

# HUGE!

That's the only way to describe the NEW AND IMPROVED Restaurant Marketing Systems Boot Camp ... designed to (at least!!!) DOUBLE your income – guaranteed. As one of Bill Marvin's Inner Circle, I want to extend to you this limited-time invitation to attend – at a significant savings – but you must read this letter and respond without delay.

## Are You Ready To Step Up To The Big Leagues?

Our first Marketing Boot Camp was held in April 2002, attended by just under 60 attendees. It was unlike anything ever seen in our industry – and it helped many of these people literally transform their businesses, finances, enjoyment of their businesses, even their personal lives. It was so successful that for our upcoming second Boot Camp, there's over 140 seats reserved already!

I've promised that each Boot Camp will be better than the one before it. The comments from many of the people who "stepped up" and attended are included on the back of the enclosed postcard – and later on I'll give you a special number so you can listen in and hear from others, in their own voices.

But now I've painstakingly planned and prepared **THE ULTIMATE INCOME EXPLOSION BOOT CAMP** and – I have to get this off my chest before I explode! – I'm here at the computer in the dead middle of the night, putting together this special Invitation Packet-because I'm so excited about it I just can't sleep! Today I "locked in" all the details for an Ultimate Income Explosion Boot Camp that MUST be worth "HUGE" MONEY to you – or you pay nothing to attend!

The line-up of speakers, experts, money-making wizards and power-packed trainings that I've put together for this Boot Camp eclipses all the others and will probably never occur again.

Remember, it was attending several very high-priced direct marketing gurus' multi-day Boot Camps that (finally) jump-started my own food business and turned me into the crazed (but wealthy!) marketing maniac that I am today. I have had the extreme good fortune of studying at the feet of the masters' and I have been able to turn that into unusual, high profit marketing strategies shared with you in my System. Now, though, I'm going to be able to share exactly that kind of Boot Camp Experience with you. THIS can turn your entire business inside out, upside down, for the better, in one, huge quantum leap.

## But let's start with the bad news.

Only a limited number can attend. No more than 150 restaurants.

Out of all my Members (all 2,413 of them!) only a maximum of 150 restaurants can participate in this Boot Camp, and I know those 150 positions will fill up fast (as in my previous Boot Camp). So it is very important that you take the time to read this letter NOW if the idea of a huge, virtually instant increase in income appeals to you. (Although that's just one of many Boot Camp benefits).

Since Bill is appearing on the program, I have agreed to reserve a few seats for his subscribers, but the event is filling fast and I will not be able to hold them past March 10<sup>th</sup>. Time is truly of the essence.

**Turn the page for 6 Huge Reasons why you must be there**

# 6 HUGE REASONS WHY THIS BOOT CAMP WILL BE AN EXPERIENCE THAT WILL NOT ONLY CHANGE YOUR INCOME – IT WILL CHANGE YOUR LIFE.

See, here's what 'stepping up to The Big Leagues' is all about. It's NOT just making a good living, NOT just having a thriving business - it is about GETTING RICH via a thriving, prosperous business that ATTRACTS THE KIND OF CUSTOMERS YOU PREFER DEALING WITH, lets you make maximum money in minimum time, with maximum control, pride of ownership, on your terms. It is about THE WAY you go about making money, acquiring customers, creating relationships. It is even about LIFESTYLE, HEALTH, PHILOSOPHY and PEACE OF MIND. Being in business for yourself should NEVER feel like having sold yourself into slavery. It should be JOYOUS! EXCITING!

So here are some of the ways that this Boot Camp delivers all those benefits – and more:

## 1. You'll be prepared before you come

As soon as you have confirmed registration, you'll be sent a packet of preparatory material – including a Questionnaire to complete and return, which allows you to actually shape the Boot Camp content; I and my Guest Speakers will consider your concerns, interests, questions, "challenges" and input in the final planning of exactly what information we will include in our presentations.

## 2. "Hot Seats" and Question & Answer



By restricting the Boot Camp to no more than 150 primary attendees, we are able to choose – based on your Hot Seat request forms that will come with your registration package – many of you to be "put on the Hot Seat", where I and some of my Guest Experts, sometimes some of the most successful users of my Systems, tackle your biggest business challenges and your goals and interactively, right then and there, give you action steps, a whack on the side of the head, a boot in the butt, and a cathartic

experience! Others will be invited to a "show-n-share" what's working for them, right now, in the real world. Others will be on panel discussions. And there will be plenty of Q & A time to INSURE that you get exactly what you need and want.

(Do NOT mistake this for just another "seminar" where you sit, even sneakily snooze in the back, come and go invisibly. This is a BOOT CAMP! You will be challenged. Put on the spot. Involved. You're gonna work, be fatigued – although incredibly excited – at day's end.)

## 3. Get An Opportunity To "Pick The Brains" Of Other Restaurant Owners That Have Successfully Applied My Marketing Strategies

This is your opportunity to forge mastermind alliances with some of the most talented restaurant owners in the industry today.

THIS IS VERY IMPORTANT: Here you will connect with the brightest, most creative-minded men and women in the business today. ... Nowhere else can you "rub minds" with such an elite group of speakers and restaurateurs as you can at this Boot Camp.



You'll meet and talk with restaurant owners from big cities and small towns all over America, some with big business, some with small businesses, some who went from struggle to prosperity, some still struggling to get all the pieces put together, and some with *huge* incomes... some who've increased their earnings while taking more time off than ever before, for family or personal interests.

Frankly, **your networking with all the other Members in attendance can actually be even more valuable than what you hear me and the other speakers say --- and you can NOT get this from tapes, or books or any other way but being here!** It doesn't matter whether you are wrestling with menu pricing or competitive challenges, employee or expansion difficulties, time problems, even personal/emotional hand-ups – there will be **people here who have already slayed those very same dragons, and will generously share their experiences.**

You will even meet “restaurant-millionaires,” the embodiment of “The Millionaire Next Door” book, the powerful demonstration of how my TOTAL APPROACH can make your business the equal of a “magic lamp” containing a “genie” capable of granting any wish! You'll meet married couples who've not only ironed out the difficulties of being business partners, but have grown closer together and are happier than ever before! You'll meet young people and “old timers,” people new to the business and very experienced veterans. ALL speaking the “common language” of my approach to marketing and business development.

Getting inside these Closed Doors and being with this group for 2 or 3 days will have a lasting impact. You will form friendships and share strategies and experience "mastermind" alliances that will last a lifetime. Couldn't you use a support system like that? The mastermind principle alone can make all the difference in the world to your business.

They will all be "into" marketing. They'll all be ambitious, progressive, and innovative. Some will be hugely successful, others just starting to transform their businesses, but, by just registering and being one of my members, by the very cost of attending alone, they will be "screened" so you will be surrounded by people worth exchanging information and ideas with.

*Thank you Rory! I am no longer alone! It was worth the price of admission just for the contacts I've made. As lone operators we do not have a network of other owners we feel comfortable exchanging ideas, challenges, and weaknesses. This environment has been stimulating, informative, motivating and supportive! This type of connection is invaluable to me! Getting to meet Rory and his experts and to talk to them directly instead of seeing them speak at a conference of hundreds of people was great.*  
– Margie Walker, Jan's House, Greensboro, NC

#### 4. Learn From Our Special Guest Experts

Here are the amazing people I'm going to bring to you. Of course, (immodestly), the main point of attending is to pick MY Brain and get MY most prized and valued know-how, and there WILL be plenty of time and opportunity for that. But in addition to getting up-close, personal training from me, let me tell you why each of these carefully chosen Guest Experts can be so important to you.

**Michael Attias** built a \$3,000,000+ a year restaurant from ground zero. Some of his results have been **as high as \$45,132 in a single month in additional business FROM MAILING ONE LETTER!** He has implemented a wide diversity of direct marketing strategies to quickly explode his sales. He has virtually 100's of successful promotions and strategies that he has used in his restaurant. Because he still operates the Corky's Bar-B-Q franchise in Nashville, Tennessee, Michael is available for a limited number of speaking and consulting assignments each year. But he's agreed to come to Vancouver and reveal the very best most successful most powerful “Killer Secrets” he has discovered.

I gave one of Michael's letters to one of my members. Just one. They used it twice in the same month. Total additional sales \$12,000. The beauty of these strategies is that they can be repeated over and over again. You decide how often you use it and how much sales you want.

Michael will show attendees how to cut traditional media purchases up to 50% and get equal or better results, see examples of restaurant mailings that have pulled in excess of 20% and how to uncover prospects eager to eat in their restaurants. The key is learning how to find the right prospects cost-effectively and converting them into lifelong raving fans.”

Michael will also teach a special session on getting tons of catering business. Whether you currently cater or not you'll want to make catering a major focus in years to come. The sales are much higher and customers are easy and inexpensive to uncover. And with catering you get paid to advertise your restaurant, what could be better?

Listen to what one of my members Butch Scott of Abbeville Catfish & Catering said about one (just one) of Michael's letters:

*"I'm **"PUMPED"**!!!!!!! This weekend we will do more gross dollars catering than we did in any month last year. Plus when I came into the office today, on the fax machine was a signed proposal for a \$6,000.00 job. And a request for a proposal to serve the same group not only Thanksgiving dinner but also their Christmas party. We've talking about another \$20,000.00 plus the \$6000.00 for the picnic for a total of \$26,000.00 in sales. This is all from one contact from a 50-piece mailing that we did back in the summer. The only thing we did was editing your sales letter to fit Abbeville Catfish & Catering. By the way this is not the first event that we booked because of the mailing, just the biggest so far. That mailing maybe cost me \$100.00. It has generated over \$19,000.00. That's events that I had completed and been paid for. I can only dream about what would have happen if we had followed your plan and made that follow-up phone call after the mailing. Despite being lazy the mailing was still a success.*

*Thank You Michael, not only are you the lowest paid employee on my payroll, you now have become the most productive! Keep sending the letters and we'll keep booking the business."*

*Thanks again, Butch*

*PS: Before sending anything new, wait a couple of months, I need the time to hire more employees!*

**Mitch Carson** is always well received by his audiences and has created a presentation of successful restaurant promotions that is totally customized for my members. Mitch will reveal how to use low cost premiums to **provide outrageous results** and will share with you some of the best-kept insider secrets to doubling your income from **tested and proven** winners. Mitch is an award winning direct marketer, consultant, author and columnist. His promotional ideas have earned him numerous spots on QVC and Home Shopping Network, features on Fox News and Reuters worldwide. Industry Associations and corporations seek his wisdom and strategies to create new business and maximize existing clients to their fullest potential. Making a massive transformation in your business requires doing something totally different. If you want different results you have to do something totally different. If you want the same results keep doing the same thing as everybody else. What Mitch will show you will make all other marketing and money-making strategies SEEM LIKE KINDERGARTEN.

## **How To Become The Dominant Restaurant That Everyone In Your Community Knows And Remembers When They Think "Eating Out"...And Get This Sterling Reputation ABSOLUTELY FREE!**

How would you like to be on television, interviewed by a reporter for a TV show or special news segment, and have them refer to you as "the expert" and give out your phone number? Imagine how great it will feel to see your services highlighted for free as your competition spends thousands of dollars on advertising not one-tenth as effective...in fact, their advertising is largely ignored.

**Dr. Paul Hartunian**, Ph.D., is North America's preeminent expert on how to obtain FREE publicity anytime you want it. Paul will show you how to easily (and I do mean easily) **obtain thousands of dollars of free publicity** in ways you never imagined. There is not an easier, faster way I know to get yourself positioned as a respected expert than through the strategic use of FREE publicity.

## **You'll Find That Paying For Advertising May Be A Huge Waste Of Money Once You Know All Of Paul's Secrets!**

Paul will teach you how to get free publicity just by asking for it. When you understand how publicity works, you will see that there is **no good reason to pay money** for it. If you are presently paying to get your name and face in front of the public, **Paul's secrets alone will pay for this boot camp ten times over**. He will teach you how to get your name and picture in the paper and on the radio and on TV all for **FREE**. Not just once, but over and over again. In fact, whenever you wish, as often as you wish.

See, Paul learned a long time ago that getting the media to run stories about him and his services is probably the single most credible way to promote his business. Every time Paul uses his secret techniques for attaining FREE publicity, he is bombarded with phone calls day in and day out. He's gotten literally thousands of phone calls from people who want to buy what he's offering. People who want to meet with him about various business ventures. People who want to know more about him and his services.

## **Now He's Going To Teach YOU The Very Same Strategies That Have Made Him MILLIONS Doing This For His Own Business ... With No Advertising, No Money, And Practically No Work!**

The SINGLE GREATEST REASON why someone will do business with you is because they either *KNOW* you or *KNOW OF* you in a positive light. Doesn't that make sense?

This is an incredibly powerful strategy for ONE reason ... because anything written by a reporter or said in a live interview is perceived by the public to be credible and true. Paul calls this the "*halo*" effect. When an article is being written about you, from an independent source, there's a big difference in public perception.

What's the value of just this ONE presenter? Well, it's truly immeasurable because he'll show you how to save thousands of dollars in advertising costs while bringing in thousands of dollars in new business. You've just got to meet Paul at my Boot Camp. I met Paul years ago when I attended a Boot Camp he spoke at and he stunned and thrilled the attendees with his in-depth knowledge and fascinating yet simple ways of promoting yourself for FREE.

**Bill Marvin The Restaurant Doctor<sup>SM</sup>** started his working life at the age of 14, washing dishes (by hand!) in a small restaurant on Cape Cod. He later moved to Colorado to develop and operate the foodservice system for the U.S. Olympic Training Centers. Bill has managed hotels, institutions and clubs and owned full service restaurants. He has had the keys in his hand, his name on the loans and the payrolls to meet. His practical experience enables him to understand the human factors common to the growth and success of every type of restaurant.

One comment I continually get from my members is the frustration they have with finding (and keeping) top quality staff. Who could deny that foodservice is a people business? The quality of your staff determines how successful you will be at giving a WOW experience to all the new people who will discover your restaurant as a result of your marketing. Even more importantly you can't (and shouldn't) have to be at your restaurant holding it all together. You need and more importantly DESERVE time off to spend with your family and significant others to enjoy what you have worked so hard to create.

## **Yes, The Quality of Your Staff Is Crucial To Your Success ... And More Important, To Your Sanity**

I know you do not intentionally assemble a substandard staff, but can you deny that you **could** do ... or at least **want** to do ... a better job of finding the right people?

Staff selection is perhaps the most important aspect of guest service, but in the real world of foodservice operations, it seems there is never enough time to do it right. (Did you ever think that this happens because you have to spend too much time cleaning up the messes made by the marginal workers who are there only because there wasn't enough time to spend in staff selection in the first place?)



## **You Know that Warm Bodies Make for Lukewarm Business, but How Can You Break the Cycle?**

Bill Marvin's boiled the staff selection process down to the point where he had his key staff people doing most of the work ... without getting thrown in jail because they did something stupid! At this stage in your career, you must know that nothing is beyond the ability of someone to screw it up, but at least you can start to stack the odds in your favor! Bill will share:

- How to be sure every applicant receives a positive first impression of your operation
- A guaranteed way to get 50% of job applicants to screen **themselves** out
- How to separate great workers from applicants who just "give great interview"
- 4 qualities all successful foodservice workers have in common and how to identify them in 60 seconds
- Untouchable market advantages that independent operators may not even know they have
- What an independent operator must do to compete successfully in the new marketplace
- Where and how to recruit the people you want
- How to generate (and control) strong word-of-mouth advertising for your operation
- Simple techniques that cause guests to return more frequently
- 6 factors that can make you the best employer in town
- How to eliminate 80% of your operating problems before they even come up
- How to create the sort of work environment where exceptional service happens naturally and much, much more!

Finally, **Dan Kennedy, The Professor of Harsh Reality:**

You'll get a "blast" of "Magnetic Marketing" and entrepreneurial wisdom from one of my most important mentors, Dan Kennedy. Dan's coined the term Magnetic Marketing for the application of proven but unusual direct-response marketing strategies, messages and tools to cut waste out of advertising, for businesses to target market with laser like precision to attract the ideal customer. Dan is the author of 6 books all available in bookstores.

Dan Kennedy has shared the platform with former U.S. presidents Bush and Ford, General Norman Schwarzkopf and General Colin Powell, broadcasters Larry King and Paul Harvey, great coaches like Lou Holtz and Jimmy Johnson, entrepreneurs like Debbi Fields and Mark McCormack, top business speakers like Zig Ziglar, Brian Tracy and Jim Rohn ... even entertainers like Bill Cosby and Naomi Judd.

Dan is the "hidden genius" behind full-page magazine advertisements you've undoubtedly seen, direct-mail campaigns you've received and TV infomercials you've watched. In addition to all the advertising and direct-mail Dan prepares for his own products, services and businesses, there are hundreds of clients using marketing materials Dan has prepared for them.

His full-page ads have appeared and do appear in magazines like Inc., Success, Entrepreneur, Nations Business, Moneymaking Opportunities, the airline magazines, the tabloids, USA TODAY, The Wall Street Journal, and countless trade magazines. In any given month, clients spend over 1/2-million dollars running ads, much more mailing sales letters, and still more airing infomercials that Dan has developed.

Over 85% of his clients pay his phenomenal fees and use his services repeatedly. And his clients include Guthy Renker Corporation, leader in TV infomercials, which has grown from a few million dollars to a \$350 million a year business during its 10 year relationship with Dan.

The now-giant Guthy-Renker Corporation, famous for its celebrity infomercials with Victoria Principal, Vanna White and Tony Robbins infomercials, has had Dan as a key member of their brain trust since their very first infomercial (Think And Grow Rich). Or there's U.S. Gold, a company that has twice increased its sales by millions with Dan Kennedy provided marketing breakthroughs. And the list goes on and on and on.

Dan's pretty much retiring ... and at a very young age, I might add. I've secured one of the very few speaking engagements Dan is going to make in 2003. And for that matter, it's probably the last time you'll ever get to see him speak. Here's a sample of what he will reveal:

- The most valuable investment you can make towards your success!
- The real difference between successful and unsuccessful people! (If you could only learn one lesson in life ... this should be it!)
- How you should conduct your business and personal life in this time of uncertainty! (Dan's one of the few people who [I believe] has the right way to deal with this.)
- The real secret of effective marketing and advertising ... or ... what all your marketing and advertising must do if you want to be successful! (No other "guru" would dare reveal this truth!)
- Why now is the best time to crush you competition ... and ... how to do it!
- The biggest mistake almost every business owner in the world makes and how to correct it!
- The key to making maximum profits from every client you'll ever have!
- How to melt away any and all price resistance ... and ... make more money on every transaction from now on!
- The three and only three things you must do to make all the money you want or need!
- The reality of human nature in America today ... and ... how to use this "truth" in all your marketing and advertising to get maximum results!
- How good is your advertising? A quick test to find out!
- General Norman Schwarzkopf's success secret! This piece of profound wisdom will change your life!
- How to craft your sales messages to precisely match your market ... and ... get maximum response every time!
- A simple question that reveals your most powerful USP (Unique Selling Proposition)!
- The real secret behind the success of Domino's Pizza!
- How to choose the right targets for your sales messages!
- How one industry uses direct mail to get money from people who have no money, and for nothing in return ... and ... why you must study their letters!
- A secret cash flow surge technique that has worked in 136 different industries ... and ... will work for you today under any circumstances ... good or bad! (Use this "sure thing" anytime you need a quick cash infusion for your business or personal needs. It works like a charm every time!)

## **5. Two Whole Days of IMMERSION in Marketing & Money-making, Away From The Day-To-Day Routine & Pressure, and an Optional Workshop Day.**

Joe Karbo made millions running as ad with this very "in your face" headline:

### **Are You Too Busy Earning A Living To Make Any Real Money?**

It IS difficult to deal with all the day-to day stuff and still find time to clear your head and focus on new, better ways of doing things, on more profitable marketing. Getting away and immersing yourself in the Boot Camp environment with a small group of other marketing maniacs-in-development, with me and my high energy, with my guest Experts, is extremely powerful. (By the way, NO beeper, and NO cell phones in the meeting rooms. Call home on breaks if you must, but no interruptions.)

Like Redd Foxx used to say:

**"This is THE Big One!"**

This is THE Boot Camp you MUST attend, no matter what you must do to clear your schedule and get the money. no matter if it's inconvenient. because this is THE Boot Camp that can and will **TRANSFORM YOUR BUSINESS INTO EXACTLY THE "LIFE" YOU WANT.**

"Stepping Up To The Big Leagues" means \$100,000.00 to \$250,000.00 a year for a "small" restaurants - or \$1,000,000 a year for the "bigger" restaurants ... BIG MONEY ... but also Big Money made the right way - your way.

HIGH QUALITY, appreciative customers, LOTS OF REFERRALS, even real community prominence if that's what you desire. As long as you are going to get up every morning and go to work...spend money that is TOTALLY CONGRUENT with you personal. family, lifestyle, and financial goals. **Why not construct exactly the kind of business you most desire?**

As you very well know you pay "an EXTRA price" choosing self-employment. The government multi-taxes you and buries you in stupid paperwork. You have to provide for your own health care and retirement. You can't just up and take a two-week vacation. You not only work longer hours, harder than any employee does - you worry for another 40 hours a week! You deal daily with difficult customers, undependable employees, equipment breakdowns, supplier problems. I am here to tell you three things about all that responsibility.

First, you DESERVE a lot of extra benefit in return for taking on all that responsibility.

Second, I'm constantly amazed at how much energy, effort, blood, sweat, and dough people put into creating businesses they don't love. WHY? THIS IS DUMB.

Third, I'm also amazed at peoples' knack for doing things the hard way.

I'm into EASY. I want to take the elevator to the top. That's THE BIG PICTURE, the TRANSFORMATION that this Boot Camp is all about.

### **Optional 3<sup>rd</sup> Day Workshop Puts You In The Heat Of The Action**

Stay for this third day and "DO" what we've talked about the previous two days. We'll walk through specific real life examples take you through step by step of successful restaurant marketing campaigns and how simple it all is. There will be no stones left unturned. You'll be given opportunities to work with other members and ask questions of exactly what happened and what can and should be expected.

In small roundtable groups, you will work on challenging, stimulating projects like "find the big idea" ..... "use the right grabber" ... "write a powerful headline" ... and much more, with hands-on, over your shoulder help from my team of speakers, and successful students and others. You'll have team leaders or other highly successful users of ads and sales letters.

You'll present and have your work critiqued. You'll race the clock. Yell "emergency"! and I'll jump in and help you. We'll work under a frantic pace, under pressure. We'll brainstorm and create breakthrough ideas. We're not even going to stop to eat - there'll be sandwiches, food bars, other stuff brought in to keep you going, that you can wolf down while you keep working. (Catheters and tin cans optional).

The last time I did this kind of thing I charged my full day consulting rate currently \$4,500 per day. You pay a lot less. Because it is a workshop, not a seminar, I have to limit it to 150 registrants, and I may cut it off at 125. I'm still working on hotel details as I write this.

This is the ideal way to really internalize and practice everything we cover during the Boot Camp.





## 6. And Finally, You Have Me ... Rory Fatt ... As I Reveal My Brand New Income Explosion System Filled With Key Strategies For Business Simplification and Income Optimization!!!

Come meet me in person and I'll take you on the most amazing three day business success journey of your life.

Sure you may have read my books, browsed my newsletters or listened to my tapes. But **the live interactive experience is 100 times more powerful.** A true pro magician reserves his best tricks for his encore performance! So in my Boot Camp, I'm going to do TWO key things:

**FIRST**, I'm going to focus on, elaborate on, thoroughly explain, and demonstrate my new Marketing System that will completely revamp the way you look at your restaurant. This is a true "more GAIN with less PAIN" system designed to help you focus on only your best money making opportunities and cast aside those bothersome income robbing 'chores' that most restaurant owners focus 99% of their time on. I'll show you how to work smarter ... not harder ... to achieve the kinds of success that, until now, has only been reserved for a privileged few.

I won't "overwhelm" you with 500+ marketing ideas ... where you become so confused that your head is spinning. I've spent hundreds of hours whittling down the very best strategies so I can give you only the most PRODUCTIVE systems ... step-by-step, ready to plug into your business.

**SECOND**, I'm going to reveal **NEW AND DIFFERENT OPPORTUNITIES** for attracting precisely the prospects, customers, customers you desire – and have them pre-disposed to do business with you. I'm going to cover strategies for eliminating skepticism, price resistance, and other selling obstacles. And I'll give new insights for maximizing your profits that I have not revealed elsewhere and will reserve only for my Boot Camp attendees. You'll be way ahead of the pack with this TOP SECRET info.

**And, of course, this Boot Camp is an ideal opportunity to corner me personally, to really pick my brain. I'll be accessible from dawn till dusk!**

As if that weren't enough, here are more ways this boot camp will deliver a completely new two-day total immersion marketing experience ... so unlike anything you've heard, you will go home brimming with new ways to set your business on fire.

## You'll Receive A Jam-Packed "Best of the Best" Manual

I'm compiling a thick manual stuffed full of all the best marketing pieces from all of the attendees. Everyone will agree that **this alone will be worth the price of admission** because you'll get dozens and dozens of successful ads and letters to 'steal' from the next time you need a new marketing idea.

I'll be asking (actually bribing) all attendees to submit examples of their absolute best marketing strategies. I'll combine them into a giant notebook for you to take home and 'borrow' from. We'll spend time talking about as many of these winning ads, letters, and postcards as time allows. You'll find out why and how each of them worked and how you can use them in your own business.

## Should YOU Attend ... Or Not?

This kind of committed, intense approach is NOT for everyone. You may not be ready for "maximum provocation," for having to confront and question everything you think you know about making money in this business, for having the rug pulled out from under "the way we've always done it." Or you may already have enough business, getting the kind of check averages you want, from the kind of customers you want.

Or you may not value yourself and your business enough to make this kind of serious investment of time and money. Whatever. There ARE a few legit reasons and plenty of excuses for saying “no” and staying home. And I do NOT want anybody here who is not COMPLETELY COMMITTED to creating really big breakthroughs in their businesses, incomes, attitudes, marketing know-how and lifestyle. You go look in the mirror and decide for yourself whether you ought to come and work with the Big Leaguers.

## “Will You GUARANTEE That This Will Double My Income?”

Papa Fatt didn’t raise no dummies. There are just too many ways you can screw yourself up, completely outside my control, for me to guarantee your results. But I will offer you an incredibly generous guarantee, even **a bold and daring guarantee:**

Participate in the entire first day – right up to 9:00PM. If you are not then absolutely convinced that being at this Boot Camp will at least double your income, just ask me or one of my staff members for a refund, turn in your materials, and you can leave. But I will not just refund your Fee ... I will also give you a reimbursement of up to \$500.00 for your travel expenses (based on your documented receipts for airfare, car rental and/or lodging). That’s right: your refund PLUS UP TO \$500.00 EXTRA, right out of my pocket!

## Now, What About the Investment?

When I was still bumbling around, trying to figure out how to get my business off the ground, most of the marketing boot camps that I attended cost \$3,000.00 to as much as (gulp!) \$15,000.00 per person to attend. Although I could – and maybe should – I’m NOT going to ask you for anywhere near that much money.

## Good News: You Don’t Have To Pay The \$1,597.00 Fee ... If You Act Fast!

There are a number of discounts available, and you may qualify for one or ALL of them.

	Before Bill’s Reserved Seats Sell Out	After Bill’s Reserved Seats Sell Out
Coaching Program Member	\$100 OFF	\$100 OFF
Gold Group Member	\$200 OFF	\$200 OFF
Early Registrations	\$200 OFF	
Pay In One Installment	\$100 OFF	\$100 OFF
Submit Your Best Marketing Idea Or Promotion For The “Best of the Best” Manual	\$100 OFF	\$100 OFF

**These discounts can be added together.** So for example, if you’re a Gold Group Member, register before Bill’s reserved seats are gone, pay in one installment, and submit just ONE (or more) documented marketing example that’s contributed to making money for you, **your tuition is just \$997!**

## Over \$1,000 in Cash Prizes

I’ll be giving away up to \$1,000 in Cash Prize money for the Best (most measurable, most profitable) Marketing Examples. I’m asking all attendees to submit examples of their absolute **best marketing examples with the results.**

Send me your best birthday mailing, newsletter, email, thank-you letter, postcard, website, table tent, catering letter, sales letter, or promotion along with the results from it. Not only will you get an additional \$100 off of your tuition, you’ll be entered to win our contest and could go home with a pocket full of cash!

There are **two payment options for you:**

If you would like to pay in full immediately, we will deduct an additional \$100 off of your tuition. Otherwise, you can pay HALF now and half in 30 days ... and we will NOT add any interest or service charges for doing so. You can even grab the “early bird discount” of \$200 even though you are paying in installments!

Well, what about this investment? Is it a lot or a little? I was told early on: “if you think knowledge is expensive, try ignorance.” It may be a stiff fee for you to pay, but in value, it is a true bargain – I guarantee it.

And don't forget to think about this: even if \$1,597 is a “big number” to you at the moment, spending it really won't alter your life much overall. It breaks down to \$4.38 a day for a year. And think of all the “stuff” you DO spend \$1,597 on.

Chances are, you're paying that in interest alone on your credit cards or car loan in a year – and that's money that just evaporates right into thin air. Nothing CAN come back to you from that. A few beers after work just one day a week adds up to \$1,597 in less than a year – and that's money that goes to your gut.

Not much good there. So spending \$4.38 may not have any big impact on your life overall. But NOT being at the Boot Camp sure could. What you miss might make the difference between creating the business you really want or having to “settle for” business – and being chained-at-the-ankle to it for the next 10, 20, or 30 years!

Finally, bluntly, and maybe obnoxiously, let me assure you that whether you say “yes” or “no” won't matter a whit to me. We'll have 150 here whether you are with them or left behind. And even if we didn't, it still won't matter much to me. I built up and made a lot of money in my food business and other entrepreneurs I consult with. My systems have been so enthusiastically embraced by this industry that I routinely and easily make thousands of dollars each and every day – without lifting a finger for manual labor.

So I don't need a hernia. I don't need to do this at all. And because of my increasingly busy schedule, this is virtually the only place you can get me live, in person; face-to-face to deal with your marketing challenges one on one. But, I'll eat just fine and sleep peacefully tonight whether I get your registration or not. It doesn't matter as much to me as this Boot Camp could matter to you.

**URGENT:**  
**TIME IS SHORT, THIS BOOT CAMP IS COMING UP FAST.**  
**MANY OF THE AVAILABLE POSITIONS HAVE ALREADY**  
**BEEN TAKEN BY RETURNING ALUMNI. TO BE INCLUDED,**  
**YOU MUST ACT QUICKLY ON THIS INVITATION.**

I have reserved a limited number of seats for Bill's subscribers ... but only for a limited time. When they are gone, that's it. **To be certain of qualifying for the “Early Bird” discount, pick up the phone and call Shelley or Kathleen in my Office IMMEDIATELY: (800) 398-5111 and tell them “Bill sent me.”** If it is after hours, leave a message – say, “I want in!!!” – so we count yours as the first call of the next day; and Shelley or Kathleen will call you back.

Or FAX the Order Form to my Office pronto. 604-940-6902

Do NOT let this wait or the odds are that you will wind up on the Waiting List for the next Boot Camp ... if I can find the time to put one together ... and if I feel like doing another one this year. Oh, and no whining, crying or creative stories. If you procrastinate, you lose. No exceptions. You need to decide and respond RIGHT NOW. Or risk being left out.

I hope you'll be included in this incredible event.



Sincerely,

Rory Fatt  
Restaurant Marketing Systems, Inc.

**BOOT CAMP DATES: March 27<sup>th</sup> & 28<sup>th</sup>, 2003**  
**Optional BOOT CAMP WORKSHOP: March 29<sup>th</sup>, 2003**

P.S.: If you want a mini-vacation, come a couple of days early or stay a couple of days afterward. There is lots to do and see right here in Vancouver, B.C. But don't plan on the Boot camp being a vacation!!! – Come here to work.

P.P.S: A minor point, but one we want to make sure you know about. The first day of the seminar will be theater seating. Thereafter we will have regular classroom seating.

P.P.P.S.: A \$100 Bribe. Submit an example of your best marketing ad, letter, or sample promotion(s) that's helped generate new customers and you can deduct another \$100 OFF your tuition. I'll be compiling all this material into a giant manual called "The Best Of The Best" that every attendee will receive free to take home with you. We'll spend time talking about as many of these winning ads, letters, and postcards as time allows. You'll find out why and how each of them worked and how you can use them in your own restaurant. This alone will be worth the cost of tuition.

P.P.P.P.S.: **You will not believe the rate of exchange on the Canadian dollar.** Currently you can get \$1.56 Canadian for every US dollar. **All seminar prices I have quoted are in US \$, but hotels, food lodging are amazingly affordable.** Turn this into a break and go spring skiing at Whistler, just 75 miles away, investigate Vancouver's famous Granville Island Market, Chinatown, walk on the beach, jog around Stanley Park or dine on the top of a local mountain. Ask anyone who has ever been to Vancouver and they'll tell you. Last night on TV I found out that John Travolta met his wife here, and President Bill Clinton visited for the second time). What better way to come and visit, get the tax deduction at the same time AND enjoy the extra value you get by taking advantage of the best exchange rate on the US dollar EVER!

P.P.P.P.P.S.: The Vancouver Airport is world-class facility with direct connections to most major US airports. Statistics say Canada has only one third of the crime per capita than the US. We're only a 20 minute flight or a two and a half hour drive from Seattle's Sea-Tac airport. If you are looking for a place to visit in North America I couldn't think of too many places that are safer. What could be better than discovering better ways to make money, an easier life for your family while visiting one of the most beautiful cities in the world? If you want more information on Vancouver go to [www.tourismvancouver.com](http://www.tourismvancouver.com).

P.P.P.P.P.P.S.: Let me remind you of something; out of all my 2,413 Members, only 150 restaurants will be allowed to participate. Once those slots are filled up, it's too late! We're not taking anymore! I've got to keep the numbers down to insure quality!

**READ THE EXCITING COMMENTS FROM PAST BOOT CAMP GRADUATES  
THAT FOLLOW ... AND TO HEAR MORE, CALL THE SPECIAL EAVESDROP  
MESSAGE LINE 604-696-1308 – ANYTIME 24 HOURS A DAY!**

*I had heard a lot about the ideas in this seminar, but was skeptical. I got a better understanding of the material and understand the principles much more than before. Rory, thank you for a great weekend, I learned more about marketing in one weekend than in four years of school.*  
– Randy Wallachy, Corvallis, OR





*The direct mail responses we're getting now are between 20% and 40%. It's very worthwhile. A VERY inexpensive investment. He makes it fun, interesting, makes you understand where to concentrate your efforts at. The results are there.*

**– Patrick Griswold, Conneaut, OH**

*Your Income Explosion Boot Camp was the best seminar I've EVER been to. This was a once-in-a-lifetime opportunity to see a cluster of marketing talent...all in one room. I had the chance to interact with marketing experts and, of course, restaurant marketing guru himself...Rory Fatt! On our way back to Wyoming (we drove), Jon and I talked all the way (8 ½ hours a day) about what we learned. What was truly amazing was that I spoke with each speaker, some I'd never met and honestly was afraid to approach, I realized that what they shared on stage was real, honest and from the heart. Don't by any means, pass up this opportunity to experience what I did! The way I market my restaurant has changed...permanently. In fact, my whole approach to business has been revitalized! As you can see, it was a terrific experience for me...I picked up so many ideas, my brain is on fire! Don't miss out! Call Rory's office now. Looking forward to seeing you at Rory's next Boot Camp...I'm sure he'll surprise me again!*

**– Francene Edeson, Kringle's Café and Bakery, Alpine, WY**

*I thought I would give you a brief recap and some hard numbers for the calendar year end. What is significant has happened in the last 8 months since your Boot Camp. Sales from January 2002 thru December 2002 net sales went from 1.175 million to 1.35 million. A net increase of \$175,000 or 13% in 8 months. December sales 2002 were \$147,000 compared to \$120,000 in 2001. New Years Eve set a record at \$16,200 gross for just the one day. The response I have received from my newsletters have been tremendous and have become even more evident by our customers visiting us more often. What does this all mean, really? Well, in a nutshell Rory, for the first time in 2 years, we have finally been able to pay up all our vendors. I mean ALL our invoices up thru the 31st of December are paid off. Plus, Robin and I paid for Christmas. Nothing on credit cards. All gifts paid for in cash. Look forward to the New Year with you Rory. Thanks for everything!*

**– Joe Florentine, Fullerton, CA**

*"The Only Way I'm Going To Miss The Boot Camp In Vancouver Is If I'm Six Feet Under!!!!!! Rory THANK YOU. This time last year I didn't know how to market my business. If it had not been for an ad that mentioned a place that I knew was a real restaurant, because I had eaten there, I would have never called that 800 number for your free report. See I'm the type of person that wants proof before investing in something. Not only have you provided the proof, you have taught me how to get the same results! There is a Santa Claus, his name is Rory Fatt!*

**– Butch Scott Abbeville Catfish Abbeville, MS**

*I am more excited about my business than I have been for the last 21 years. Sales are up and my relationships with my customers are at an all time high. I feel I have the wisdom and knowledge to control my own destiny in this business. What can I say but WOW!*

**– Gus Verginakis, Edgewood, MD**

*"I know my competitors are going crazy wondering where all their customers went and what that idiot is doing out there with all this outlandish stuff. When I hit them with some of the stuff I got someone's going to send me a straight jacket. I don't care because I know this stuff works!*

**– Alex Haff, Isaac Newton's Restaurant, New Town, PA**

*"I've used your system just over a year now and my sales are up \$424,129. More than 68%!!! I have done so well, it is hard to put into words. You certainly have helped me move my business to new heights. Thanks!*

**– Larry Lariviere, Westbrook Lobster, Clinton, CT**

*I routinely pull in 500–600 new guests a month. One month 2,588 new people with a sales INCREASE that month of \$34,561.12! That's in addition to my regular business. I wouldn't believe it if I didn't see it with my own eyes. At times I had line ups one and a half hours long for my restaurant. Now my biggest challenge is figuring a way to move food from my first floor kitchen to my second floor to handle the overflow. That's a nice problem to have.*

**– Joe Berbari, Copper's Bar and Grill, Massillon, OH**

*Rory, what a great weekend. It was a pleasure to meet and talk with so many people in my industry. I had a great opportunity to listen to professionals on your panel that had great ideas. I am excited to go back to work and spread the wealth! Thanks for everything!*

**– Matt McSweeney, Matt Denny's Ale House, Monrovia, CA**

*I was at the point where it's like I'm either gonna just close my doors cause I'm just tired and getting ready to retire, or I'm gonna kick ass. From not doing anything special to promote business and just starting with a postcard and then newsletter, our profit skyrocketed, in about a year and we were up something like \$88,000.00. It proves that marketing yourself does pay off. Seminar money well spent!*

**– Nancy McConnoghy, Nancy's Place, Port Hadlock, WA**

*RMS Boot camp has given me the burst of focused insight to jump start my direct response marketing program which has been on the back burner for the last couple of years. I'm taking marketing back into my own hands to focus the attention back where it belongs—on the customer with specialized attention! Thank-you!*

**– Mary Holder, Generous George's, Alexandria, VA**

*This seminar was a wake-up call. I did not realize the opportunities that were available in my restaurant until I came to this Boot Camp. It was not one great idea but 50 great ideas. The out of the box thinking is what differentiates you from your competition and this Boot Camp provided it. The number 1 thing I have learned is how valuable my time is and not to let anyone steal my time. Sales up 25% over last year.*

**– Wasfi Samaan, J.D. Legends, Nicholasville, KY**

# Special NO-RISK Boot Camp Enrollment Form

**Yes, Rory!** I wouldn't miss the Restaurant Marketing Systems Boot Camp for the World! I understand there will be theater seating on Thursday, March 27 and regular classroom seating for the rest of the sessions. I understand that the cost for the Boot Camp is \$1,597 and that my spouse, partner and/or key employee can join me for just \$297.

## NO-RISK 100% MONEY BACK Plus \$500 GUARANTEE!

Participate in the entire first day – right up to 9:00PM. If you are not then absolutely convinced that being at this Boot Camp will at least double your income, just ask me or one of my staff members for a refund, turn in your materials, and you can leave. But I will not just refund your registration fee, I will also give you a reimbursement of up to \$500.00 for your travel expenses (based on your documented receipts for airfare, car rental and/or lodging).

### Choose All that Apply. Discounts May Be Combined:

- " I am responding before March 10, deduct \$200
- " I am a Member of Bill's Coaching Program, deduct \$100
- " I am a Subscriber to Bill's Management Insight Series, deduct \$100
- " I am a Member of Bill's Gold Group, deduct \$200
- " I am submitting an example of my best marketing ad, letter or sample promotion that helped generate business for my restaurant, deduct \$100
- " I am coming to the Optional Workshop. Enclosed is my \$297. (Payment terms do not apply to optional third day workshop.)
- " I am bringing \_\_\_\_ additional attendees to the Boot Camp at \$297 each for a total of \_\_\_\_\_ and \_\_\_\_ additional attendees will be coming to the Optional Workshop at \$97 each.
- " I am paying in one installment, deduct \$100
- " I am paying in **Two** Installments – **Half** with this Enrollment, the balance in 30 days.

**Early Bird Offer Good Until  
March 10, 2003  
or while seats are available**

### Please print clearly

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_ ) \_\_\_\_\_ Email: \_\_\_\_\_

Additional Attendees:

1. \_\_\_\_\_ 2. \_\_\_\_\_

" I enclose payment by Check (payable to Restaurant Marketing Systems, Inc.)

" Please charge my Credit Card: \_\_\_\_\_ Expires: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

**Important Note: Registration is NON-Cancelable and NON-Transferable. Monies paid for registration in whole or in part will NOT be refunded under ANY circumstances, except per the Guarantees described in the invitation letter accompanying this form.**



**FAX** this form to: 604-940-6902

**MAIL** this form to: Restaurant Marketing Systems, 7198 Vantage Way #104, Delta, BC  
V4G 1K7 Canada

**CALL:** 1-800-398-5111 (24 hours a day, 7 days a week)

A confirmation, with all the necessary info will be sent out to you upon receipt of your registration. This includes a packet of preparatory material, including a Questionnaire to complete and return.