



How to Make Maximum Money with Your Coffee Shop in Minimum Time: Skyrocket Profits, Increase Customers, and Work Less!

Greg Perry

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Almost every selling strategy that every coffee bar owner tries, to advertise, to market, and to attract paying customers is ineffective, costly, and wrong. Almost every penny that every coffee bar owner spends to attract paying customers is wasted; you might as well toss your money down the drain with this morning's used coffee grounds. Why rely on the same advertising methods everybody uses? Why trust your business's lifeblood - customers - to random attempts to promote your coffee shop? Stop the insanity! It's time for you to change if you want to make a lot of money in the coffee business. It's time for you to change now. Surely you know that your advertising dollars are wasted, but what specific steps can you do to reverse that? You'll find out here! How can you get customers to come to your shop when the corporate guys are down the street with all the benefits millions of dollars of branding afford them? You stop trying to compete with them and you let them worry about you! How? You'll find out here! To advertise wisely, you need to know exactly how many customers a specific advertising method brought into your store. How many were new? How many were existing? You'll find out here! Do you use your phone as an automatic money generating machine in your coffee bar? You'll learn how to do that here! Do you know how to use your shop's WiFi signal for maximum profits? You'll find out how WiFi can boost your bottom line when you approach it correctly here! Are you aware that the books and magazines your customers look at can do your selling for you? You'll see how they can here! Are you so busy working in your coffee shop business that you have no time to work on your coffee shop business? Stop now! You can begin expanding, increasing your store's income steadily, and working on training your employees how to talk customers into happily spending more money in your store. The secrets to do just that are hidden in plain sight and clearly identified here! What business are you really in? If you answer that with "coffee shop" or "coffee bar" or "food and beverage" or any terms similar to those, you are missing gold. To learn exactly what business you are really in, just look here! What good does a customer list do you in a business such as yours? If you do not know, then you will be shocked when your income doubles as the result of a list you start working on as soon as you see why here! You don't learn how to make more money in this book; you learn how you can boost your profits geometrically! A coffee bar is often a stagnant business with the owner and employees having no clue how to make customers happy and getting them to spend more in your store. The key to your new success is in this book. A book that is more like a manual showing you exactly, step-by-step, how to make your coffee bar the most happening place in town! You get no fluff here! You only get step-by-step training on making far more money with your coffee bar than you ever dreamed possible! So, you're probably working on being the best Third Wave coffee bar around. You mastered the beans, the roast, the flavor, the froth... ..Now it's time to get customers in the door to pay for everything! It's time you learned how to spend virtually nothing on attracting new customers while at the same time you learned how to make more money at this business than you ever dreamed imaginable. So the time is now... You need to decide to put your business on top of every other coffee bar in your area... You need to be the envy of every other coffee bar owner in your state who struggles to pay advertising bills that don't pull in customers. Is that corporate coffee shop just down the street? Good. The next thing they hear will be a giant sucking sound of their (former) regular customers running into your store again and again!

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