



Summary of the book, available in eBook and paperback formats

How to Thrive in the Restaurant Business is one of the most comprehensive independent and cost-effective guides for people considering opening a restaurant. It provides details on every aspect with facts, examples and even humor to help the reader better understand the challenges on the road to profitability, success and enjoying restaurant business ownership.

Purchase includes access to FREE document resources files

The book differs from others in many ways, including each chapter starting with list of What-To-Do and What-Not-To-Do in order to focus on positive results and avoid the mistakes of countless others that resulted business-ending distractions. It also addresses a key subject often overlooked by others: Loss Prevention: How to detect the numerous ways theft occurs and methods to stop it.

Easy to understand chapters on:

- Developing a Solid Brand: Customer attachment to your business
- Restaurant Service Types: Table, Counter and Drive Thru
- Menu Presentation: Organization for profit
- Marketing: Traditional/untraditional methods, managing reviews and more
- Team Members: Hiring, compensation, managing staff
- Catering: proposals, menus, equipment, staff
- Beverage Service: Certifications, tracking, portioning
- Loss Prevention: Facts, cash/food schemes and how to catch them
- Equipment: Considerations
- Security for your customers, employees, business
- Organization: Formation, payroll, taxes, insurance, licenses
- Location: Considerations
- Financial, business plan, tracking performance, investors
- Construction, plans, contractors, infrastructure
- Inventory methods
- Suppliers, deliveries, credit
- Kitchen menu development, food costs, portioning, ingredients, etc
- Sanitation/Safety: Health department interaction, dishwashing equipment, chemicals

Thrive While You're Alive, LLC

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- Wasted Foods & Supplies
- Recycling: Handling, donations, oils, foods, containers
- Cleaning: garbage, receptacles, equipment
- Services: Community, non-profits, etc
- And over 350 links to related products & services

Restaurants have one of the highest failure rates of any industry. This book was written specifically to reduce that statistic by thoroughly educating and empowering the reader to make the best decisions, whether that's to open a restaurant or avoid the industry altogether. In either case, the goal is to save the reader money, time and stress.

FREE ACCESS TO DOCUMENTS. The book provides a link for free access to supporting documents including:

- Spreadsheets for projecting profit/loss
- Planning and tracking spreadsheets
- Employee manual, NDA, drug testing waiver, training material, warning form, ad sample, interview questions, harassment policy
- Check Lists for catering, cleaning, food logs, temperatures
- Drawer balancing instructions, form, expense reports, daily labor
- Company formation, commercial lease, loan agreement
- Catering proposal, press release, email sheet
- And more

Just a two of the testimonials

"This book is an indispensable resource for anyone thinking about opening a restaurant. The author has assembled a restaurant "toolbox" brimming with easy to understand yet remarkably thorough advice. I was amazed to find not only the volume of content but the quality and attention to detail of each section. Much like having a team of experts on staff for the restaurateur without the expense of having the team!"

Dave Wolfgram - Restaurant Executive SF Bay Area

"I was completely ignorant about the restaurant business. I kept searching online for so long and then found the How to Thrive in the Restaurant Business book. It is exactly what I was looking for and needed to move forward! Thank you so much for such an amazing book."

Esraa Alraghy, Houston, TX - Opening a New Restaurant in a Shopping Mall Food Court

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