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***Your  
Restaurant Marketing<sup>TM</sup>  
Genius at Work***

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**Outwit, Outmaneuver, and Outmarket  
Your Most Formidable Competitors...  
Before They Know  
What Hit Them**

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***“Masters of Marketing”***

*by*

**Kamron Karington**  
Author of the “Black Book”

# Masters of Marketing

In this special “*Masters of Marketing*” report you’re going to learn some of the most lethal restaurant marketing secrets ever developed.

## What is Marketing?

The best definition I know is...

**Marketing Is The Focus On Your Clients Needs, Wants, Fears and Frustrations, Over Your Product Or Service... And Profit Is The By-Product.**

In fact, marketing is the only profit generator in your business. Everything else is an expense! Everything!

And, the financial leverage in marketing outweighs the leverage you will find in any other conventional investments.

Furthermore, with conventional investments (stocks, gold, real estate) the risk/reward is constant. The higher the potential reward – the higher the risk.

Not so with marketing. Marketing can produce almost infinite return on the upside – with next to zero risk on the downside.

For example, you place an advertisement and it brings in \$1,500 in sales. By altering the headline however, you **realize** sales of \$4,500... all at no extra cost! That’s the power of marketing.

With the same time, effort and money - you make an additional 300%. Where else can you get returns like this?

Once you understand that this goldmine is lurking just around the corner – just waiting for you to tap into it’s endless vein of riches, you will be on your way to financial independence.

We’ll start now – with *the* question your potential customers want answered:

***“Why Should I Buy From You  
Instead Of Your Competition?”***

Most restaurant operators don't have the foggiest idea about the "take-down" power a strong USP will give them. And, when I say "take-down" – yes I mean making your competitors irrelevant!

A USP is that certain something that sets you apart from the competition. It tells people why your restaurant is a "better buy" than the other guy down the street. It tells them that you have exactly what they are looking for.

Because without a USP – the average Tom, Dick, or Harry has no way of knowing why they should buy from you over all the other restaurants in the area.

It is your responsibility to tell potential customers why your restaurant is more desirable than the others. If you don't – who will?

### **USP 101.**

The term USP has been around since cars had fins. Several people have claimed credit for it. But, wherever it originated – one thing is for sure... you need one.

A "Unique Selling Proposition" is vital to the success of any business. The key word is "unique".

So, what would you say is the most compelling, "special" thing that sets your restaurant apart from your competitors? In pizza – it might be:

Is it price?

Is it Gourmet?

Is it delivery?

Is it two for one?

Is it deep dish?

Is it New York Style?

Is it thin crust?

Now, lets just say that your pizza is New York style. You deliver in 25 minutes. And, you have fairly low prices.

**Authentic "New York" Style Pizza, at Family Friendly Prices.  
Delivered to Your Door in 25 Minutes – Guaranteed!**

That could be your USP.

Or lets try a different combination:

**Get 2 Deep Dish Pizzas (4 pounds each!) For The Price of One  
Everyday – at Angelino's**

Two big examples:

- “Fresh, hot pizza delivered in 30 minutes or less, guaranteed” launched Domino’s.
- “Better Ingredients. Better Pizza.” Launched Papa John’s.

Also, please notice the difference between Domino’s and Papa John’s.

Domino’s created “urgency” with the 30-minute guarantee. Papa John’s creates “desire” – after all they have “better” implying everyone else has “less than better”.

Dominos started the delivered pizza market with that USP. But see how they didn't even promise the pizza - tasted good? They just hung their hat on the fast delivery.

So, the door was wide open when Papa John’s came along and said “better”.

Here’s a few from other industries.

- “When it absolutely, positively has to be there overnight” Launched Federal Express.
- “I guarantee it” Launched the Men’s Warehouse.
- “You have my word on it” (Lee Iacocca) saved Chrysler Corporation.

What makes eating at your restaurant so special? Why should I buy from you? How are you different from the others?

Can you explain your unique difference right now? In one sentence? Without stumbling around and babbling about “Best food in town?”

You should be able to explain to a prospect (in a single phrase) why they should deal with you – and not your competitor. Can you do that?

For me – the USP is the first thing you must develop before you print a single menu, door hanger, flyer, box-topper, or ad of any kind.

When you have a strong USP. You can build the entire business around it. Now, most businesses do not have any kind of a USP. They have corny slogans at best. So – this gives you an incredible opportunity to get your USP together and claim your unique advantage in the eyes of the customer.

Anyway – a great USP takes the vast details of your business and product and boils it down to a powerful sentence. Maybe two. It must be clear, concise, and forceful. It must “sell” your product, not just sound “cool”.

At this point I want to ask you – what do you have? What do customers think about you when placing an order? Or, what do you want them to think? Why should they call you instead of someone else? What is so special about you?

## ***Build and Profit From Your Own “USP”***

What sets your restaurant apart from the rest? Price? Convenient hours? Complete satisfaction guarantee? Find out what makes your customers tick – and what “ticks” them off. And, if you can solve that problem for them and do it consistently – you’ll have a business building USP.

Here’s how to zero in on a killer USP.

### **1) What things are most important to your “typical” prospect when going out to eat?**

Example: Big portions, moderate prices, quiet table, etc.

- 1.
- 2.
- 3.
- 4.

### **2) What are the biggest problems or frustrations a prospect has when dining out?**

Example: Ala Carte menu, too expensive, average taste etc.

- 1.
- 2.
- 3.
- 4.

### **3) What emotions does that arouse in them?**

Example: Anger, Frustration, Disappointment, etc.

- 1.
- 2.
- 3.
- 4.

#### 4) What does a prospect need to know that would help them to start the buying process with you?

Example: You use fresh picked vegetables; you have a large selection of seafood. You grill over an open flame, etc.

- 1.
- 2.
- 3.
- 4.

#### 5) What do people anticipate?

Example: Screaming kids. Bad service. A long wait (Negative).

- 1.
- 2.
- 3.
- 4.

#### 6) What do they wish would happen?

Example: Quiet atmosphere, better than expected taste, Table with a view (Positive).

- 1.
- 2.
- 3.
- 4.

You can guess at these answers or you can ask current and potential customers. I've done surveys with as few as 8 people and had a very clear pattern emerge.

Once you've dialed in on peoples frustrations, the particular emotions they feel because of those frustrations, and what they expect to happen – and what they wish would happen – you are within striking distance of creating a USP for yourself that resonates with a large majority of people.

Note that some of the questions seem to be asking the same thing – but in a different way. That’s an interrogation technique (FBI, Police, CIA) that brings out the *real* answers you’re looking for.

Now that you have this information – you can pick and choose the hot button items that are bugging people – or, things that they wish would happen.

### **Lets boil it down.**

If people are telling you they want: (Question #1) Quiet table, and reasonable prices. And, (Question #2) they are frustrated by “average taste”. And, (Question #3) that disappoints them.

And, you (Question #4) grill a large variety of seafood over an open fire.

And, they anticipate (Question #5) Screaming kids. And what they wish would happen (Question #6) is a quiet table – your USP has practically written itself!

It seems pretty obvious that people in your area are looking for a quiet place for dinner. And, they want a good tasting meal at a reasonable price. You specialize in seafood. So, let’s translate this into something meaningful.

Here’s a few examples of what your USP could be based on your new knowledge:

**Enjoy Hot, Fresh, Seafood – Grilled Over an Open Fire  
And, a Quiet, Intimate Table – Guaranteed!**

**Fresh Seafood, Grilled Over an Open Flame,  
Served at Your Own Private Table With a View**

**Seafood Charlie’s – Where You Always Get –  
Your Own Private Table and the  
Most Mouthwatering Seafood Dishes in Town – Guaranteed!**

**Private Tables, Friendly Prices, and  
Mouthwatering, Grilled “Open-Flame” Seafood Dinners**

**Don’t be Frustrated by Screaming Kids and High Prices  
Seafood Charlie’s Guarantees a Private, Quiet Table, Friendly Prices and  
The Tastiest Grilled Seafood Dinners You’ve Ever Had – Or, Your Money Back!**

Whoever tells the story first – owns it. Speaking of stories - let me tell you one right now:

In 1919, Schlitz beer was a small regional no-nothing beer. Then, Claude Hopkins of the Lord and Thomas ad agency took on the account. He went to the brewery and toured the whole place. He was fascinated with the steam cleaning of the bottles. The special yeast. The fermenting process. Even the hops and grain.

And, he simply wrote about the brewing process in the Schlitz ads. He talked about the one mother yeast cell that was the result of 1,525 different yeast experiments. The 4,000 ft. deep artesian well the pure water came from. The five plate-glass rooms where the beer was condensed and purified. The bottles that were sterilized five times to ensure purity. The 12 pounds of barley needed to produce just one six-pack of beer.

The truth is – all beers are made the exact same way. But – no one had ever told this unique story before.

Schlitz beer went from nothing - to number one from that simple approach. They just told the amazing story about how beer is made – before any one else did.

Then when others caught on and started telling the same story – so what? They looked like “me too, me too” copycats.

So, moral of the story: Find that unique thing that you can claim before someone else does. Then run with it.

And remember a good USP is not:

- “Best Food in Town”.
- “Quality Ingredients”.
- “Dough Made Fresh Daily”.

Those are just slogans. And, slogans are for the most part – a meaningless waste of space in any ad. Your USP must have “teeth” in it.

Do you have low prices? How low? Can you back it up? (We will beat the lowest price by \$2.00 or you get it *free*).

I was putting out “high-end” pizza? My USP was:

**“The Best Pizza You’ve Ever Had – Or, Your Money Back – Every Penny!”**

So, even though I claimed “best” – I went further and backed it up with a money back guarantee. Just think of how silly that would sound without the guarantee...

**“The Best Pizza You’ve Ever Had”**

Step number one is to develop a powerful Unique Selling Proposition that makes people think of you – only! Live up to it. And, put it on EVERYTHING! Menus, flyers, door hangers, letters – everything.

Then, “enforce” your USP with an...”

## **“...Iron-Clad Guarantee!”**

A strong guarantee is what’s known as “risk reversal”. Instead of trying to persuade a potential prospect to fork over their hard earned money to “try you out” – you promise them that if they are disappointed for ANY reason what-so-ever you will refund their money with NO hassles!

To make my point - just decide which of the following businesses would get your money. They are identical in every way – except for what’s on their front door.

1. Toms’ Pizza – No checks. No refunds.
2. Tom’s Pizza
3. Tom’s Pizza – Your complete satisfaction Guaranteed – or Your Money Back!

When you put your guarantee out front, on menus, on flyers, on door-hangers – you are reassuring people that they are NOT taking a financial chance on you. And, at the same time you are sending a VERY strong subconscious message that your product MUST be good – or, you could not offer such a strong guarantee.

If you’re offering a good quality meal, your prospect should not be saddled with the risk of trying you out for the first time.

I advise you to reverse the risk to your prospect of purchasing from you. If you offer quality and give prospects a powerful guarantee, you will greatly increase your sales as a result.

I buy only from businesses that give me a guarantee. Prospects want the same benefit from you. Give them a powerful guarantee. Advertise it...put it in your ads, sales letters, flyers...all marketing documents...and then stand behind it.

Now, there will always be a few buyers that will take advantage of your guarantee... allow for it...it will happen. But, your increased sales from your guarantee will more than make up for the losers who take advantage of you.

Big Dave Ostrander (famous in the pizza industry) actually guaranteed his competitors pizzas! If you got a lousy pizza ANYWHERE – he would replace it with one of his – at NO CHARGE! And, as Dave says: “This caught the competition at their worst!” And, this obviously made Dave out to be the place that cared about you. Very powerful.

Strong, no-risk guarantees will bring you:

- More Sales
- More Profit
- Greater Competitive Advantage

The following is the guarantee offered for my “Black Book” Use it as a sample:

**Totally Risk-FREE Guarantee**

**If you use any of my strategies, I personally guarantee that you’ll rake in at least 10 times the cost of my course this year. Otherwise the \$347 in bonuses are yours to keep, in addition to a 100% refund of your purchase price.**

**If you don’t agree that this information is literally worth tens of thousands of dollars to you in future profits, or if you change your mind about the course for any reason at all...you can return it at anytime within the next year for a 100% refund of your money**

**Kamron Karington**

Many businesses don’t let a customer know their guarantee policy. Headline your guarantee. Put it up front! Don’t keep it a secret. Erase your prospect’s fears of buying from you.

### **Guarantees Work!**

If you do not guarantee your product – I can guarantee – you ARE missing sales. Okay, so how can we even go a step further and get potential prospects to turn into customers – quickly? Here’s how. Tell people what your USP is. Then tell them about your 100% satisfaction guarantee.

Now we’ve talked about the amazing upside leverage from marketing. We’ve decided that a powerful USP tells people “why” they should buy from you. And a strong

Guarantee makes it possible for them to buy without taking any risk. Now, you’re ready to start advertising. But, what exactly is *real* advertising?...

## Advertising Defined

Let's go back in time for a moment to 1904 when Albert Lasker was a rising star at Lord & Thomas, the third largest ad agency in the world. At the age of 24, he was made a partner and was receiving a whopping salary of \$52,000 a year! Yet, he admitted that he really didn't know what advertising was, and he didn't know anyone else who did either.

One day, an unknown copywriter by the name of John E. Kennedy sent a note the A. L. Thomas who was the head of the Lord & Thomas Advertising Agency. It read:

**“I am in the lobby downstairs. I can tell you what advertising is. I know you don't know. It will mean much to me to have you know what it is and it will mean much to you. If you wish to know what advertising is, send the word “yes” down by the bell boy.”**

***Signed, John E. Kennedy***

Lasker had been searching for seven years for the answer to that question unbeknownst to Kennedy. If Lasker had not been in his office that day, the note would probably have ended up in the trash.

Lasker quickly summoned Kennedy up to his office where Kennedy whispered three words that changed advertising forever. A concept consisting of three words that were so basic and effective that no one since has been able to improve upon it. Advertising is:

### **“Salesmanship-in-Print”**

Soon thereafter, Lord & Thomas became the advertising world's training center and became the most admired advertising agency in the world... Other agencies began hiring away their copywriters at a much higher salary to partake of the magic of “Salesmanship-in-Print.”

Because Albert Lasker listened to John E. Kennedy, he made more money than anyone in the history of the advertising business.

Salesmanship-in-print is just that! It's a salesman in print. It's putting your, or your top sales people's, words in print. It's talking like you do...but just in print.

### **Use A Conversational Tone In Your Ads & Sales Letters Use Easy-to-Read Language & Write Your Ads the Way You Talk**

***Fact:*** Studies indicate that the most understandable, easy reading is written at a 6th-8th grade level max. So, aim for a simple, warm conversational tone in your advertising. Talk in your ads and sales letters as if you were face-to-face with your prospect. Make them “human.”

Shoot for simple, short words, short sentences, and short paragraphs. Use words that a 6th or 8th grader could read easily. If you have access to a 6th or 8th grader, have them read your ad or sales letters. If they don't understand what they're reading, or if they stumble over any words, simplify it.

If you feel your prospects are more sophisticated and you disagree that you should write your advertising at a lower level...go for it! Write at a higher level and try it. Then run a second more conversational human tone ad at a 6<sup>th</sup> to 8<sup>th</sup> grade level and see which ad brings you the most customers. I'll bet the conversational human tone ad does the trick!

Remember...salesmanship-in-print is making your ads warm, human, and face-to-face conversationally.

Okay, now I have a question for you:

**...It's 8:57 pm.** You're at your restaurant. Your life absolutely depends on getting one new customer to come in - before 9:00 pm. You have 3 minutes. It's dark. A car pulls up. A man steps out... oh yeah, I forgot to mention – your biggest competitor is right next door to you. And that's where he's going. What you do now will determine whether you keep your home, your car, and your business. It will determine whether or not your kids go to college. Your life depends on this – what are you going to do...?

This is a question I ask at my seminars. Why? Because, in a way – your life does depend on how you answer this question. And what I really mean by this is “your quality of life”.

- **Since YOUR house is on the line**
- **Since YOU have to pay the rent**
- **Since YOU have to pay the employees no matter what**
- **Since YOU have to deal with the government red tape**
- **Since YOU are the last person to get paid**
- **Since YOU are the first one in and the last to leave everyday...**

Don't you owe it to yourself, and your family, to get the most out of every advertising dollar you spend? Instead of the least?

Don't you owe it to yourself to drive the car you want? Send your kids to college? Take a great vacation two or three times a year?

That's why, when you absolutely, positively have to get new customers from your advertising – you must have a...

# Gun to the Head Marketing Mentality

Picture you are holding a letter from your mother, child, husband, or wife in your right hand. And, you are holding a flyer, door hanger, or piece of junk mail in your left hand.

Does one of them “mean” something to you? Might it go in a special drawer where you keep birthday cards and mementos?

And, does one of them get nothing more than a “passing glance” before it goes straight into the trash?

Right here is the biggest secret about marketing you will ever learn. Come closer. Closer still... that’s good. Now, I’m going to whisper – because I don’t want just anybody knowing this. If you send your customers and prospects – letters, instead of flyers... you will turn them into loyal friends.

Why?

Because letters and cards come from friends and family. They make an emotional connection. That’s how we have wired our brains. And “ads” come from companies and corporations. They are for the most part – annoying.

Don’t get me wrong. I’ve used door hangers, junk mail, flyers, and box-toppers. A lot! Because they do have their place in the marketing mix. But, I built my business with letters and postcards.

I asked you a question a minute ago. Let’s explore a favorable outcome to that question. You need to get a new customer – and your life depends on it.

Would you:

Stick a flyer on their door?  
Put an ad in the paper?  
Send them junk mail?

No.

Would you act like a clown and try to be cute? No. Maybe you’d write them a letter. Hmmn? That might work. But, would you address it to “Dear Resident? Would you mail it “Bulk Rate”? Would you make it look so cool it would win a graphic award?

**NO!**

Here's what you would do. You'd personalize it with their name. You'd put a first class "spit- stuck" stamp on it to make sure it arrived. You'd make sure it got their attention. You'd make sure the offer was very compelling – too good to pass up. You'd guarantee their complete satisfaction. You'd tell them exactly how to order. And, you'd sign your own name to it.

**Dang! You're good!**

So, let's get this straight. You wrote a "personal" letter to a neighbor of yours. You got their attention with a head turning headline. You made them an offer they couldn't refuse. You told them "why" you are giving them this offer. You guaranteed their complete satisfaction – or their money back. You told them how and what to do. And, you signed your name – like any friend would.

How did you do?

Case study:

Rob McCue owns a Caribbean themed restaurant in Australia. They are brand new. Open 3 1/2 months.

Anyway, Rob orders a copy of my "Black Book" course and was so blown away at what he discovered in its pages that he decided to take immediate action. Here's what he did: He used one of the many letter "templates" and wrote a letter to mail to families in the nearby area. Here's the letter...

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**YOU** Now Have a Value for Money Full Service Restaurant in the **Northern Suburbs**  
#1 for Fresh Produce, Great Tastes, Quality and Variety all at  
Great Prices that **YOU** Haven't Seen for Years!

Dear Neighbour,

Hi my name is Ben and I've recently opened a great Caribbean themed Restaurant and Bar in **your** neighborhood. Through our 'Caribbean Fresh' philosophy we commit to providing **you** with the freshest produce daily. We make most of our own Sauces, our own Salsa and Guacamole, Desserts, Burger patties and more but have also managed to keep our prices at a value level for **you**. (Unlike some major chains)

But, since every place claims to have the best variety and food around – and even though I have high hopes of earning your trust and confidence – I realize I'm asking you to take a chance on us.

Now I could tell you about how we make our fresh Salsa from freshly cut tomato and our fresh Guacamole from ripened Avocados or our vast variety of tastes and flavors available to you.

**But in the end you have to try us -- you have to taste it for yourself. And that's why I'll do anything I can to get you to try us out.**

If I have to give **you** a **FREE** serve of our Lip Smackin' Tongue Tingling 'Wings Over Miami' in our own West Indies Hot sauce - - I'll do it! If I have to give **you** a **FREE** coffee after dinner as well - I'm happy to.

**So come on, give us a try! Take a look at the menu I sent you - - see which one of our Island Favourites or our Island BBQ Dishes gets your mouth watering - then give us a call.**

Simply book in, bring this letter and with each main meal purchase you will receive the offer stated above. It's that simple. (Offer expires 18<sup>th</sup> August 2003)

Hope to see you soon - sincerely,

Ben

**Bubba Joe's**  
C A R I B B E A N

- \* Take Away Avail
- \* Off Site Catering
- \* Fully Licensed
- \* Kids Meals
- \* Great fun
- \* Parties, Functions,  
Anything at all - we  
can do it

“Where the Caribbean comes to Life”  
(Elizabeth Way, Elizabeth) PH: 82520412 (offer not valid with any other promotion)

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Not bad for Rob's first mailing. He didn't sign it himself - but - it's a very good adaptation of my million-dollar letter that brought me a fortune.

Here's how this letter did in just two weeks:

He mailed 1,600 letters at a total cost of \$310.

He got 28 customers the first week who spent \$610. Average ticket \$21.78. During the following week he got an additional 36 new customers that spent \$891. Average ticket \$24.75.

So, when we total everything up for the two-week period it looks like this:

- 64 new customers.
- Which equals a stunning 4% response (more than double the embarrassing industry average of 1.7%.) And, these are just the results as of July 16, 2003. The offer expires August 18. He's still got a month to go.
- \$1,501 in the door (so far). That means an almost **500% return on his investment!**
- Average ticket of \$23.45.
- If Rob converts only one out of ten to a regular customer that buys just once a month – that would be 6 new customers X \$23.45 average ticket X 12 months = \$1,688.40.

So, total return on this \$310 marketing investment was \$1,501 in two weeks. Plus an additional \$1,688.40 over the next 12 months. That's a total of \$3,189.40 from a measly \$310 dollar investment in his business!

That's a total 1,200% return on that one mailing!

He's so happy with his stunning results, he's going to mail another 8,000 letters. The same math looks like this:

8,000 letters X 4% return = 320 new customers X \$23.45 ticket average = \$7,504. The mailing will cost \$1,550.

So, about \$6,000 gross profit right off the bat. And, an additional \$9,004.80 over the next twelve months!

Cha-ching!

## ***Don't Try To Win Awards***

Advertising is not an outlet for creative design, humor, entertainment – or, to win awards. It has one purpose and one purpose only – to make money.

Forget all the B.S. you hear about creativity. Creative ads do not generate profits. Creative ads serve to build image. Frustrated artists and writers design them without ANY understanding of buyer behavior.

“Image” based advertising, as it's called, is the type of advertising big companies do. It's the least efficient – and, the type you must avoid. Small business owners (with limited advertising budgets) should NOT do any kind of image advertising.

You simply cannot afford it. You've got to make your money last! Big businesses on the other hand, with their multi-million dollar advertising budgets can afford it, I suppose.

There's an old advertising myth. It says for an advertisement to work effectively, it must be run over and over again - even if it does not make a profit. The theory is prospects will begin to trust your company after repeated exposures.

Sure this sounds great, but who can afford to run ads that don't make money? Ironically, this myth is often circulated by your local ad rep. You know, the one who comes around and tells you to take out an ad and slash prices to the bone. The reason they want a very aggressive offer is - so you'll think the ad worked.

In the world of direct response advertising (which is the world I live in) an ad is only continually run if it increases profits. From now on - only stick with ads that are working.

### ***Before You Spend a Nickel - Know This!***

Lifetime value is how much profit a client or customer is worth to you during the life of their patronage. In a nutshell, lifetime value is made up of the average dollars spent, multiplied by the number of repurchases per year, multiplied by the number of years they remain your customer.

A customer is worth far more to you than their initial transaction. Most businesses do not realize this, and are often hell bent on acquiring new customers - as opposed to focusing their time and energy getting existing customers to return.

#### **This is crazy!**

Fortune Magazine conducted a study and results showed that it is 500% more expensive to win a new customer - than it is to have an existing (or previous) customer return. In other words, it's 5 times more affordable to focus your efforts on your 'in-house' list than to spend money on outside advertising.

If a regular customer in your restaurant spends \$15 each time they visit, of which \$12 is real profit. Let's say they return 12 times per year and stay with you for 2 years - on average. This means your regular customer is worth  $\$12 \times 12 \times 2 = \$288$  in profit to your business.

You can mail a postcard to your existing customers every month of the year for about .27 cents each - including printing and postage. So - that means you can stay in touch with your existing customer base for only \$3.24 a year - each!

I can guarantee you that 99% of your competitors are not doing this. And that gives you a tremendous advantage. For only 27 cents a month you can keep a \$288 customer from going somewhere else.

Now, we all need new customers. That's for sure. But don't pour 80% of your advertising dollars into chasing them. Focus instead on keeping your existing customers happy and loyal.

- **Develop a powerful USP**
- **Guarantee your product**
- **Know the real lifetime value of your customers**
- **Tell your story**
- **Use direct mail to "connect" with customers**

As I said earlier – marketing is the only activity that generates income for your business. Everything else is costing you money.

Marketing is the biggest financial leverage you have.

You've already made the investment in time, money, blood, sweat and tears. Now it's time to reap your rewards. The cash, income, and success you had in mind when you went into business, is now – just around the corner.

From now on you'll:

- **Get Better Results in Less Time!**
- **Spend Less on Marketing than You do Now!**
- **Take Far Less Risk With Your Marketing Dollars!**

Marketing will set you free...

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Pizza is the most aggressively marketed restaurant segment. And, competition is fierce! Applying these proven secrets to your own restaurant is like getting "Navy Seal" training to go up against an ordinary civilian. You simply have the edge and can't be beat. Check out hundreds of Kamron's other techniques, tactics, secrets, and strategies in his "Black Book" marketing course.

Secrets that propelled his pizza store from \$3,000 a week to \$1.6 million a year.

You can find it online at [www.profitwithpizza.com/ro](http://www.profitwithpizza.com/ro).

*Jim Laube, RestaurantOwner.com*

***"More than double the response from my last ad - and that was from just one idea!"***

Scott Anthony, Fox's Pizza Den, Punxsutawney, PA

***"My average ticket is up by over \$5.00! I can't believe how easy this is! Your course is phenomenal!"***

Donald Lemay, Orlando, FL

***"I have achieved outstanding results, right away - from very simple techniques in your system. It almost seems too easy!"***

Tom Gray, Seattle, WA

***"I made \$1,085 EXTRA the first month I had your course! This stuff works like crazy!"***

Gaspar Manno, San Diego, CA

***"Simply the best course on 'Pizza Marketing' I could find. The information is riveting. I recommend it to anyone who wants to destroy the "Big Three."***

Len Ruggiero, Fresno, CA

***"I've seen the amazing results of Kamron's marketing. His customer counts are stunning"***

Aaron Fries, RapidFire, Portland, OR

## “How Did This Ninth Grade Drop-Out Take a Rickety Pizzeria From \$3,000 a Week to \$1,600,000 a Year?”

Having no idea how to market and “sell” pizza – Kamron resorted to tricks of the trade he’d learned in the nightclub and record business. These “unusual” techniques produced instant, and stunning success in his pizzeria.



Kamron Karington

Kamron Karington started his marketing career flying banners behind his airplane in 1983. Since then, he’s owned nightclubs, been a record producer, invested in real estate. And then in November 1994, while making a phone call to get tickets to the Rolling Stones – ended up buying a run-down pizzeria. (Huh?)

Now, Kamron has put every last secret he used to become the number #1 selling gourmet pizza in the state of Utah, and wrote what has become the Pizza Industry “marketing bible” – the **“Black Book.”**

“**Big Dave**” Ostrander calls it “*Pizza Marketing on Steroids!*” and, **Brian Keith Voiles**, author of “**Ad Magic**” says “*the “Black Book” is by far the fastest, surest and easiest way to pizza riches!*”

No wonder French Restaurants, Irish Pubs, Bakeries, Sandwich shops, and restaurants of all kinds are ordering this “Black-Belt” in marketing.



[www.profitwithpizza.com/ro](http://www.profitwithpizza.com/ro)

In this “**Masters of Marketing**” manual, Kamron shares a few of his secrets, strategies, tactics, and tricks, openly, completely, and unhesitatingly. Nothing is held back. You get it all. Every nitty-gritty detail.

## Contact:

**Kamron Karington**  
9811 West Charleston Blvd. 2-248 Las Vegas, NV 89117  
[www.profitwithpizza.com](http://www.profitwithpizza.com)  
[kamron@profitwithpizza.com](mailto:kamron@profitwithpizza.com)