

# Funnel for accounting firms selling accounting services to restaurant owners.

## **The 4 Questions:**

(When it comes to traditional jobs like accounting the target audience varies a lot due to how everyone is in a different financial situation so I will try to summarise it as best as possible)

- 1) Who am I writing to?: I am writing to Dave who is a 40-year-old restaurant owner. He has been worried about the lack of progress he has been making since first opening his restaurant 1-2 years ago.
- 2) Where are they now?: Already has an accountant but is unhappy with the lack of diligence they provide. Using monthly or quarterly financials.
- 3) Where do I want them to go?: I want them to switch accountants and encourage them to pay for weekly financials due to how it allows them to develop cost-saving opportunities, and strategies for increasing profit and see how their business is running financially in real time without having to wait for a month or more.
- 4) What steps do I need to take to get them there? Persuade them to switch accountants and using compelling copy to tap into their pains and desires.

## **Roadblocks:**

- Worried about switching accountants - Too stressful and complicated
- Currently using manual process for financial reports or just monthly financials - Don't allow them to see how their business is doing real time.
- Lack of time, experience, knowledge, support
- Inadequate staff, pending reconciliations, and years of backlog
- Victim of false promises made by an accounting software company's sales team. A large backlog resulted from faulty migration and a shortage of labor.
- The client faced inefficiencies due to manual processes such as manually processing bills, manual expense tracking, and invoice approvals. This resulted in disorganized bookkeeping and necessitated constant chase-ups, rework, and adjustments to manage accounts payable.
- Lack of Merchant Deposits Reconciliation process
- Victim of false promises made by an accounting software company's sales team. A large backlog resulted from faulty migration and a shortage of labor.

- Open bills, incorrect payment application, general ledger discrepancies and unreconciled deposited funds. Resolving these issues are vital for accurate and organized accounting records.
- Facing challenges with poor process quality and manual data import, resulting in significant work backlogs each month.
- Hates using spreadsheets
- Wants to progress forward but is held back by all of the above.

## Solution:

- Use the proper procedure and team to fulfill assignments.
- Achieve goals through the utilization of special task forces and process improvements.
- Utilisation of proper accounting software that is quick and effective - Limit paperwork as much as possible
- Implementation of Deposits reconciliation process.
- Develop custom processes for corporate and restaurants to reduce cycle time, improve quality, and rapidly resolve exceptions
- Develop comprehensive business rules, detailed approval matrices, and enhanced controls
- Utilized IQ's Archimedes system to route invoices for approval, document exceptions, and resolution through complete adjudication

## My Analysis:

- I think that the free value that I'm providing is just basic knowledge that every restaurant owner already knows but I don't know for sure due to my lack of knowledge about the restaurant and accounting sector. That's why I gave my client a list of topics that can be free value to get people to sign up for a newsletter and he chose this one, but again I'm still not sure. I personally think that my ad, landing page, and email sequence are good, I've spent a long time on them with research and utilisation of the correct words and have used chat GPT to help me along the way without making it sound too robot-like. However, the format/structure of the second email could seem a bit robot-like but I couldn't find an alternative structure. My free value email is long and boring to those who don't know anything about this sector but I would appreciate it if you could point out areas where I could promote my client's services in it. P.S - It may seem like my copy isn't talking to the specific avatar I described to you but it is extremely difficult to find one specific avatar in this industry because everyone is in a different financial situation and if I do try to target one group with the same financial situation, restaurant experience then it will be very small. This is why I came up with a different approach and decided to use Andrew Tate's persuasion method where he just identifies a roadblock for his target audience because his target audience varies a lot just like mine. In his case, it's the "Matrix". In my case, it's simply just "poor financial management". The avatar is only there to give whoever is reviewing this a brief understanding of who I am writing to.

## Facebook Ad

## 5 ways to Implement Food Cost Controls in Your Restaurant

With 70% of restaurants closing down within the first 5 years of business, robust financing is key.

Restaurants only close down when they stop progressing forward. And with costs rising in everything, this only becomes harder.

Discover how to:

- Assess Your Food Cost Percentage
- Prioritize Inventory Management
- Streamline Food Prep Processes
- Identify Costly Practices
- Implement Cost-Conscious Menu Adjustments

[Click here to claim our FREE guide]

### **Improved**

Heading:

The 5 game-changing strategies to boost your restaurant's savings

Body:

With 70% of restaurants closing down within the first 5 years of business, robust financing is key.

Restaurants thrive on momentum but with outdated accounting methods and sluggish financial reports, progress stalls. If rising costs are cramping your growth, these strategies are your ticket to keeping pace and ensuring your restaurant never hits the brakes on success.

Benefits:

- **Assess Your Food Cost Percentage:** Calculate and refine your food cost percentage for optimal profitability.
- **Efficient Inventory Control:** Take charge of inventory management, minimizing waste and maximizing resources.
- **Optimized Operations:** Streamline food preparation processes for smoother, faster service.
- **Cost Identification:** Identify and eliminate costly practices that drain your resources.
- **Strategic Menu Adjustments:** Implement savvy, cost-conscious menu adjustments that maintain quality while cutting expenses.

CTA:

Become part of the 30% who thrive

# Landing Page

Heading:

5 ways to Implement Food Cost Controls in Your Restaurant

Subheading:

Gain a competitive edge in the restaurant industry

Primary:

Our times are changing. As costs rise and new culinary concepts surface, Ask yourself: What sets you apart? Why should your restaurant be the birthday destination? Don't let your competitors consume you—Initiate Your Transformation. Here's the First Step. It's Time to Embrace It and Propel Forward.

Benefits:

What's included:

- Assess Your Food Cost Percentage
- Prioritize Inventory Management
- Streamline Food Prep Processes
- Identify Costly Practices
- Implement Cost-Conscious Menu Adjustments

Secondary:

Embrace Transformation Now. The choice is yours.

Call to Action:

Begin My Transformation!

## Email 1

(Pure value email given from newsletter sign-up)

Welcome to Your Restaurant Transformation!

Thank you for joining our free trial.

Get ready to unlock the full potential of your restaurant business with these essential tips.

# **5 Ways To Implement Food Cost Controls In Your Restaurant**

Effectively managing food costs is pivotal for a thriving restaurant. Here are five essential strategies to implement food cost controls in your restaurant:

### **Assess Your Food Cost Percentage:**

Begin by analyzing your restaurant's overall food cost percentage. This metric offers valuable insight into the portion of your revenue allocated to food costs. Lower this percentage while maintaining food quality to enhance profitability.

Here's an easy way to do this:

Food Cost Percentage= Menu Price/Cost of Ingredients ×100

Example:

To calculate the food cost percentage, divide the cost of ingredients by the menu price and multiply by 100 to get the percentage. For example, if a dish costs \$5 in ingredients and is sold on the menu for \$20:

Food Cost Percentage=  $5/20 \times 100 = 25\%$

In this case, the food cost percentage for that dish is 25%, indicating that 25% of the menu price goes towards covering the cost of the ingredients used to prepare it. Lower food cost percentages are generally more desirable for profitability, but they need to be balanced with maintaining quality and appealing menu prices.

### **Prioritize Inventory Management:**

Vigilant inventory management is crucial for food cost control. Monitor stock levels, track ingredient usage, and establish reorder points to minimize waste and optimize purchasing, significantly reducing food costs. You can use a POS system to do this.

How to use a POS system:

If you are considering using a POS system for your business, there are a few things to keep in mind. First, you need to determine what features are important to you. Some of the features that you may want to consider include inventory management, customer relationship management, reporting, and integration with other business

systems. Second, you need to set a budget. POS systems can range in price from a few hundred dollars to several thousand dollars. Third, you need to choose a provider. There are many different POS providers on the market, so it is important to do your research and choose one that is reputable and has a good track record.

### **Streamline Food Prep Processes:**

Review and streamline food preparation processes in your kitchen. Ensure consistent adherence to portion control and standardized recipes to minimize ingredient wastage and lower food costs.

Step-by-step guide:

1. Assess Current Processes:

- Begin by observing and analyzing current kitchen operations. Identify areas where inconsistencies in portion sizes, recipe deviations, or inefficient workflows contribute to ingredient wastage.

2. Standardize Recipes:

- Collaborate with the head chef and kitchen staff to develop standardized recipes for each menu item. Include precise measurements, preparation methods, and plating instructions. Document these recipes in detail and make them easily accessible to the kitchen staff.

3. Implement Portion Control Guidelines:

- Determine portion sizes for each dish based on the standardized recipes. Train kitchen staff on portion control techniques to ensure uniformity in serving sizes. Utilize measuring tools or visual aids to reinforce portion consistency.

4. Conduct Staff Training:

- Organize comprehensive training sessions to educate kitchen staff on the newly standardized recipes and portion control guidelines. Ensure that everyone understands the importance of consistency in food preparation and serving sizes.

5. Optimize Workflows:

- Review the kitchen layout and workflow processes. Identify opportunities to streamline operations by rearranging workstations, optimizing equipment placement, and establishing clear stations for each task in the cooking process.

6. Monitor and Provide Feedback:

- Regularly monitor food preparation practices to ensure adherence to standardized recipes and portion control guidelines. Provide constructive feedback to the staff, acknowledging successes and addressing any deviations promptly.

7. Use Technology and Tools:

- Consider using kitchen management software or tools that assist in recipe management, inventory tracking, and portion control. These systems can streamline processes and make it easier to maintain consistency.
8. Track Performance and Adjust as Needed:
    - Continuously track ingredient usage, wastage, and costs after implementing changes. Analyze data regularly to identify any areas that require further improvement. Adjust recipes or processes as needed to optimize efficiency and reduce waste further.
  9. Encourage a Culture of Efficiency:
    - Foster a work culture that values efficiency and consistency in food preparation. Recognize and reward staff members who consistently adhere to portion control and standardized recipes, fostering a team commitment to minimizing wastage.

### **Identify Costly Practices:**

Pinpoint and eliminate costly practices or habits within your restaurant that contribute to higher food costs. This could include overproduction, improper storage, or inefficient use of ingredients.

Step-by-step guide:

1. Conduct a Comprehensive Audit:
  - Review all aspects of food preparation, storage, and serving processes. This includes examining purchasing practices, inventory management, kitchen operations, and customer service.
2. Track and Analyze Costs:
  - Utilize software or spreadsheets to track ingredient usage, wastage, and associated costs. Analyze this data to identify patterns or inconsistencies that lead to higher expenses.
3. Assess Production and Demand:
  - Evaluate historical sales data to understand demand patterns for different menu items. Compare this data with the actual production levels to identify instances of overproduction or underutilization of certain ingredients.
4. Review Storage and Inventory Practices:
  - Inspect storage areas for proper organization, temperature control, and labeling of ingredients. Ensure that FIFO (First In, First Out) and proper stock rotation practices are followed to minimize food spoilage.
5. Conduct Staff Training and Awareness:

- Train kitchen staff on the importance of portion control, proper food handling, and storage techniques. Foster a culture that values minimizing waste and efficient use of ingredients.
6. Optimize Menu and Inventory Management:
    - Evaluate the menu to identify low-selling or high-cost items that contribute to inventory waste. Consider adjusting the menu by either removing slow-moving items or reengineering recipes to reduce costs.
  7. Implement Standard Operating Procedures (SOPs):
    - Develop clear SOPs outlining best practices for food preparation, portion sizes, and storage. Regularly review and update these procedures to reflect industry best practices and optimize efficiency.
  8. Regular Inspections and Quality Checks:
    - Conduct regular inspections to ensure compliance with SOPs and best practices. Monitor food quality, storage conditions, and kitchen hygiene to prevent spoilage or waste due to improper handling.
  9. Analyze Vendor Relationships:
    - Review relationships with suppliers and negotiate better terms, discounts, or contracts that could help reduce ingredient costs without compromising quality.
  10. Continuously Monitor and Adjust:
    - Regularly review performance metrics and adjust practices as needed. Encourage feedback from staff and remain open to suggestions for improvements in cost-saving measures.

## **Implement Cost-Conscious Menu Adjustments**

Collaborate with your culinary team to make menu adjustments that prioritize cost-consciousness. Reevaluate ingredient choices, portion sizes, or pricing strategies while ensuring customer satisfaction.

How to do this:

Implementing cost-conscious menu adjustments involves collaborating with the culinary team to reassess menu performance and identify opportunities for optimization. This process includes evaluating ingredient costs, exploring portion size modifications, adjusting pricing strategies, and maintaining consistent quality. By engaging staff in discussions about ingredient substitutions and portion control while ensuring menu changes align with customer expectations, restaurant owners can strike a balance between cost-effectiveness and customer satisfaction. Continuous



monitoring of menu performance and receptiveness to feedback enable ongoing refinements, ensuring that menu adjustments prioritize cost-consciousness without compromising the overall dining experience.

Implement these food cost control measures to effectively manage expenses, optimize inventory management, and achieve a more favorable overall food cost percentage for your restaurant's prosperity.

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## Email 2:

Subject:  
Adapt Faster

Body:  
What's the number one thing stopping restaurants from gaining quick results?

It's not lack of time, it's not issues with inadequate staff.

Its SPEED

You're all just too SLOW

The 70% of restaurants that fail within the first 5 years of opening are all too slow. It's because they're not adapting to their environment fast enough.

Think about our ancestors. Since the moment they're born they had to constantly find new ways to adapt to their environment, learn from past experiences, and develop new ways in gaining an advantage over their competitors.

What would happen if they didn't?

They die.....

The 70% are those who run of monthly or quarterly financial reports.

Why is this a problem?

Because it doesn't allow you to see how your business is doing in REAL time, you're getting data about how you spend money a month after you actually get the results. This limits your speed to navigate opportunities to save money and develop new strategies to grow your business.

So how can restaurant owners adapt to their environment?

It is by tracking their financials as much as possible. The single best way to do this is by tracking it EVERY DAY. If that's too tough for you then you're obviously part of the 70%. But for those who are serious about their restaurant business, this is mandatory.

You can do this by purchasing a "day accounting book" to track your expenses throughout the day.

But there is an alternative.

You can also hire an accountant to do weekly financials for you and develop strategies to grow your business for you.

Call to action:  
So...

Are you willing to be a part of the 30% who do succeed?

### **Chat GPT/me Improved**

Subject:  
Master Your Restaurant's Success: Unlock Rapid Growth Through Real-Time Financial Mastery

Body:  
Ever wondered what sets the thriving 30% of restaurants apart from the struggling majority? It's not just about time or staff—it's about speed.

Let's face it: in today's dynamic landscape, adaptability is the cornerstone of success. Our ancestors knew this well—they thrived by adapting, learning, and outsmarting their challenges.

Think about it. Waiting for monthly or quarterly financial reports is like navigating while looking in the rearview mirror. It's slow and hampers your ability to seize opportunities and steer clear of pitfalls in real-time.

But here's the secret sauce: real-time financial insight. Imagine having your finger on the pulse of your restaurant's financial health every single day. It's the game-changer.

How do you achieve this? By tracking your financials daily, not just once in a while. It's the difference between being among the 70% who struggle and the 30% who thrive.

Here's a tip: a simple "day accounting book" can transform your daily expense tracking, giving you the power to stay on top of your finances effortlessly.

Or consider this: enlist the support of a skilled accountant who not only manages your weekly financials but also crafts tailored strategies to elevate your business.

CTA:

The choice is yours—remain in the pack that struggles or join the elite 30% who excel.

Are you ready to take the leap into the realm of success?

Let's explore how you can be part of the 30% who not only survive but thrive in today's competitive restaurant industry. Get in touch to uncover the secrets to unlocking your restaurant's full potential on our website [accounting firm website].

[Name]

[Contact Information]