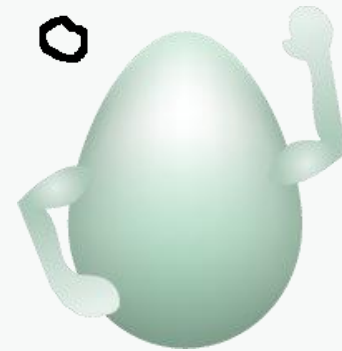


# 27 thoughts for restaurants



Dan Holm  
**green eggs** marketing



## **27 Thoughts for Restaurants** *by Dan Holm*

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# “They say”...

is a representation of what the restaurant industry currently thinks about food, customers and service.

# “I say”...

is what customers should demand, expect and think about restaurants they dine in.



They say, frozen food is good enough.

**I say, frozen food is for animals, not world class people.**

They say, there is a 30 minute wait, take a pager.

**I say, I can go to three of your competitors,  
I shouldn't have to wait.**

They say, take out.

**I say, dine in.**

They say, big, TV advertising.

**I say, no one is watching.**

They say, we don't have to change.

**I say, change everyday, or become extinct.**

They say, more of the same.

**I say, new products!**

They say, our restrooms are clean.

**I say, restrooms are never clean.**



They say, raising prices twice a year is ok.

**I say, it's not ok when there is no explanation.**

They say, our drive thru takes 10 minutes.

**I say, it should be 2 minutes or less. That's why you built it right?**

They say, we have good service.

**I say, remarkable service is the new standard.  
Good isn't good enough.**

They say, order online.

**I say, 'can I talk to a human?'**

They say, we're the 'one and only'.

**I say, everyone is the 'one and only', what else you got?**



They say, the inside of our restaurant is ‘new’.

**I say, how new? Remember Steak and Ale?**

They say, nothing is free.

**I say, bring me more free bread.**

They say, butter packets are good enough.

**I say, bring me homemade whipped butter.**

They say, ‘we execute food and service every night.

**I say, was your execution flawless?**

They say, the cheaper the better.

**I say, cheap compromises quality.**



They say, no one comes to my restaurant...

**I say, when's the last time you did something remarkable?!**

They say, our food is good.

**I say, unless it's mind altering, earth shattering, and full flavored... its not good.**

They say, food temperature isn't that big of deal.

**I say, serve hot food hot, and cold food cold.**

They say, we offer a large variety.

**I say, you can't be everything to everybody. Focus.**

They say, our servers are knowledgeable.

**I say, great... but are they personable?**



They say, our prices are reasonable.

**I say, reasonable isn't affordable.**

They say, no one will notice if our food is bland.

**I say, we noticed...give us flavors!**

They say, customers like me are too demanding.

**I say, customers like me don't demand enough.**

They say, customers like me are insane.

**I say, customers like me keep restaurants in business.**

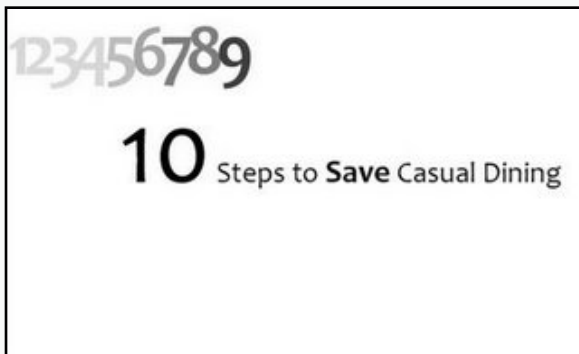
They say, if we keep doing what we've always done we'll be fine.

**I say, now that is insane.**



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*GreenEggsMarketing.com is a blog dedicated entirely to food, restaurant reviews and food enlightenment. We share stories, spread ideas and over analyze restaurant products. Email Dan Holm at danielrholm@gmail.com*

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