



Ron-

You always give me great ideas every time I talk with you. Some are easy to implement and others not so easy. But, the idea of featuring one food item every month was a great idea!

You recently received an email about the Mac & Cheese. I linked this email to have customers recommend us for several different food network shows. I have received more clicks and click throughs on this email than any email distributed. I took a risk and sent it out just before the 4th of July weekend. I normally won't send emails on weekends, but I found out people are more relaxed on weekends and take their time reading emails and click through more on weekends than during the week.

Hopefully the food networks shows will get enough emails about us that we can get on their radar and eventually on one of their shows. I

The customer contact info you suggest-yet another great idea. I have revised it several times. I now ask our customers what we can do so more people can hear about us. 90% of the ideas are really stupid, but the other 10% have given me some great ideas that I have started implementing.

Our average daily sales are up 60% since January. Not bad, but still not good enough. The ideas are turning into \$'s. I feel like for the first time since we opened 5 1/2 years ago, we are controlling the growth of our business. We are now developing repeatable processes. In the past the business was just happening and we didn't know why or how to repeat the process.

I am not very bright-but bright enough to recognize when someone is giving me a good idea!

I truly appreciate your help and ideas!

Paula Merrell  
Chef Point Cafe