

How To Get New Customers In Your Doors Without Risking Your Marketing Dollars Or Wasting Your Time On Social Media Strategies That NEVER Work.

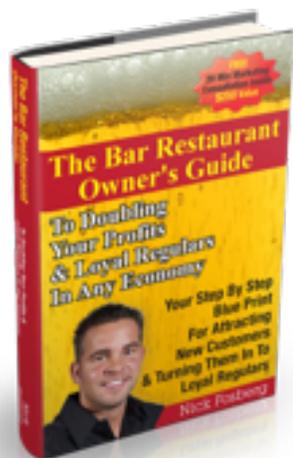
The Overlooked Marketing Secret Successful Owners Are Using Today To Double Their Loyal Customers & Make More Money

NOTE: Transcript Of Video

Hey there! First I want to say thank you for taking advantage of the 312 new customer case study. It should be hitting your inbox in about 4-5 minutes but before you read it, it's important you watch this short video. Here's why.

In just a second I'm going to show you exactly how I helped one bar owner bring between 800-900 new customers in less than 60 days. I'm also going to tell you about the offer we used, the simple marketing strategy we used, and how you can apply both of these to your business today.

So grab a pen and paper real quick, pause this video if you need to, then jot down a few of these breakthrough marketing strategies.



Why You Should Listen To What I Have To Say

Just a brief rundown about myself incase you've never heard of me. I'm a bar owner in the Chicagoland area and I'm the author of the book "The Bar Restaurant Owner's Guide To Doubling Your Profits & Loyal Regulars In Any Economy."

My first days as a bar owner were horrible. Paying my bars bills out of my own pocket, until I reached out for help. I hired a business and marketing coach and I bought every marketing book I could get my hands on to help me get new customers in the doors. To make a long story short, these resources changed my mindset about attracting new & existing customers and helped me double my business. All from the one strategy I'm about to tell you.

After my success I started Bar Restaurant Success. Since then I've been helping bar owners over the last 4 years double their profits and loyal regulars by applying smarter, more profitable marketing strategies and promotions into their business, while eliminating almost 100% of any risk to their marketing dollars.

Today, I'm going to share some of those secrets with you. Yea I know sound too good to be true, a non believable claim, but I'll guarantee you change your mind in about 2 minutes, just as I did.

Why Most Owners Never See A Profit From Their Marketing Dollars

Before I share those secrets with you, it's important for me to tell you why your marketing is probably draining your bank account or not bringing you the results you really want.

If you've ever wondered why your marketing doesn't bring you the business you expect, here's the truth. Studies show that people get over 3,000 marketing messages a day. Whether it's on the radio, tv, in print, on social media, or e-mail...we are getting over 3,000 people or companies trying to offer or sell us something each day.

We all avoid these marketing messages like the plague. You don't open all your emails. You don't open all your mail. You toss out all the marketing that doesn't grab your attention. But you keep the bills you know you must pay and you keep the personal messages you receive from friends and family. You give your attention to the ones that you feel are valuable & important to you.

That's A HUGE Problem!

There's too much marketing clutter in today's high paced world and it's your job to get through all that clutter, stand out from everyone else, get your message read, and get them to take advantage of what you have to offer them.

Sounds impossible right? ***It's actually very easy.*** Before I tell you how easy it is, let me tell you what **NOT** to do that I can guarantee all your competitors are doing.

You Must Stop This!

If you want new customers in your doors **STOP** advertising your food and drink promotions. New customers don't care about them and when you do this, you look just like your competition, meaning, *you're stuck in all the marketing clutter and will fall short of getting a return on your marketing dollars.* You **MUST** stand out and be ***recognized in order to survive.***

The only people who care about your daily specials / promotions are your loyal repeat customers. If you are currently marketing your food and drink specials, hoping to get new customers in the door like everyone else, STOP. But don't feel bad if you are, it's not your fault.

I Used To Do The Same, Until This Happened!

I did the same exact thing when I got into the business. I spent thousands of dollars on radio, mailers, newspaper, social media and got little if any results. It was the most frustrating thing I've ever gone through, until I discovered the secret to get through all the marketing clutter and get new customers to **WANT** to do business with me over my competition.

Imagine This...

Imagine being able to consistently, month after month, be able to attract brand new customers into your doors **WITHOUT** risking any of your own marketing dollars. How much stress would this take off your shoulders?

Get ready to write this down.

Here's The Overlooked Secret To Attracting New Customers

The secret to making this come true is to **make them an offer in your marketing that your potential new customers can't refuse...***BUT create this offer in a way where you can't lose either.*

I'm not talking about free offers. That only attracts water drinkers and coupon cutters. And *I'm not talking about penny beers and \$1 mixed drinks.*

I'm talking about creating an offer that delivers more value than your competition but created in a way where you don't lose any profit and gets new customers to instantly take advantage of it.



TOP SECRET

I'll get into more detail in just a second but it's important you really understand what it is we are facing in today's world. Let's use you and every other owner as an example here.

You Can Admit It! I Do The Same Thing!

You have advertising companies and sales people for various services trying to grab your attention every day. You screen all their calls because you don't want to talk to them. You tell the bartender you'll be in the office and you're in an important meeting and can't speak with anyone. Pretty much you're putting up your marketing repellent. You're too busy to hear what people have to offer you, right? Well, ***That's what everyone is doing to our messages.***

You Need To Become The Butcher

However let's say your bar serves 40-80-100 pounds of burger per week and your bartender tells you there's a butcher outside saying he can undercut your supplier by 50% on ground beef but you must take 5 minutes with him today in order to get this offer. You're going to give him your attention and if that's the case, he's going to get your business. All because he had an irresistible offer that you couldn't pass up.

Well that's exactly what you must do when you spend any money on marketing. **You must make them an irresistible offer that grabs your prospects attention and gets them to take advantage of what you have to offer them.** I call this type of offer a "Lead Magnet"

The Lead Magnet Is The Answer To ALL Your Marketing Frustrations

The lead magnet is designed to get a new customer in the door at a break even stand point, *in exchange for their personal contact information.* Why do we get their contact information for this? So you can then market your specials and promotions to them in the future, ***using their personal communication channels they use every day such as e-mail, texting, social media, and direct mail.***

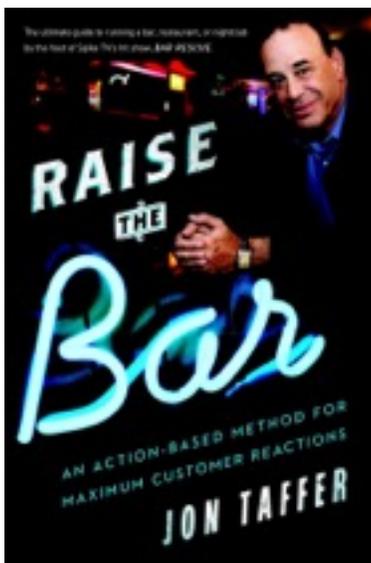
Again, once someone comes into your business and has a good experience, then they care about your weekly promotions and will be back for more. Just like your loyal customers.

Why Break Even?

Now, you might be asking yourself, “why break even, I need to profit” Here’s why. Smart, successful owners think about the life time value of a customer. They know that if they can get a new customer in the door, they can get them to come back over and over. But in order to double the repeat business you have, you must double the amount of new customers walking in your doors, which takes a lead magnet offer.

Are You Getting Hit With These Numbers?

Jon Taffer who’s one of our brightest industry leaders said in his new book “Raise The Bar” that it costs on average \$40-\$70 to get a new customer in the door using traditional marketing strategies. This is because those owners are stuck in the marketing clutter, not being recognized.



I’ve helped multiple bar owners increase their sales by \$50,000 or more in less than 6 months, **I have proof of them stating this on my websites in video, (www.BarOwner.TV)** and all this was possible ***because of us deploying a lead magnet into their business to attract hundreds of new customers into their doors.***

Let me prove to you how a powerful lead magnet will take your marketing frustrations away forever and allow you to double your loyal regulars. Then I will tell you how you can start using the same exact lead magnet offer that brought this bar owner between 800-900 new customers.

This is from Jason Walker from Riverview Raw Bar in Charlotte, NC

*"We've been open for about 8 months and had been spending quite a bit of money on mass media marketing such as newspaper and radio with very little results. After Nick implemented his lead magnet offer and marketing execution plan into our business we saw **800-900 new customers walk in our doors within 60 days!** What I believe made this so powerful is the way the offer was conveyed, delivered, and the fact that we used scarcity and urgency within the promotion to drive them in fast."*

**Jason Walker, Riverview Raw Bar
Charlotte, NC**



Now what I'm about to show you are the stats from a Facebook ad campaign we ran that promoted Jason's lead magnet. Keep in mind, **a lead magnet can be used in any media**, but I always start off with Facebook *because it's the least expensive and fastest route to getting new customers in the door.*

| Destination | Location | Age | Gen... | Clicks | Actions | CTR % | Avg. CPM | Avg. CPC |
|-------------------|--------------|-------|--------|--------|---------|---------|----------|----------|
| Riverview Raw Bar | Belmont, ... | 30-55 | All | 43 | 37 | 11.316% | \$1.37 | \$0.01 |
| Riverview Raw Bar | Belmont, ... | 30-55 | All | 1,988 | 1,483 | 2.704% | \$5.56 | \$0.21 |
| Riverview Raw Bar | Charlotte | 30-55 | Men | 42 | 26 | 4.767% | \$5.18 | \$0.11 |
| Riverview Raw Bar | Charlotte | 30-55 | Wo... | 359 | 240 | 7.384% | \$7.20 | \$0.10 |
| Riverview Raw Bar | Charlotte | 30-55 | Wo... | 102 | 67 | 3.533% | \$6.76 | \$0.19 |

So here in red you'll see clicks and actions. **Over 4,00 people clicking on their ads.** In blue you'll see the cost per click. One thing I want to say is if people on Facebook saw this ad and didn't want the offer, they wouldn't click or take any kind of action. Meaning we got new customers from .01 to .21 for guaranteed results. This isn't possible with any other types of medias at this point.

OVER 800 New Customers In Less Than 60 Days!

The result of **this brought Jason over 800 new customers in less than 2 months.** If we would have just promoted that he had .50 cent wings on Wednesday, Fish fry on Friday, and Taco Tuesday, etc, etc, there's not a chance in hell we would have even had 50 new customers walk in the door.

I'm going to give you the chance to use this same lead magnet offer in about 30 seconds but I want you to know how I've developed this irresistible new customer offer over time.

As I said, I've been helping bar owners, from all over the country, increase their sales and profits for the last four years. Sports bars, lounges, neighborhood bars, and high end steak houses. I own 2 bars myself.

Tested With Over \$100,000 In Combined Marketing Dollars

With that said I've overseen over \$100,000 in marketing costs for myself and my clients, in all types of media's, to get new customers in the doors. Some strategies failed miserably, some were average, and some were great . But there is one offer that outbeats all the others, that consistently drives in more new customers then any other.

How Would You Like To Use This Same “Lead Magnet” In Your Business To Instantly Attract New Customers?

I'd like to give you this lead magnet offer, along with a simple, no cost marketing execution plan to promote this offer, that is so simple to follow a waitress could do this for you... for just \$17. Plus I'll make you an unheard of guarantee your local ad reps wouldn't dare tell you and add in a few valuable bonuses.

“I'd Like To Prove To You, 100% Risk Free, My Lead Magnet Offer Will Bring You More New Paying Customers Than Anything You've Tried Before.”

I'd like to give you this lead magnet offer along with a simple, “no cost” marketing strategy to get new customers in your doors ***fast and painlessly*** for just \$17.

I call this my... 100% Risk Free....



“No Cost, New Customer Execution Plan”

Here's What You'll Get!

You're going to get access to a web page that has a few short video's and in less then 15 minutes you'll know exactly what this lead magnet offer is, how to use it, and how to promote it absolutely free!

What you're really investing in is a way to end your new customer marketing frustrations forever. No more guessing or wondering if you'll see results. You'll be blown away by the boost of confidence you get once you start seeing results in just a few short days.

You'll also get print ready designs if you choose to get these offers printed which saves you time, hassle, and money. You'll get 3 different designs which would cost you at least \$100 just for the design work.

2 Fast Action Bonuses Valued At Over \$200

I've got a few valuable bonuses **valued at over \$200** to give you as well but only if you're one of the first 65 owners to take advantage of my New Customer Execution Plan. Before I get into those..... *first let me tell you about my personal guarantee!*

You'll Never Hear A Rock Solid Guarantee Like This In Our Industry

Plus I'll make you an unheard of guarantee your local ad reps wouldn't dare offer you.

Because I know my proven lead magnet offer will blow your mind, (*even if you feel your marketing is so good it can't be any better*), I'll make you an **outrageous risk free guarantee!**

That within 30 days of applying my lead magnet offer you'll get a minimum of 25 brand new customers into your doors, (probably even more), from the **free secret** Facebook methods I give you, that literally takes 5 minutes per week. If you say otherwise, I'll refund 100% of your money back, no questions asked.

Don't like Facebook? Then apply this offer to whatever media you wish and I'll still guarantee you a minimum of 25 new customers.

“How About A 2nd, Stronger, Bolder Guarantee?”

If this isn't a strong enough guarantee for you, I'll step it up a notch. If you invest the \$17 and you can honestly say that this strategy isn't the *easiest* and *most profitable* way to get new customers in your doors, **then I'll give you 100% of your money back, no questions asked.**

You are the judge here! All you have to do is e-mail me back and say “*Nick, this didn't work out for me!*” and within 12 hours, your \$17 is back in your bank.

Remember, Jon Taffer - who knows more about this industry than just about anyone else says that “*on average it's costing owners \$40-\$70 to get **ONE** new customer in the door.*” To get 25 new customers at that rate is \$1,000 - \$1,750!

Right now I can guarantee you a minimum of 25 brand new customers without you risking a penny of your own money and provide you with the easiest and simplest marketing strategy to make this happen.

2 Valuable Incentives To The First 65 Owners Who Invest \$17 In My “New Customer Execution Plan”



As a special gift to the first 65 owners who want to test out my “Execution Plan”, I have a few valuable bonuses to give you.

#1. Special Report - The 5 Key Ingredients You Must Have In Your Marketing To Get The Highest ROI On Your Advertising Dollars (\$67.00 Value)

Put these 5 key ingredients into all of your future marketing campaigns and you'll have the best odds to maximizing the return on your investment

#2 “The Solution” Execution Plan - The 3 Step System To Make Every Promotion You Run A Huge Success (\$147 Value)

Have you ever ran a promotion and it was a flop or it wasn't as great of a turn out as you had hoped? We've all been there. Apply “The Solution” to your business and it's going to solve your marketing promotional frustrations once and for all.

This training shows you step by step how 6 bar and restaurant owners made \$8,160.46 to \$59,625 from just sending out 3 e-mails for one promotion! Guess what? It all starts with the lead magnet you're about to get and now you'll see how to create big pay days from one simple offer!



Listen To What Mark Bares Said About This Execution Plan

*“All I can say is Nick has finally given me the opportunity to have a steady stream of customers walking in my doors and he’s added more then **\$50,000 in sales to my business within a 6-7 month period.** I’m getting an average of a **18% response rate** on all my mailings. All I can say is I’m glad I took advantage of contacting you and putting your promotions and systems to work!”* **Mark Bares, Les and Jim’s Lincoln Lanes, Merrill, WI**

In “The Solution” execution plan you’ll also see the proven case studies and marketing plans we created to get similar results for multiple owners just like you. The best part is, you can easily take these and apply them to your business. That’s how easy I make this for you!

*This is like your “**secret play book**” to really out-beat the competition!*

[Click Here Now To Get My Lead Magnet Offer That I’m Guaranteeing Will Out-Beat Anything You’ve Ever Done & Get Access To These Valuable Bonuses If You’re One Of The First 65 Owners](#)

Will This Work For You?

Whether you're successful now, or you're doing everything you can to keep your lights on, the lead magnet offer I've developed is guaranteed to bring you new customers with less effort and less expenses, and it will work for you no matter what type of bar / restaurant you have. (You have my guarantee)

If you're looking to have an advantage over your competition and get all the new customers you want in order to increase your sales and profits, then click the link below and be one of the first 65 owners to get the 2 valuable bonuses that will unlock more profits & loyal customers for you.

If you're not happy at all, just let me know and I'll send you a full refund within 12 hours.

The last thing you want is your competition getting to this information before you.

[Click Here Now To Get My Lead Magnet Offer That I'm Guaranteeing Will Out-Beat Anything You've Ever Done & Get Access To These Valuable Bonuses If You're One Of The First 65 Owners](#)

To Your Success,

Nick Fosberg
President & Founder Bar Restaurant Success

PS. You might be asking yourself. *"Nick, if this is so great and so profitable, why are you giving this to me for a measly \$17?"*

Here's the answer. As I said already, new customers want **VALUE** and once you deliver **VALUE**, something that can make someones life greater, richer, and more satisfying, most likely they will be back for more. This is my way of providing value.

Once you put my No Cost New Customer Attraction System to use and see the amazing results and finally get over that "skepticism", hopefully you'll want me to help you with new promotions and turn all these new customers into loyal customers.

*"In order to succeed, your **desire** for success should be **greater** than your fear of failure."*