are now focused on Crevand, Inc. In his consulting capacity, Mr. O'Donnell has counseled hundreds of businesses to effectively manage their bottom line, increase revenues, and implement cost control strategies.

Prior Responsibilities and Experience: Mr. O'Donnell has served both the Public and Private sectors and has consulted with companies of all sizes. He has completed a CFO/COO project to turnaround a telecom company where this company was restored to profitability as well as implementing a series of highly successfully Search Engine Marketing Strategies. Previously, he managed an eight-year, part-time consulting contract with the **City of Portsmouth, NH Economic Development Dept.** with services that included developing and implementing marketing strategies, business development processes, business planning, conducting productivity studies, financing strategies, and conducting business seminars for over 375 businesses. Concurrently, he also fulfilled a three-year, part-time consulting contract with the **City of Somersworth Economic Development Dept.** providing similar services as in Portsmouth to over 50 small businesses. Additionally, he proposed and managed a long-term, part-time contract with the **New Hampshire State Port Authority** counseling fisherman leaving the fishing industry to start new ventures.

Mr. O'Donnell was President of a publicly traded computer company that marketed software products and services for managing municipalities. This was a turnaround situation where the company was restored to a break-even position. Additionally, he held a number of senior management positions chartered with the mission of starting new international Consultancy, Professional Services and Customer Services divisions where he had complete P&L responsibility for revenue generation, business development, marketing and sales strategy, productizing intangible services, financial management, and building successful, responsive, and profitable organizations at **Prime Computer, Symbolics, Inc.,** and **Applicon/Schlumberger.**

Jaguar Consulting has developed a number of **Self-Assessment Marketing and Management Guides and Checklists** whereby businesses can conduct internal assessments for identifying both growth opportunities and areas of inefficiency. These products include a One Month Business Tune-up Checklist, Retail Store Self-Assessment Checklist, Restaurant Self-Assessment Checklist, Business Start-up Checklist, Employee Benefits Checklist and a Checklist for Selecting an Assisted Living Facility for Yourself or a Loved One.

Mr. O'Donnell has taught several seminars and workshops that include Starting a Small Business, Business Planning, Managing Through a Difficult Economy, Google is Your Friend, and various Internet Marketing Strategy topics.

Education: Mr. O'Donnell holds an MBA from Babson College, a Bachelor of Business Management from Merrimack College where he graduated with the highest-Grade Point Average in the Business Administration Program, and an Associate of Mechanical Engineering from Franklin Institute of Boston.

Community: He has served as a Board Member for the Kingston Children's Center for three years, Atlantic TurnKey Corporation for two years, New Hampshire State Port Authority's Fisherman's Revolving Loan Fund for three years and the Society of Professional Consultants for four years as well as Management Advisory Committees for several small businesses, the Advisory Board for the University of New Hampshire's CEO Forum, a member of US Senator John E. Sununu's Small Business Advisory Group, the Portsmouth Chamber of Commerce's Business Development and Technology Roundtable Committees, three years as a judge to annually select the Top Ten Best Company's in NH, and for four years was the New Hampshire State Director for the nationally known FastTrac™ Business Planning Programs. He also received an "Excellence in Business Counseling" award at the NH Economic Development Conference in December 2000. In May 2017, Mr. O'Donnell was appointed to the Town of Wolfeboro's Economic Development Committee as an Alternate Member for two years.

Personal: Mr. O'Donnell has been married 50+ years, and to the same great lady. He enjoys spending time with his four adult children and his grandchildren. Leisure time activities include traveling, hiking, walking on the beach with his wife, snowshoeing, kayaking, classical music and reading. Recently he has taken up swimming and participated in the swim leg of the NH Granite Man triathlon the past three years. One of his goals is to have a part-time business with each one of his children and grandchildren for both fun and profit.

Other Business Checklists - - Descriptions

[Retail Store Self-Assessment Checklist](#): Retail storeowners and managers can now conduct a thorough “Self-Assessment” of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,000 tactics, strategies, and action items for evaluating twenty-five different operational categories ranging from store image to customer service to operations management; all designed to bring your retail store to the next level of growth and profitability.

[Restaurant Self-Assessment Checklist](#): Restaurant owners and managers can now conduct a thorough “Self-Assessment” of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,350 tactics, strategies, and action items for evaluating thirty-two different operational categories ranging from restaurant image to customer service to operations management; all designed to bring your restaurant to the next level of growth and profitability.

[One Month Business Tune-up Checklist for Large and Medium size companies](#): Re-energize and re-focus your company with this “Do It Yourself” turnaround management tool for performing an enterprise wide “Tune-up” of your company’s operations. This self-assessment tool is designed for the serious management team that truly wants to evolve their company to the next level of growth and profitability in ONLY one month. Utilizes a unique daily process featuring over 550 tactics, strategies, and action items for evaluating all operations within your business over a 30-day period. In every company, opportunities abound for improvement. Utilize this checklist to re-vitalize your company by eliminating time-wasting activities, inefficient processes, and the unproductive patterns and tasks that many companies slowly and unknowingly become immersed. Turn around your business now!

[Checklist for Selecting an Assisted Living Facility for Yourself or a Loved One](#): Contains over 650 items to be considered when making this critical family decision. If you have a family member, friend, relative, neighbor, or business associate considering an Assisted Living Facility lifestyle for themselves or a family member, this checklist will make the decision-making process much easier. This checklist is based on our family’s four years of personal experience with selecting an ALF for my Mother-in-law, handling several of her medical emergencies at the ALF, and working through several management changes at the ALF.

[Employee Benefits \(Employee Motivation\) Checklist](#): Motivating employee’s and keeping them motivated is one of the most difficult, and most rewarding, activities of a senior manager. Even in the most difficult of economic times, we know that employees have choices regarding the company, and the culture, in which they prefer to work. This checklist is designed to be a self-assessment management tool for conducting an evaluation of your company’s employee benefits and employee motivational strategies. Offering over 475 ideas, this self-assessment tool is designed for the serious management team that truly wants to evolve their business to the next level of growth and profitability via the strategy of employee satisfaction.

[Start-up a Small Business Checklist](#): With over 400 insightful questions and action steps, this checklist will educate you regarding the key elements and considerations required to ensure the successful launch of your new business. This checklist is based on the author’s experience with hundreds of small businesses.

[Business Anniversary and Celebrations Checklist](#): This checklist has nearly 400 ideas to help your business enjoy its important milestones and celebrate its employees and customers. Many helpful marketing and fun activities for restaurants, retail stores, children themed stores and numerous ideas for any other types of business. Have fun!

