

100/80/20

Loyal Regular Value Optimization Formula:

“Your Ultimate Guide For Attracting New Customers At A Profit....And Winning Their Loyalty!”

Important:

This report has been modified and updated over the last few years with new case studies and marketing strategies as new technologies and marketing medias have advanced and been created. The key principle of the LRVO formula has stayed the same and will ***NEVER*** change. What’s new in this report is how to apply 100/80/20 to the LRVO formula in order to get the highest ROI possible on your marketing dollars.

By Nick Fosberg
President Bar Restaurant Success

If you’re a bar or restaurant owner / manager who’s frustrated with the results of your marketing, who has tried everything you can to increase sales and add more loyal customers to your business, but you just haven’t had much success, *then your problems are soon going to disappear!*

My name is Nick Fosberg, and I’m the author of the number one selling marketing + promotional book - **Bar Restaurant Success: How To Attract New Customers, Turn Them Into Raving Fans, And Become Unbeatable In Any Market.**

[Click Here To Receive Free Copy](#) (Just Pay \$5.95 For Shipping + Handling)

I’m also a bar owner myself. I own 2 bars outside the Chicago area. (Yes, I *actually live the life of an owner and understand the pains and frustrations of this business.*)

Over the last 7 years I’ve been helping owners / managers around the world, attract new customers **at a profit**, create wildly successful promotions, and double their loyal repeat customers. Some of these promotions are responsible for creating some of the highest grossing promotions in the industry, using zero advertising dollars.



I've been asked to speak by Jon Taffer for the BAR show in Chicago, the National Restaurant Association, Nightclub and Bar in Vegas, and several other industry events. Why?

Few reasons. One, I produce more case studies and proof of bar and restaurant owners making 10,000% to 30,000% ROI on their marketing dollars than anyone else. Two, what I deliver to our industry is ***completely different*** than the industry norm.

Three, they know I have the solution to one of the ***BIGGEST PROBLEMS*** most owners / operators face - *How to attract new customers into their doors at a profit and keep a good portion coming back time and time again.*

That Solution Is Called.....

The 100/80/20 LRVO Marketing Formula which it's designed to *nearly eliminate any risk on your marketing dollars.* **It's designed to build instant trust, credibility, and relationship with customers BEFORE they even step through your doors!**

It's designed to make you stand out from your competition, even if they have better chefs, location, atmosphere, or whatever other excuses you may be telling yourself for lack of sales.

I can guarantee you right now, you're **NOT** implementing this formula into your business. Your competition isn't either. But after you read this, it'll be the first thing on your to do list. And when you start implementing it, **you'll see the fastest growth your business has seen in the last 12-24 months.**

The 100/80/20 LRVO Marketing Formula Is Responsible For:

- A bar and grill doing almost *\$10,000 in NET sales in just 10 days* - with **ZERO ad spend.**
- A clubhouse at a golf course adding *\$15,000 in sales in just 7 days* - **ZERO ad spend.**
- A restaurant owner in a small town of 14,000 adding just under **\$30,000 in sales** from sending 3 e-mails. - **ZERO ad spend.**
- A pizzeria owner *increasing her sales by 30% in the first month.*
- A restaurant owner getting over 1,000 customers in his doors in 30 days.
- A bar owner in Florida doubling her Tuesday night business in just 4 short weeks.
- Creating several **\$10,000-\$15,000 e-mail promotions.**
- Creating 18% response rate for direct mail campaigns
- Plus much much more!

How Did I Discover The 100/80/20 Marketing Formula?

Here's my quick story. I bought my first bar from my dad when I was 26 and within 8 months, I was paying the bars bills out of my own pocket. Let's say I was in it for the "party and money" **NOT** for the customers. **Yes - a recipe for failure! I learned the hard way.**

I was spending \$1,000 to \$1,500 on advertising every month and I still wasn't getting enough new customers in my doors. I didn't have a big enough loyal customer base to support my business expenses, let alone give my family the life I wanted to.

I remember the day writing a check to my beer rep and not having enough money in my account. The only thing going through my mind at that time was failing my wife and son. How was I going to support them? Did I really want to live a life that when my family asked me for something I would have to tell them we don't have enough money?

The Shift

There was no denying, I was clueless about driving revenue. That's when a fire lit up under my ass and I became a marketing junkie. I devoured books and the internet about marketing. I hired one of the marketing "gurus" I found online and paid him \$8,000 to fly to Atlanta for a one-day consultation.

I looked at Dave and said *"Here's where I am. Here's where I want to be! Just tell me what to do and I'll follow your lead!"*

The Transformation

Long story short, in less than one year of working with Dave, and me being 100% focused on increasing revenue, I doubled my bar business. I quit marketing like the rest of my competition and started applying what I call "Loyal Regular Value Optimization" to my marketing.

From here, my life changed. I saw how powerful marketing can be **when done right**. And I felt it was only right to start teaching other bar and restaurant owners who were once in my shoes, the 100/80/20 LRVO Marketing Formula.

Are you ready to take your revenue to the next level? Are you ready to have the greatest advantage you could ever have over any competitor?

Perfect! My advice, turn off the phone, lock your door, eliminate any distractions and spend 20 minutes reading this. Then tomorrow, pick it back up and read it again. Memorize it. Commit this to memory. It'll be the best investment you make in yourself and your business.

The 3 Proven Laws Of Business Growth

The 100/80/20 LRVO Formula works because it exploits **each and every aspect of the 3 proven laws of business growth.**

There are only three ways to grow a business:

1. Increase the number of customers
2. Increase the average transaction value per customer
3. Increase the frequency that they visit your bar.

If you increase each of those areas of your business by just 10%, you'll increase revenue by 33.3%. As you're about to see from case studies and how this formula works, this 33.3% number isn't that hard to reach - **unless you tell yourself it's not possible!**

Before we dive into growing your business, let's talk about why...

Most Owners CAN'T Attract New Customers At A Profit.....

It's because they are marketing just as I did when I almost lost my bar. I was using mass media advertising to get my message / brand / promotions in front of as many people as I could, **HOPING** that if enough people saw me, I'd get new customers walking through the door.

That may work for the big franchises who have million dollar budgets, who need to make shareholders "happy". But for the independent operator, we need to be much more strategic. We need to **eliminate** marketing to the masses and **ONLY** target new customers who are **VERY** likely to do business with us.

IMPORTANT!

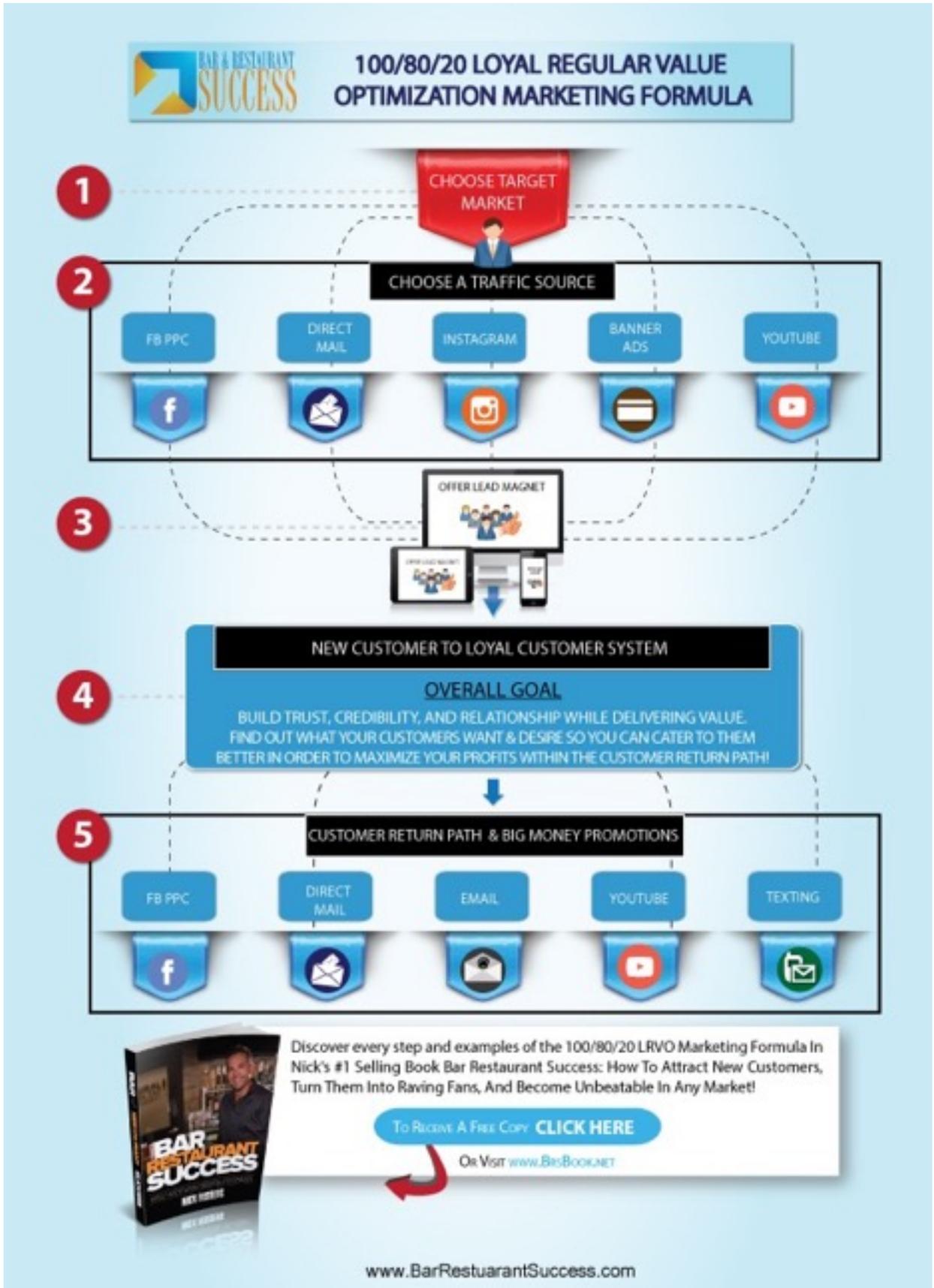
The secret to attracting new customers at a profit revolves around **ONE** thing. Persuasion. Your advertising **MUST** be persuasive. If your advertising **doesn't persuade** your new customer / prospect to walk into your doors, **your marketing dollars are wasted!!**

The goal of advertising is to make a sale and in order to make that sale happen, you must persuade this person who's NEVER heard of you, or maybe has heard of you but never done business with you, **to take time out of their precious day, hard earned money out of their wallet, and spend it with YOU!**

This isn't EASY to do when you don't know what you're doing. Good news is.... You'll know the easiest way to persuade new customers to walk into your doors in just a few minutes!

How To Apply The 100/80/20 Formula To Your Business

[Click here to download the LRVO flowchart.](#)



A Warning To You!

There is *little profit* in understanding, for example, Facebook advertising or any other marketing strategy in and of itself. There is **enormous** profit in understanding **how to apply** Facebook advertising **to the 100/80/20 LRVO Marketing Formula**.

Step #1 To Doubling Your Loyal Customers + Attracting New Customers At A Profit!

***Who Do You REALLY Want To Attract?
Who's Your Best Type Of Customer?***

Step one is determining who your target market is. Who do you want to attract into your bar or restaurant? I'm not a psychic but I'm sure you're saying people who are just like your loyal regulars because they spend the most money with you!

So what's their age, gender, how much money do they make, where do they live? These are the questions you need to ask yourself. This is going to make the next few steps much easier on you.

Important:

What I'm focusing on in the beginning of this report is **doubling the number of loyal customers you have**. Attracting as many BRAND NEW customers through your doors as we possibly can, so we can turn a good portion into loyal repeat customers. I'm not talking about applying this formula to build a specific night / day of the week. We will talk about that later.

Step Two - Targeting The "Who" With Best Accuracy In Order To Get The Greatest ROI

*Profitable marketing is all about excluding everyone who you don't want to do business with, or excluding everyone who doesn't want what you have to offer, and **ONLY** targeting the people who do **WANT** what you have to offer.. Can you imagine the results of your marketing if you could **ONLY** market to people who **WANT** to do business with you? Well get more into this in step 5 but this also applies to steps 1-3.*

Step 2 is all about figuring out how to get in front of the “who” in step 1. What’s the most cost-effective and direct way you can get your message or offer ONLY in front of customers who like to go out to drink, eat, have disposable income, and live close enough that they are willing to drive to your bar or restaurant?

You’re probably thinking to yourself, is it really possible to do that? YES, that’s what we’re going to cover now!

Important:

Some of the traffic sources I’m going to talk about will be some you’re already using or have used. But I’ll guarantee you’re not getting everything you can from these traffic sources. What I want you to remember here is it’s not about knowing about different advertising medias, **it’s about knowing how to apply the 100/80/20 LRVO marketing formula to those medias.**

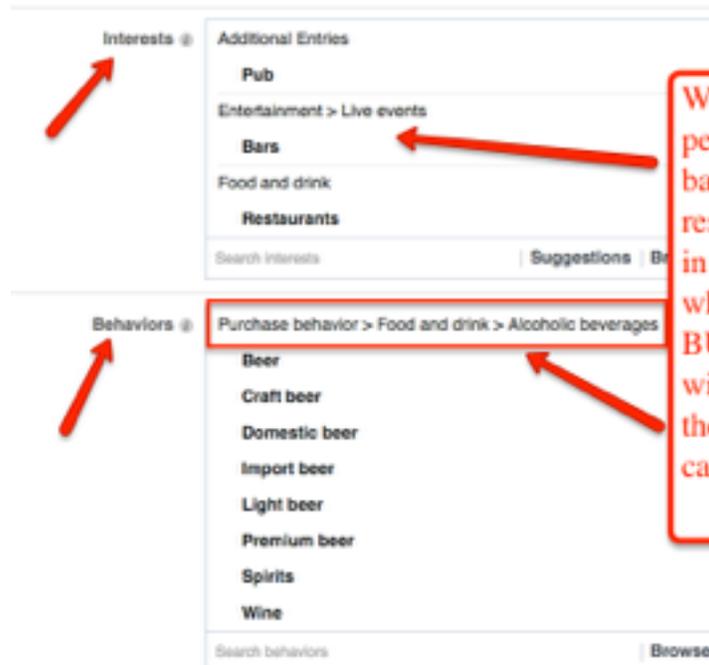
1. Facebook + Instagram Ads

Most bar and restaurant owners are using Facebook and Instagram to drive business. Smart of them, this is my favorite and most profitable way I know how to attract new customers to bars and restaurants - ***at a profit!***

But not through “boosting” posts to the masses. By targeting through your basic demographics and ***PURCHASE BEHAVIOR!***

Facebook and Instagram is the ONLY advertising platforms at this time, that allows you to target people based on if they are **BUYING** beer, wine, liquor, meals at other bars and restaurants in YOUR area!

This is the powerhouse of new customer marketing - when you follow steps 3-5. I’ll be there in a second.



We target people who like bars and restaurant pages in Facebook & who are ALSO BUYING beer, wine, liquor on their credit cards!

2. Youtube Ads

TV is expensive! Why? Main reason is because they are selling you on the “exposure.” The number of people watching. But how many of those people watching are **YOUR** ideal customer? A small percentage. Less than 5% probably.

Good news, with Youtube you’re able to target based on zip code, radius, interests in certain videos, gender, age, etc, etc.

The best thing is, you’re only paying 5 to 20 cents per view and you don’t have to fork out thousands of dollars to a ad agency and HOPE to hit enough of your target market and then HOPE they walk in your doors. **That’s RISKY business!**

3. Internet Billboards

Imagine the cost of billboards in your area! And how much would just one billboard coast you, let alone 2? Did you know that you can get the same effect for a *tiny fraction of the cost?*

Google Adwords, which is what powers Youtube ads as well, gives you the opportunity to put banner ads in front of people based on zip code, radius around your business, age, etc, etc. The same type of targeting we just talked about.

Here is an image of what a banner ad may look like and keep in mind, you are in 100% control of the people who see these “billboards.”



Here’s an example of how much it cost. \$46.80 to get this ad to show 45,488 times in front of my target market which resulted in 114 clicks to my website for my offer.

Not bad vs paying thousands for billboard, TV, newspaper, radio, etc, etc that would result in a negative ROI.

Campaign	Ad Size	Clicks	Impressions	CTR	Cost
Display - Fantasy Football	300x250	90	33,588	0.27%	\$ 36.63
	160x600	4	1,586	0.25%	\$ 1.15
	300x600	5	2,421	0.21%	\$ 2.76
	336x280	14	6,928	0.20%	\$ 6.06
	250x250	1	653	0.15%	\$ 0.20
	120x600	0	216	0.00%	\$ -
	250x360	0	0	N/A	\$ -
	240x400	0	26	0.00%	\$ -
	580x400	0	70	0.00%	\$ -
Total		114	45,488	0.25%	\$ 46.80

Important: Your New Best Friend Mr. Pixel

The bonus to Facebook + Adwords (Youtube / Banners) is they give you what's called a "pixel" - What you do with this pixel is you place it on your website. Then what happens is Facebook and Google Adwords will BUILD custom audiences of EVERYONE who hits your website. I'll explain why this is the "Holy Grail" of marketing in step 5.

To not get too technical, what these pixels do is also HELPS Facebook & Google determine the exact type of people who are clicking on YOUR ads. Their algorithms then train themselves to start putting your ads in front of a more micro-targeted audience that you're already targeting to keep your ad costs down. I could write a whole report on this alone but what I'm getting at is technology is making our lives easier and more profitable when you really understand what can be done! Yes, it might not be fun to learn and understand, but that's the world we live in today - if you want to make money & stay ahead of the competition.

4. Facebook Messaging Bots

This has been a true game changer and has recently broken my own marketing records when it comes to getting new customers in my client's doors with ZERO ad dollars, and when it comes to getting MASSIVE, VIRAL exposure all over Facebook.

There are several ways to use Facebook messaging bots but I'm just going to cover the main one I use for attracting new customer - for free!

Let me show you a 20 hour case study. 48,498 people reached and 1,166 comments on Facebook in 20 hours. Zero ad spend. Notice the middle box - 20 hours.

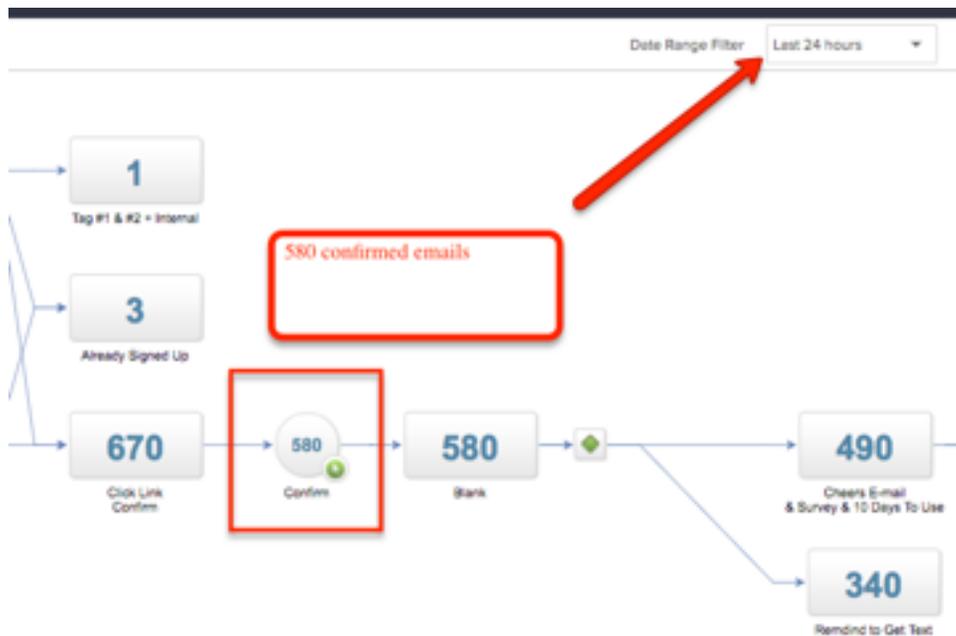
The screenshot shows a Facebook post with the following elements highlighted by red boxes:

- 48,498 people reached** (top left)
- Boost Post** button (top right)
- Like**, **Comment**, **Share**, **Hootlet** (action buttons)
- 284** (total reactions)
- 145 Shares** (middle left)
- zero ad spend. 48,500 people reached. 1,166 comments.** (middle right)
- 20 hours! 580 CONFIRMED Emails** (middle right)
- 20 hrs** (comment timestamp)
- 2 of 1,166** (bottom right)

Comments visible include:

- 20! Looks like we know w
- for date night this week. 😊
- 20 Thanks so much! Love visitin
- Morgantown.

Here's an image of the backend of the marketing system that shows we collect 580 confirmed emails from this one post in just 24 hours.



Brendan's Results Within 10 Days - *Almost 10k In NET Sales With Zero Ad Dollars Spent!*

I am honestly floored by the activity and buzz this 10 day promotion has created for my business - especially without having to spend a dime on advertising. In a matter of hours we generated over 1000 new and existing customers sign up for our front end offer. I had people from regulars approaching me with hugs, to people driving 2 hours to benefit from the promo.

Of the 1300 offers we sent out 140 were redeemed within 10 days, with a check average of \$84 per coupon driving almost a \$10,000. net to the bottom line. I have answered approximately 80 emails spanning the 10 days with 95% positive responses and the other 5% were only constructive.

I'm am more than satisfied with the support of Nick and his staff in the days leading up to promo, during promo, and their continual support driving through to the next structured event. I finally feel confident with my marketing efforts!

Thanks!!

Brendan Burchfiel

Tropics Restaurant and Bar

So How Do Facebook Messaging Bots Work?

In this example we ran a promotion on their Facebook page telling people that if they'd like to get Brendon's "lead magnet" offer, all they had to do was make a comment on the post. When this happens, the messaging bot opens up in Facebook messenger and tells them to click a link that directs them to a one-page website to sign up to receive. (we'll talk about lead magnets and the one-page websites in just a second.)

This is why you saw 1,166 comments in 20 hours. ***It goes viral locally!*** People go nuts over this (*when there's a good offer!*). They see their friends commented and liked it. The social proof is insane!

What Other Traffic Sources Can You Use In Step 2?

Any media that allows you to get your message in front of YOUR perfect customer. That means direct mail, community newspapers, press releases, word of mouth, radio, etc, etc.

What I just gave you are the 4 fastest, most profitable, and that have the ***BEST*** targeting options to eliminate wasteful advertising dollars.

Step 3 - Make Them An Offer They Can't Refuse!

How To Attract All The New Customers You Need At A Profit!

As I've said before, one of the biggest complaints I hear from owners is they can't get any new customers in the doors from their marketing efforts. *They feel marketing is a waste of money.*

Well, 90 percent of the time this is **because they don't have an offer within their marketing**, or they ***don't have a strong enough offer*** to get a new customer to walk through their doors.

This Is important!!

Anytime you market your business to get a **brand new** customer in the door ***you better have a valuable offer. An offer that out beats your competition's offer - or you'll waste your money! Be aggressive!***

Richest Man In The World Strategy - Obviously It's Working!

How much is a loyal customer worth to you? Let's say, on the low side, they spend \$100 per week at your bar, that's \$5,200 a year. Would you pay \$500, \$1,000, even \$2,000 to get back \$5,200 in sales? **Of course you would, you'd do that as many times as you could wouldn't you?**

A restaurant owner, a new family of 4 comes in once a month, spends \$100, there's \$1,200 a year. What would you spend to get that group for 3-4-5 years?

Here's what I'm trying to say... *"He who CAN spend the most money to acquire a brand new customer wins."* (Soon you'll see how you will be able to outspend your competition even if you don't think you can right now.)

Jeff Bezos, the founder and CEO of Amazon, NOW the RICHEST man in the world, once said, which I believe was a warning to his competitors,..... ***"Your margin is my opportunity"***

Why is that? Let's continue!

Think Like Jeff And You Become Unbeatable!

The lesson I've learned is that once you understand LRVO, Loyal Regular Value Optimization, you become unstoppable. Amazon sells on the thinnest margins knowing that **acquiring** new customers, selling them more, and selling to them more frequently is **how you become unstoppable**.

I'm not saying drop your prices in 1/2 and make a small percentage. I'm talking about acquiring NEW customers here....stay with me.

Valuable Lead Magnets = 3 Times More NEW Customers!

Remember how I told you earlier that there are only 3 ways to increase your business? Which is get more new customers, get customers to spend more, and get customers to come back more often. **Well, the lead magnet is designed to get more new paying customers.**

The lead magnet is an irresistible offer that **provides value and benefits** to your new prospect but in order to get the valuable offer, they must give you their personal contact information so you can deliver the offer to them.

We also want their information so we can continue to market to them and bring them back in more often and spend more money (step 5)

This lead magnet offer is offered through a lead capture website. Here's an example of one. Doesn't have to be real fancy. It just needs to state your valuable offer and have a way to capture their information.



How Would You Like To Get A FREE Appetizer To Casey's Pub?

The First 25 People Who Fill In Their Information Below Will Get Any Free Appetizer From Our Menu!

Enter your email address

Enter your first name

Get Instant Access!

We value your privacy and would never spam you.

Now the question is, what should you offer as a lead magnet that will get a brand new customer to not even think twice about handing over their personal contact information in order to get your offer?

The most common way to make this offer irresistible, is to give it away at cost, make it a bigger value than your competitors offers, and in some cases, at a loss to you.

Your Goal *Isn't* To Make Money From Your Lead Magnet Offer...Here's Why

When you understand the 100/80/20 LRVO Marketing Formula at this stage, you are **NOT** trying to make a living from your lead magnet offer. You are trying to acquire new customers, "leads" because there's **NOTHING** more valuable ***than a list of customers who gladly gave you their information. Why? because these people are 300% more likely to respond to your future offers than anyone else.***

Once you understand the rest of this marketing formula, you will understand how the lead magnet **is the single most powerful addition you can make to your business...**even though you make ***NO direct profit.***

A great example of this is Columbia house records.

They took over the music market by making a crazy offer. 13 tapes for \$1...Because they understand that **acquiring a list of customers is the most powerful asset they will ever have!**

Why? *Because now they can continue to market to them with higher priced products and get them to buy more often.* Three laws of business growth back at it again!

What I discovered is this is true in the bar / restaurant business. **The people who gladly hand over their information to you and spend money with you, are more likely to respond to your offers and promotions than anyone else.**



The Strategy Here Is Simple.....

Convert new prospects into paying customers, *even at the expense of your profit margin*, with the understanding that **acquiring a paying customer will deliver massive profits for long periods of time** through the next steps I'm going to share with you!

But Nick, Doing Big Discounts Is Going To "Hurt" My Brand!

Yes, you're 100% right - IF you do BIG discounts the **WRONG** way.

Imagine you're at the fanciest restaurant in Las Vegas or New York. You get done eating. You pick up the bill for you and your dinner date. Pay the \$500. The chef walks up to your table and asks how you liked the food.

Then the chef invites you back next week to try a brand new 5-course meal he's never prepared, and he wants to give it to you, 100% FREE. He tells you it's free of charge because he wants your honest feedback. A meal that would cost \$150 or so per person, 100% FREE, at the top rated restaurant in the country.

Are you going to have one negative thought about his brand running around in your head? NO. Why? Because he explained **WHY** he was giving you this AMAZING offer and you appreciated it! In fact, it's going to make you feel even better about his brand.

The same would be true if this exact conversation showed up through an ad.

When you use what I call “Reason Why” copy in your marketing and explain WHY you’re giving away such a great value, all that “bullshit” of negative thoughts fly out the window - and I can say that as I’ve proved this to be true time and time again!

Step 4 - Win Their Trust & Build Relationship BEFORE They Ever Step Foot In Your Door!

At this point in the formula, it’s **VITAL** that we build trust and credibility with the people who are handing over their information to you. There’s a lot of people who sign up for things and do NOTHING with it.

To add to that, people do business with people who they like and trust. If we can start an amazing relationship, if we can really connect with this new customer, the better the chance we have them walking through our doors.

Don’t ever under estimate how hard it is to get people to take action. It’s not easy, but can be done through what I call the...

New Customer To Loyal Customer Transformation System

Once we’ve captured their information for our lead magnet, we must deliver that lead magnet to them. I use e-mail as it’s the easiest and fastest way to do so. I call this e-mail my “cheers” letter / message. **Think of this as your first handshake with a new customer!**

My goal with this first e-mail is to get them to feel like they know me on a personal level, even if they’ve never met me in person. To get them to like me and trust me.

The other goal here is to stand out like no other owner or operator has ever stood out with them and make them say *“Wow, I really like this guy. I want to continue to do business with him! Not only is he generous, but he really cares about his customers.”*

If you have a branding message, a story, that you want EVERYONE to know about, if you want every customer to know how you truly feel about them, this is where you get that message across. Right after they sign up for your offer. And if you have a powerful enough message, it will stick with them FOREVER!

“Damaging Admission” **The Secret To Instant Trust**

Another valuable golden nugget is within this first contact, I tell them, *“It’s nearly impossible to run a 100% perfect business when you’re dealing with cooks, servers, bartenders, etc. There might be a time when you come in, your meal might not be perfect or service might be slow. It’s very rare BUT.....If you ever have a bad experience, I want to know about it, I want to make it right for you. Because if I don’t know about these issues, I can’t fix them within my business.”*

This is something I learned called “damaging admission”. It’s where you talk about something that may not be so perfect about your business and you’re up front and with them. The reason marketing experts use “damaging admission” is to build credibility. To build the trust. Because the truth is, **there’s always going to be a time that a new customer walks in and something isn’t 100 percent perfect.**

What will happen is this personal message from you will stand out in their minds. They will remember it. It’ll stop a good portion of people going on social media and review sites talking shit about your business - *if they are to receive a bad experience.*

It will also get a good portion of these people to e-mail YOU about their bad experience, **which now gives you the opportunity to win them back**, but also learn what’s really going on in your business when you’re NOT there!

The Most Valuable Information You Can Receive That Leads To BIG Pay Days!

I will send out 2 more automated e-mails after the “cheers” e-mail. I ask for their opinions about specials and promotions. I ask why they choose one bar or restaurant over another. And I tell them the reason I want to know is so I can cater to **THEM**. That my customers are the lifeline of my business and **I’m in business to serve THEM.**

The first few automated emails going out, seem as if I wrote them a private email, and **NONE of them talk about my specials or promotions.** They are 100% focused on THEM.

To keep all the responses in one place, I send them to a Google form to get the feedback to set me up for step 5 - this is where we now focus on the 2nd and 3rd law of business growth. Getting our customers to spend more per ticket and getting them to come back more often - turn them into loyal repeat customers!

The 80/20 Principle

Before we dive into step 5, now it's important to cover the 100/80/20 part of the LRVO formula.

I'm sure you've heard of the 80/20 principle before. In 1906, Italian economist Vilfredo Pareto created a mathematical formula to describe the unequal distribution of wealth in his country. Pareto observed that twenty percent of the people owned eighty percent of the wealth.

The 80/20 Rule means that in any situation, 20 percent of the inputs or activities are responsible for 80 percent of the outcomes or results.

Other outcomes of this are:

- 80% of our revenues are generated by 20% of our customers.
- 80% of our complaints come from 20% of our customers.
- 80% of our staff are average while the other 20% are the key players.

How I Came Up With The 100/80/20 LRVO Marketing Formula For Doubling Your Sales

When you're trying to double your sales and customers using the LRVO formula, you need to spend 100% of your time and investment on targeting brand new customers. Getting leads and building your custom audiences on Facebook and Google.

Remember how I talked about the "pixels" in step 2? This is what I'm referring to with the custom audiences within Facebook and Google. All the people who hit your website gets placed into a custom audience and over time this audience grows and grows.

When you spend 100% of your time and investment targeting new customers to double your business, **here are the 3 outcomes that come from this.**

1. People click your ad and become a lead. They've given you their PERSONAL information.
2. People click your ad, but don't give their info. They're just not ready yet. **But they were interested. Still valuable. You'll see why.**
3. People didn't click your ad because they are not interested in doing business with you! (YES!! it's true, not everyone likes all bars and restaurants!)

Within the first 2 outcomes I just mentioned, you build a customer email list. A database. You also build up "custom audiences" in Facebook / Adwords (youtube + banner ads).

As you're building your customer list and custom audiences, you're **INVESTING** (not spending), into a business asset that will allow you to print money and get the highest ROI ever in step 5!

Here's The BIG Idea

After 30-60-90 days, depending on how aggressive you start with your ad budget, you will have put your irresistible offer in front of as many of the most profitable types of people you could using one or several of the traffic sources we talked about earlier.

What happens is eventually the amount of people that you can target run out. Now you stop with the 100% investment in this upfront "lead magnet" offer. *(Each of the traffic sources I've mentioned shows you stats of reach, views, etc, etc. So it's easy to tell when to stop.)*

What you do now is you start focusing 80% of your time and investment in step 5 - because this is where the money is! The customer return path! Re-marketing to your email list and custom audiences. Then you put 20% of your time and investment into new upfront offers that targets people who have NOT clicked on your ads or given you their contact information!

Easiest Way To Explain

When you start applying LRVO, spend 100% of your time and money FIRST targeting your most profitable customers. After you've hit a majority of your market, make the transition to focus 80% of your time on the people who WANTS to do business with you, and only spend 20% on new customer marketing.

Step 5

The Customer Return Path

This is where the real money and wealth is created in this business.... AND....this is where most owners struggle or don't do at all. The goal of the customer return path is to have frequent, strategic, personal communication with your leads and customers, that gets them to **WANT** to come back to your bar or restaurant again and again. **This is where you promote new promotions and specials without sounding like your competition!**

The people that are sitting in step 5, whether it's on your e-mail list, text list, custom audience lists in Facebook or Adwords, they are 300% more likely to come in for your new promotions than trying to hit the masses of people as we do in steps 1-3 of the LRVO formula.

Why You Want Want To Focus On List / Audience Building EVERY Day You're In Business!

It's all a numbers game. If you have 1,000 people on your email list and you get a 5% response rate from an e-mail, that's 50 people responding to your marketing. **If you have 2,000 with the same response rate, it DOUBLES to 100!!!!**

Besides just emailing them, you should also text them, send them direct mail, and use your custom audiences from Facebook, Instagram, and Adwords! Numbers don't lie. Always focus on building your lists and audiences as you'll make way more in the future.

Cut Your Marketing Costs By 50% & Get 10x The Results!

Again, you've spent money on the front end acquiring leads. As you did this, you built a custom audience on Facebook and Google with your "pixel." Now you're able to advertise new promotions and offers ONLY to them in the future.

Your custom audiences might only be 1000-2000-5000 people out of the 50,000 to 100,000 or more in your area - that's how it's suppose to be. I'm just making up numbers, but that's our main goal - to build our lists / audiences so that EVERYONE we are marketing to are people who WANT to do business with us!

Would you rather spend money trying to hit 50,000 people who've never heard of you or spend money hitting 1,000 people who DO want to do business with you? Which group will cost more to hit? Which group will have more people take action?

Here's an example of what I mean. These are stats for re-targeting banner ads **ONLY** targeting people who had hit my website. The goal here wasn't to get "clicks" but to be a "billboard" in front of them online. Remind them what we have going on.

Look at that! Less than \$6 spent over 5 days to put this "billboard" ONLY in front of my most profitable prospects. People who are 300% more likely to do business with me over anyone else.

Campaign	Ad Size	Clicks	Impressions	CTR	Cost
Beer Events - Deschutes Event	300x250	5	3004	0.17%	\$ 4.35
	336x280	2	1145	0.17%	\$ 1.16
	300x600	0	393	0.00%	\$ -
	160x600	0	239	0.00%	\$ -
	120x600	0	88	0.00%	\$ -
	250x250	0	59	0.00%	\$ -



Here's What It Cost Me To Run Video Ads On Youtube ONLY To My HOTTEST Market

Ad group	Status ?	Max. CPV ?	Ad group type ?	Impr. ?	Views ?	View rate ?	Avg. CPV ?	Cost ?
In-stream	Campaign removed	\$0.04	In-stream	2,099	556	26.49%	\$0.03	\$16.94

These ads were for our re-grand opening party at one of my bars. We ran it for 5 days before the event. I had it set at \$5 a day. However, not everyone is on Youtube all at the same time so I only got 556 views, I spent .03 cents per view and a total of \$16.94.

Compare this to TV ads. You don't have a choice. You HAVE to hit the MASSES and spend BIG. When you create your own audiences in Google / Facebook, you can spend very little and target your hottest prospects and existing customers!

How To Create The Biggest Pay Days In The Customer Return Path!

According to research from the Direct Marketing Association, e-mail marketing generates an average of a 3,800% ROI. E-mail marketing is VERY profitable. Here's how one of my clients generated nearly 30,000% ROI and another that did over a 12,000% ROI.

Below are a few images of e-mail campaigns we ran for our clients to book parties and events.



All the way on the left is the amount of people who were sent 3 e-mails about booking a party. We drove them to a lead capture page to get them signed up for a party package. We then emailed them after they signed up to ask them to take one more step and confirm a date / time / type of party they'd be having.

They were NOT guaranteed these dates and times. This is just an extra step to weed out the time wasters. All the way on the right you see another number. That's the amount of people who signed up to book parties.

Here's What Matt From Ground Round Said....

"Nick's done for you marketing & promotional services has far exceeded my expectations. In the first 7 days his automated systems have attracted 846 customers to take action on our first offer and within the first 2 weeks, we've seen 518 customers use these offers, in which they brought 2-3 others with them on their visit.

After the first two weeks of launching Nick's marketing system, I have seen over \$6,000 in sales brought in directly from using the system while only spending \$400 on marketing! The 2nd promotion we put in place generated over 100 parties booked in my restaurant and generated over \$30,000 in sales and we didn't spend a penny on marketing!

I've been in the restaurant business 25 years and I've yet to find a customer generating solution like this that takes all the guesswork out of marketing, but more importantly, having it all done for me, so I can focus on my staff and in-house operations. I would highly recommend Nick's marketing system to any bar/restaurant owner that has a solid business operation and wants to take their business to the next level."

Here's What Jason, Owner Of Riverview Raw Bar Said

"Nick gave us a 3 step e-mail campaign to run that was designed to get smaller groups of people in our doors. After he sent them out for us, it brought us around \$13,125 in additional sales over a 5 week time period. We saw around 875 people walk through our doors, just from this!

Results Like This Don't Happen Without This!!!

But here's what's important about these case studies. The reason they got amazing results like this is because they had a list of customers who WANTED to do business with them. They had a list of customers who they built a relationship with.

This is what the customer return path is all about. Getting customers to come back over and over where you can offer creative promotions and group packages to create huge sales surges in your business.

Running The Numbers That Really Matter In The 100/80/20 LRVO Marketing Formula...

“Loyal Customer Optimization Is The Ingredient That Drives Consistent Cash Flow, Week After Week, & Gives You The Security You Need”

The 100/80/20 LRVO formula is about building an unstoppable bar restaurant business by increasing the **value** of your customers and adding more of them. Let's run some made up numbers so you see how this entire formula will bring you a minimum of \$60,000 in additional sales within the next 12 months.

Let's say within 3 months you build a customer list of 1,000 people signing up to get your lead magnet offer, which isn't hard to do by any means. I've already shown you one example how we've done 580 e-mails captured in a day using a FREE strategy!

Let's say over the course of 12 months, let's say only 5% of the 1,000 customers become just like your loyal regulars.

That's 50 new loyal regulars.

Well, how much do your loyal regulars spend with you each week?

I'm going to use a bar owner as an example here, but if you're a restaurant owner, or a carry out pizza operation, you can scale these numbers to fit your business.

On the low side for a bar owner, let's say \$200 per month, \$50 per week. **That's an extra \$10,000 in sales per month or another \$120,000 per year when you have 50 new loyal regulars from a list of 1,000 people.** If you only converted 2.5% of the 1,000 into loyal customers, 25 new loyal regulars, that's \$60,000 in sales per year in extra sales.

I'm not trying to give out outrageous figures here but you know what your loyal regulars spend. When you can follow this formula it's not hard to add 25-50 new loyal regulars to your business over the course of 12 months. For a restaurant, it's not hard to add 75-100.

How He Added \$50,000 In Sales Within 6 Months

Another past client of mine Mark Bares from Merrill Wisconsin owns a bowling center and he wanted to increase his bar business because he didn't want to only be known as a bowling center.

I helped Mark through each step of the LRVO formula and built him a list of 900 people in a matter of 2.5 months. **Each month we used the customer return path and sent out a monthly offer by direct mail.** Mark gets an **average of an 18% response from his monthly mailers.**

This Is HUGE!

The normal response to a cold list of prospects is one percent to two percent if you're lucky. The only way to get massive results like this is by marketing to people who gave you their information and you've built a relationship with them.

Mark said that within 6 months he's added nearly \$50,000 in sales to his business by applying the LRVO formula. Again, this wouldn't happen without having a list of customers who WANTED to do business with him.

Believe It & Succeed...
Don't Believe It & Work Harder For Your Money

Well, here's the truth about the business we are in and how to make as much money as possible. I don't care what anyone else says in our industry but **LIST / Audience BUILDING** is the ***most important and profitable job you have. Your list is the most valuable asset you will ever own.***

But having a list isn't the only thing. It's only the first step. It's the foundation. What will transform your business and your lifestyle is **A powerful follow-up marketing system that builds a relationship with your new customer and delivers value and benefits.**

It's the secret ingredient to being more successful than you already are and ***making your life easier and more profitable.***

Knowing how to use your list, how to communicate with your list, how to tell and show your list how they will benefit from doing business with you will take your revenue to the next level. ***It's all about the marketing and knowing what it is you're really selling.***

As I said before, YES service, food, staff, and everything else is important, but if you don't have a *steady stream of new customers coming in* and a way to turn them into raving fans about you and your business, you'll be working way too hard for too little. **You'll never get 100% of the profits you could be making.**

If you don't believe what I just said, you can stop reading this right now and I wish you the best of luck. **If you do believe this and you want to take your business to the next level, there's really only 2 ways to make this happen.**

1. You can take what I said today and start implementing it into your bar business right now. You can create the lead capture pages, create Facebook promotions, learn about psychology and what to say within your marketing to get people to take action, etc. You can learn from trial and error of what offers work and which don't.

But this is the **long and expensive route.**

Or.....

You Can Apply To Join My “Success Team” And I Can Personally Build Out The 100/80/20 Marketing Formula & Marketing Systems Into Your Business & Let You Try It Out For 30 Days Risk Free.

If You're Accepted & If You Don't Get A Guaranteed 300% Minimum ROI On The Money Spent On Ads, You Don't Pay A Penny For Anything & We Stop Working Together.

If You're Happy, We Continue Working Together & You're The Only Owner Within 20 Miles Working With Me & Using My Licensed Marketing Systems.

So What Does All This Really Mean To You??

5 key things. It will give you.....

1. **GUARANTEED Higher Profits, More Money**
2. Make your life easier and less stressful
3. Give you a brand new opportunity to stand out from your competition and give you the **ultimate advantage over them**
4. Allow you to take *more time off* to do the things you enjoy
5. You'll **never** feel stuck, not knowing how to increase revenue.

But the truth is, **I don't even know if I can help you because I can't help everyone.**

I can help you if....

You have a stable business with a good reputation. I'm looking for bars / restaurants that don't need to be "rescued" but owners who **want** to take their business to the next level and willing to do whatever it takes to make it happen.

I can help you if you're willing to invest money into your business and into yourself. Let's face it, it costs money to make money! ***But with this opportunity, you have ZERO risk at losing a dime as I guarantee you'll get a 300% ROI or higher from our FIRST promotion we run together!***

Are You Going To Be My Next Success Story?

Here's How To Apply.

Go To www.LRVOApp.com today fill out the short application. It's your first step to making the changes you need in order to increase your revenues!

Nick Fosberg
President Bar Restaurant Success

PS. Remember, this one phone call is the closest thing to FREE money. I'm looking to create more success stories and that's what happens when you join my "Success Team." And if I fail you, you don't pay. That means I'm taking on all the risk and I'm happy to do so because I know this works!

PSS. You can email me a Nick@BarRestaurantSuccess.com with any questions and keep in mind, if we work together, this is an area exclusive opportunity.