

The Café Coach Reveals for the First time...

# 11 Biggest Mistakes You Can Make When Buying a Café that Could Cost You Tens of Thousands of Dollars...

## The Shocking Truth about the café industry that 95% Café Owners Don't Know...

**FACT:** According to industry statistics, 70% of Cafes fail in the first year.

**FACT:** Cafes change hands on average every 2-3 years. Anecdotal evidence suggests that in major cities in the Central Business District where competition is fierce, it is every 12-18 months.

**FACT:** Over 50% of businesses for sale in the newspaper are food-related. This indicates the level of fierce competition and the tough nature of the hospitality industry.

Too many people think running a café is easy and glamorous! They buy a café thinking they are making a lifestyle change, but when they get into it they actually found it hard and stressful. They get burned out, dissatisfied and often find themselves being stuck in the business. Lots of them lose money, health as well as relationships. They are unable to take a holiday fearing losing customers.

**Here are the 11 Biggest Mistakes You can make that cost You tens of thousands of dollars:**

### Mistake 1 - Buying on emotions

Some buyers come to me and said, "I paid the asking price because I don't want to lose this opportunity again!", or "There were other offers on the table, if I didn't sign the contract, I would lose the deal", "I've been looking for 6 months and still haven't found anything I like, I was so frustrated and this deal seems good so I bought it. Now I am regretting it."

It's a fatal mistake to believe the café you've just found is the perfect one for you. Don't fall into the trap of being taken in by the setting, the physical appearance of the shop, or the décor. Don't fall in love with the food or coffee. These are all emotional factors.

These emotional buyers often lose money or buy into headache or heartache. One of my buying rules is: Forget the business, love the deal. It's the deal you're after, not the fact that you've always wanted to own a coffee shop. The intention isn't to buy yourself a job, but a business. Learn to walk away if the numbers don't stack up!

## Mistake 2 - Paying too much

Many inexperienced restaurant buyers grossly overpay for the business and soon discover that not only can't they make money, they're losing money every day.

There is a "**Pre-Buy formula**" you must use to accurately value a cafe. Before using this formula, you need to understand the "Café Industry Benchmark". For example, your rent can't go over 15% of your gross sales and your wage bill needs to be less than 30%. Food, labour and rent costs must all be in line. You need to follow these proven methods to be certain the business will be profitable. Here is what one of our students learned:

*I am an accountant and thought I knew everything!  
How wrong was I... I wished that we would've consulted  
with The Café Coach before we bought the café. This would've  
saved us hundreds of thousands of dollars and lots of stress and  
headache.*

**I am an accountant and have owned & managed a number of multi-million dollar businesses before considering a retirement lifestyle of owning a café. As an accountant, I thought I knew how to read the figures and was confident with my valuation of the business.**

**One month after we took over the café, we discovered a lot of hidden expenses, wages & problems that affected the café price by several hundred thousand dollars. What Rita explained in the workshop about the pitfalls and hidden problems proved to be the exact problem that faced us. *We wished that we would've consulted with Rita before we bought the café. This would've saved us hundreds of thousands of dollars and lots of stress and headache.***

**My advice to you people out there looking to buy a café, is, book yourself into this café start up course & get Café Coach's advice before you pay!**

*...Kathy Hargrave, Albert Park, Melbourne*

### **Remember: The Profit is in the Purchase.**

This is one of the least understood principles of buying a business. The profit you make when buying a business is at the time of purchase, not when you eventually sell it.

You can only sell at a profit if you buy at a loss. Not your loss, the seller's. Remember someone has to be losing through the sale of the café. Your job is to ensure it's not you.

If you give in to the seller's demands during negotiations, you are contributing to their success.

### **I saved \$18,000 in 2 hours!**

*I've been looking for a business to buy for 6 months and finally set my heart on this one on Chapel St. Broham. The owner was asking for \$120,000 and I was*

By using this “Pre-Buy Formula” you can save thousands of dollars like Ian did.

### **Mistake 3 – Make Offers Based on the Asking Price!**

This is one of the biggest mistakes you can make when making an offer. Your offer should start from the true value definitely not the asking price!

Often you look through the newspaper and notice two similar cafes for sale. One has takings (sales or turnover) of \$7000 pw and an asking price of \$250,000. The other has takings of \$7500pw and an asking price of \$128,000. How did these two café owners arrive at their selling prices? They do what most sellers do – they take a guess.

The trouble with typical buyers, they’ll start negotiating around the asking price, not its true value. So for the first café, if the offer was accepted at \$200,000, you’ll think it’s a pretty good deal? Big No!

### **Mistake 4 – Buying with no books to verify the figures: numbers don’t lie; Sellers do-Buyers get sucked in!**

Let’s face it, café is a cash-based business and 95% of café owners are unable to prove their figures on paper, or on their trading statements. And most of the sellers or even business brokers will try to convince you no one can!

If you are paying for the cash flow of the business, you will need to know how to verify and assess these figures. Our “Pre-Buy formula” will help you to work out the true numbers, not the ones sellers lead you to believe!

Some café buyers take a guess at the figures and when their offer at below the asking price gets accepted, they jump for joy thinking they got a great deal! This has cost them tens of thousands of dollars when buying!

### **Mistake 5 – Don’t understand the Lease; Don’t know the difference between a good lease and a bad one;**

A good lease can make you thousands of dollars and a poor one can cost you thousands of dollars!

Most people don’t know the difference between a good and bad lease. They don’t understand the lease term, the review terms, the market review, the options, and other terms in the lease. They think it’s their solicitor’s job.

This is very risky. Unlike other businesses, there are specific rules and requirements about a lease of a café business. So don't leave it up to the solicitors! Learn to understand the lease terms and use them to your advantage in your negotiation.

Here is a success story from one of our students who saved \$65,000 when negotiating a new lease:



**I Saved \$5000 per year on rent,  
and got the landlord to pay  
\$40,000 for the fit out of my  
shop...**

I found the workshop excellent in a lot of areas such as hiring staff, business planning and leasing. The leasing information is also valuable. I have since re-negotiated the leasing terms using techniques taught by Rita. The landlord has agreed to a \$5000 reduction in rent per year, PLUS a contribution of \$40,000 to fit out my shop. I was rapt and got on the phone to Rita to share this great news straight away.

I recommend anyone who is thinking of starting or buying into a food premises, to attend to this workshop. It will save you money and boost your confidence.

...Del McCloud, Sunnybank Hills, Queensland

## **Mistake 6 - Hidden Problems That Cost You Headache and Heartache**

Many cafes for sale have secrets or hidden problems. You must learn what these are BEFORE you buy.

One café owner recently took over a café that is 15 year old. Within 3 months, it had cost her over \$20,000 on repairs and maintenance for display fridges, freezers and other equipment.

Another café owner bought a café and within 6 months, new shops and cafes moved into the new building and he lost 50% of his business to his competitors.

I often hear stories when people lose money buying cafes in the foyers of high rise office buildings. 90% of the business in this kind of location relies on the office workers in the building. So when 500 National Australia Bank staff moved to their new Melbourne Dockland office from their city building a couple of years ago, the café owner in that building literally lost his business overnight.

There are over 100 individual issues to review when buying a cafe. You need to properly inspect the equipment, the menu, the traffic, the lease, potential health department issues, employee investigations, wage issues, customer counts, determine the real food costs, wage costs, insurance bill, and on and on it goes!

You can't let anything slip through the cracks. Any one of these hidden problems could cause trouble or cost you if you don't know them before you buy. However if you do, you can use these problems as your bargaining tool to help you negotiate the deal. Having discovered

the problem early on, you can be prepared and plan a strategy to either prevent it or eliminate it.

## **Mistake 7 - No Café Experience**

Food service is a tough business. Too many people think running a café is easy and glamorous! They choose a lifestyle change, when they get into it they found it hard and stressful. They get burned out, dissatisfied and often find themselves being stuck in the business. Lots of them lose money as well.

Having no café experience means you rely heavily on your staff to run the business for you. Many café owners have no experience only to have their key staff leaving soon after them taking over the business. Or worse still, have their staff blackmail on higher pays and better conditions or they'll threaten to leave. I have seen an inexperienced café owner paid \$800,000 for a busy café, most staff leaving to join the previous owner, the business got shut down by the landlord within 6 month!

You need to learn the skills needed and gain some valuable hands-on work experience before buying into your café! Do whatever it takes to learn: take a Café Start Up course, coffee making class, work part time in a café, do some volunteer work in a coffee shop, or even wash dishes in the kitchen! At least you'll be in the industry and get to see how it works.

## **Mistake 8 – Poor Negotiation Skills**

Negotiation is a fun and tricky game. You see, the person who's most flexible and cares the least about doing the deal usually wins. Most people are not trained on negotiation skills and often pay extra just because they "really want this one", or they afraid of losing this "hot deal", or get sucked in by the sellers or brokers tactics.

I have seen too many café buyers gave in to the tactics of "Do the trial to verify the numbers, if trial fails you can back out of the deal". When they did the trial, they discovered other hidden problems, or simply not happy with the deal but unable to back out of the deal.

Had they learned some simple negotiation tools and exit strategies, they would be able to exit the deal without losing money.

## **Mistake 9 – Start Without a Business Plan**

Like any other business, a café business requires many skills beyond cooking and coffee making. You have to be a Salesperson, Accountant, Maintenance person, Marketing Manager and a Recruitment manager. All these skills are achievable if you have the right attitude and stick to the business plan. Remember: proper business planning is crucial to success; no matter what scope of operation you intend to operate.

Most people buy into a café don't write a business plan. They think they've got a pretty good idea what they are after. They started looking, they found something they like, put an offer in, got accepted then they became a café owner!

Then they start facing all sorts of problems such as staff leaving, customer complaints, working long hours, can't find good staff, just to name a few! They get emotionally and financial drained, they get burned out, find themselves in a worst job with the lowest pay! Then they start become resentful of the business, their unhappiness start showing through with staff and customers. Business starts to decline, making less money, fall behind with rent and

supplier payments, work harder and longer hours.... Eventually they had enough... they sell at a loss just to get out!

This is an everyday story of 70% of café owners! These people make up the statistics of 70% of café owners change hands lose money within the first 12 months.

The question is: do you want to become one of the statistics?

## **Mistake 10 – Lack of Finance or Back Up money!**

Lot of people think once they've paid for the purchase, they can kick back and wait to collect the money. They didn't plan back up money needed for:

- equipment breakdown
- sales and marketing (if they are doing it at all!)
- rent, wages and supplier payment if the sales decline
- their own living expenses!

So they wound up in trouble or even bankruptcy!



### ***Maggie & Adam Rowe, WA: Rita saved us from \$150,000 headache!***

*We were about to sign a lease before we did the course with Rita. The lease would've tied us up for \$200,000 in set up costs and \$150,000 in rent per year.*

*When we did the figures in the course, we found that it would've taken at least two years just to break even. But we only allowed enough living expenses to last us 3 months. Had we gone ahead with the lease, we would've gone into trouble in just 3 months. Not only it was a huge relief not to go ahead, it saved us tens of thousands of dollars, lots of headache and heartache. Thank you!*

*... Maggie & Adam Rowe, WA.*

## **Mistake 11 – Get Business Advice from Family & Friends**

Most people take advice from their friends, neighbours or family who have no experience in the café industry! The well-intentioned friends or neighbour will tell them stories about friends who had cafés that lost lots of money and worked like dogs, never had a social life, had to sell for a loss, so be careful! You never hear stories about friends made lots of money buying and selling cafes! The problem is, their advice is one-sided.

If you want to make money from buying and running a café, shouldn't you take advice from someone who has done it many times successfully? Or even better, who has helped many café owners to successfully buy and build their cafes?

But where would you go to get this valuable advice, and how do you find them?

**Here is the Good news...**

**And, The Good News is... Now you can take this Café Entrepreneurs Boot camp with Australia's famous 'Cafe Coach' at the convenience of your car or home. And learn the secrets that will save or make you 10's of \$1,000's. Revealed for the very first time, you will be given insider information that very few people know or are willing to share!**

That's because, for the first time ever, these Secrets are exposed!

I'm going to hand them to you on a silver platter, every last details of them... so you can reap the rewards and profit!

No matter whether you are thinking of buying a café, starting your own, starting to make an offer, maybe you already own your coffee shop, or you are thinking of selling, these proven techniques and café systems guarantee...

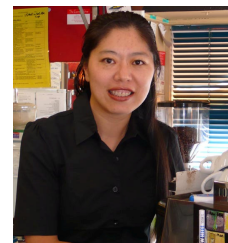
- You are not being ripped off when buying
- You lock in a good deal and save money when buying
- Make more money and work less when running a café
- Improve sales and profit to enjoy your lifestyle
- Sell your cafe at an unbelievable profit so you can take your dream holiday or buy your dream car

It sounds easy and incredible I know. But stay with me, and I'll tell you why...

Hi, my name is Rita Srblin. I came to Australia 19 years ago from China. When I first arrived, I didn't speak, read or write English very well. I had over 30 different jobs here and there before getting into my own business 10 years ago.

I have been in café industry for over 6 years. I have owned and managed 3 different cafes. I bought, built and sold each at a profit.

I have helped over a hundred people to successfully buy, build and sell their coffee shops. My businesses have been featured in Australia National and local newspaper including the "The Age" newspaper Epicure section. I have a column in a number of local newspapers including industry magazine "Café Culture" and "Bean Scene". And I speak on local radio as an expert for cafes and coffee shop owners.



**Rita Srblin, The Café Coach**

Aside from the Café coach business, I have another business called "Home Barista Institute" where there is an in-house café, a coffee-making training centre and a coffee machine and accessory retail section. I am a certified coffee Judge for the Australian National Barista Championships with AASCA (AustralAsian Specialty Coffee Association)

One of my hottest, most in demand topics and consulting specialties is -- "**Café Entrepreneur's Boot Camp**" -- and we get rave reviews from the people who acquire and use my Systems and Strategies.

I'd like to tell you upfront that my qualifications are entirely "street acquired". I have no formal academic credentials from the hospitality industry. I served no apprenticeship. However, I've spent over \$100,000 on my education and business development. And I spend at least \$40,000 a year to stay current. I've paid tens of thousands of dollars in consulting fees learning from the best of the best in the café industry, as well as from my own experiences, mistakes and those of my students.

The reason I tell you this is not to brag about myself. I want to show you if someone from a different country, different culture, background, knew nothing about coffee or café industry can make it, and now teach the others how to do it, YOU can do it too!

## Here's why YOU should listen to my advice!

**➔ REASON #1:** You are learning from someone who's been there, done that but also helped many other people. The stuff you learn you can't find it in any textbook and they are all real life experiences and lessons. They are 2 ways you can learn. One is to learn from your own mistakes. This can be very expensive and time consuming. The other way is to learn from someone who's done what you want to achieve. This is a shortcut and smart way!

### As Experienced International Business Woman, I Loved This Course!



I find the passion and commitment of the trainers are most interesting! I loved the course. It's plain simple language, no jargon and cut through to the really important elements of a successful café... Rita and Ricky, you had it all. Plus, there was more! You cared about our success and it showed. I would recommend this course to anyone who was interested in great coffee and/or the success in the café industry  
...**Claire Hudson, Balwyn, Melbourne**

➔ **REASON #2:** I've dealt with over a hundred of business brokers and real estate agents; know the inside secrets that they desperately don't want you to know. I will share those secrets so you can use these to your advantage when buying and selling.

➔ **REASON #3:** I am passionate about helping you to achieve your goals and dreams by teaching you the effective strategies I use every day. Understand this: I get a real kick out of helping people make money. I love it!

***Amazing 400% increase! Added \$100,000 value to our cafe in 6 months!***

We were selling around 1 kilo coffee per week (only about 20 cups a day) 6 months ago. After attending the course, we are now doing 5 kilos coffee per week (that's 100 cups per day!). That's an amazing 400% increase! We had our café valued by a business broker and have been told that we have just added \$100,000 value to our cafe in 6 months! Amazing....

...John & Cecil, Bay Diners, Bay St, Cheltenham, Melbourne.

➔ **REASON #4:** I've spent over \$100,000 on my education and business development and I spend at least \$40,000 a year to stay current. I've learnt from the best of the best in the café industry, as well as from my own experiences, mistakes and those of my students.

**So, can we agree that this is a vital, critical moneymaking skill you must possess? Good!**

The trouble is, how do you get good at this stuff?

### **The Hard Way**

Well you could do what I did. And spend 6 or so years and tens and tens of thousands of dollars on private consulting fees, courses and seminars. And spend each day, week trying different marketing tactics, trying different coffee making techniques, analyse beans, milk, food costs, wages components, and speaking to hundred of business brokers, real estate agent, and learning from the real world.

### **The Easy Way**

Or you can take the short-cut approach... the INSTANT "Brain Dump" approach that force-feeds this information straight into your skull... and get my step-by-step, "this-is-how-you-do-it" process to make lots of money. This way, you really get this stuff, without the heavy price tag in time or money.

**Here is the Café Boot Camp Program I've put together to share my secrets...** If you'd like to buy, start or sell your café at a profit, this information is going to be The most profitable and important information you do all week, all month, maybe this year.

My ***Café Entrepreneur's Boot Camps*** are normally held in Melbourne and Sydney. I know some of you can't make it to Melbourne or Sydney to attend the 2-day Boot Camp, or can't come due to time restraint, or too busy running your business. That's why I have recorded live the whole 2-day Boot Camp so you can now have all the information in the convenience of your home, café or car; have the added benefit of being able to listen

several times; share them with your spouse, partner and key staff. This is actually a complete "TOOL KIT".....real tools you take and use in your café business.

Here's quick summary of what's on the "Café Entrepreneur's Boot Camp In A Box"...



**Audio CDs, Session 1: Café Industry Benchmark, Pre-Buy Formula & How Does Your Café measure against this benchmark**

**Audio CDs, Session 2: How to Market and Grow Your Café Business**

**Audio CDs, Session 3: Why having the right legal structure can cut your tax bill by \$22,500**

**Audio CDs, Session 4: Recruitment Group Interview System; Why having the right cash register can save you money and help you grow your business**

**Bonus Coffee Making DVD valued at \$55**

**Order The Pack NOW by Fax Back attached blue form, Or CALL NOW on 1300-Go-Coffee (462633) to secure your bonuses.**

**First 32 people to order will receive our "Café Mastermind Membership" Kit with back issues of café building newsletters and audio CDs. This is valued at \$575.**

**Here's a small glimpse of the secrets you'll discover  
inside the "Boot Camp CD Box" pack...**

## **Audio CDs, Session 1: Café Industry Benchmark, Pre-Buy Formula & How Does Your Café measure against this benchmark**

### **You'll discover...**

- The Café industry benchmark; how much you should pay for the rent, food costs, wages and most importantly, what your profit margin should be.
- How does your café measure against this benchmark; Where and by how much you can improve your profit
- How much you should pay for a café, not just what the seller/business broker would like you to pay
- How to review and verify the figures: numbers don't lie; sellers do!
- 10 Laws on Buying a Cafe
- 10 Laws on Selling a Cafe
- How to put together an offer and secure a hot deal; How to negotiate an offer that allows you to back out of the deal in case you don't like the cafe even after the trial period.
- How to understand the jargons in the "Business for Sale" section such as 3x3x3, 5+5 lease. What does 15 kilos coffee mean? What's wi/wo (walk in/walk out)?
- How to read and understand a Trading Statement
- How to you make money when you buy a cafe not when you sell
- Why negotiating a great lease will make you money even before you start trading
- Why a bad lease term could cost you thousands of dollars

## **Audio CDs, Session 2: How to Market and Grow Your Café Business 129 Secrets to grow your café profit and most of them don't even cost you a cent**

- **How one of my customers got 92 New Customers in 89 days spending only \$440 and making \$21,528 in Net Profit after all expenses!**
- 129 secrets to grow your profit and most of them don't even cost you a cent
- How to put together a business plan that ensures you make money in the first year and not to become a statistic
- Which 5 areas you can grow your Cafe
- How to apply some simple, effective and creative marketing strategies to boost your sales without spending thousands of dollars on ineffective advertising
- Why you should focus more on coffees not food
- What coffee should you use? Which coffee machine and equipment is the best?
- **How to make an extra \$100,000 in the next 12 months!**

## **Audio CDs Session 3: Legal and Tax**

- Why having the correct legal structure can save you up to \$22,500 in tax!
- What tax law, finance law, employment law, insurance law, occupational health and safety law and environmental law do you require to be familiarise with

## **Audio CDs Session 4: Recruitment Group Interview System**

- How to recruit and retain a superstar staff using our "Group Interview Recruitment System".
- How to train your staff so your café runs even when you're not there
- Why having the right cash register system will make you thousands of dollars
- What's the most efficient way to order your stock

- Why you should never pay cash for wages and supplier payments

### **Bonus Coffee Making DVD**

- How to create awesome coffees so your customers will come back time after time and refer your café like Crazy!
- Gain an unfair competitive advantage by learning professional Coffee making secrets;
- Make your café THE Coffee hang out place in your street, and the talk of the town!
- Watch people queue up and wait for YOUR coffees while your competitors watching you from their empty shops wondering what your secrets are...

**Here Are Just A *Few* Of The Hundreds Of Testimonials I Received from people using the information in this pack:**

**The confidence along is worth the investment and I am absolutely delighted with your service.**

I just thought I'd drop you a line and say I have received my pack. I'm very happy with what I have received so far, the info I have seen cements a lot of things I've learned through previous business experience and study, and I'm feeling much better about going in to business than I did before I received your pack.

If anything, (besides the valuable tips and information) **the confidence alone is worth the investment and I am absolutely delighted with your service.** I look forward to being in touch again by way of a coffee making training session or by using my coaching gift voucher – but I will wait until things progress for me with a suitable location, etc.  
.....Kirsty Eyles, Adelaide, South Australia



**We doubled our coffee sales in one year and added 20% increase to our takings...**

We bought our café not knowing anything about the café industry. We had a lot of problems when we took over the shop. We felt exhausted, stressed and unhappy. Mostly we felt out of control. That was when we asked for expert's help. We got information from the Café Coach straight away. We learned how to hire and fire staff, re-design our menu, got new supplier details and improve the workflow.

It's been more than one year. We now have happy staff and customers and work is fun. We have doubled our coffee sales in this time and our weekly taking has increased by 20%.  
...Kelvin & Ju-Fen Lin, Café Avist, 87 Flemington Rd, North Melbourne

**18 months later we have great staff, great food and coffee, our customers are impressed by our menu and quality, and we feel that we are now in control of our business. Our turnover has increased by over \$1000 per week. Plus we are receiving a great income!**

When we first bought our cafe, we were overwhelmed by the problems we'd 'inherited' regarding its general operation and we didn't know where to begin in fixing it all. The business was hugely overstaffed by disgruntled people, the cost of goods was over 40% of turnover, and the overall running of the business was chaotic at the best of times! So we sought the information from the Café Coach. We started to implement the information. We started on staffing issues, suppliers, menu ideas, shop fit out and on the efficient 'day-to-day' running of the business.

18 months later we have great staff, great food and coffee, our customers are impressed by our menu and quality, and we feel that we are now in control of our business. Our coffee is fantastic and we have increased our sales from 8kg per week to 16kg plus per week! Our turnover has increased by over \$1000 per week. Plus we are receiving a great income!

...Peter & Joanne Jones, Sundried Café, Mornington Centro Shopping Centre Barkly St, Mornington Ph: 03- 59770044

*If you take up the Gold package, you also get a BIG fat beefy 145 page workbook* chock full of examples so you can copy my moneymaking secrets. You will get loads of template letters, forms, manuals, stock order forms, recruitment procedures, staffing template forms and checklists ready to put into use straight away. You will also receive a list of supplier details and their price lists. I spent hundred of hours in the last 5 years compiling and fine tuning these details and I will hand all of them to you without any reservation! *This is valued at thousands of dollars not to mention time saved to set up these systems. If you buy a franchised coffee shop, you'll be paying \$100,000 plus just for that!*

**If you take up Basic Pack, you will get Bonuses total value \$1054:**

- ✓ **Bonus 1 valued at \$494:** 2 month Free “[Gold Café Mastermind Membership](#)” (\$247pm) where you will receive personal one-on-one coaching phone calls of 2 x ½ hour per month; **Email Support**, monthly “gold hot tip sheet”; Monthly “Café Mastermind Newsletter
- ✓ **Bonus 2 valued at \$55: Professional Coffee Making DVD**

**If you choose the Gold Pack, you will get Bonuses valued at \$2103:**

- ✓ **Bonus 1 valued at \$550:** Café Entrepreneur’s Boot Camp CD packs with a Beefy Workshop Manual and workshop, forms, templates
- ✓ **Bonus 2 valued at \$79:** a template CD with café systems, suppliers details, stock order forms, checklists, job ads, business plan template, cash flow projection template etc.
- ✓ **Bonus 3 valued at \$675:** A library of all CD packs for the “Café Mastermind Program”
- ✓ **Bonus 1 valued at \$494:** 2 month Free “[Gold Café Mastermind Membership](#)” (\$247pm) where you will receive personal one-on-one coaching phone calls of 2 x ½ hour per month; **Email Support**, monthly “gold hot tip sheet”; Monthly “Café Mastermind Newsletter
- ✓ **Bonus 5 valued at \$55:** Professional Coffee Making DVD produced by the Café Coach

**So let’s take a look in detail again. Here is what you get...You’ve got two choices...**

<b>Café Boot Camp In A Box</b>	<b>Separate Purchase</b>	<b>Basic Pack</b>	<b>Gold Pack</b>
Audio CDs, Session 1: Café Benchmark, Pre-Buy Formula & How Does Your Café measure against industry benchmark	\$250	Included	Included
Audio CDs, Session 2: How to Market and Grow Your Café Business	\$250	Included	Included
Audio CDs, Session 3: Why having the right legal structure can cut your tax bill by \$22,500	\$250	Included	Included
Audio CDs, Session 4: Recruitment Group Interview System; Why having the right cash register can save you money	\$250	Included	Included
Bonus Coffee Making DVD	\$55	Free Bonus	Free Bonus
2 month “Gold Café Mastermind membership” (\$247pm)	\$494	Free Bonus	Free Bonus
<b>Workshop Manual and workbook</b>	\$550	N/A	Free Bonus
Bonus template CD with café systems, supplier details, stock order forms, checklists, business plan template	\$79	N/A	Free Bonus
A library of all CD packs for the “Café Mastermind Program”	\$675	N/A	Free Bonus
<b>Total Value:</b>	<b>\$2853</b>	<b>\$1549</b>	<b>\$2853</b>
<b>Your Investment:</b>		<b>\$495</b>	<b>\$750</b>
<b>Total Savings:</b>		<b>\$1054</b>	<b>\$2103</b>

So what are you waiting for? If you are serious about make your café successful, then here's your answer.

So if one piece of knowledge would've saved you thousands of dollars or make you thousands of dollars, would it be worth at least \$750?

**Order The Pack NOW by Fax Back attached blue form, Or CALL NOW on 1300-Go-Coffee (462633) to secure your bonuses.**

**First 32 people** to order will receive our "Café Mastermind Membership" Kit with back issues of café building newsletters and audio CDs. This is valued at \$600.

**Admittedly, The CDs and The Workbooks of the Boot Camp Aren't Cheap! Quite Frankly... They Shouldn't Be.**

I admit it. The investment is not cheap. But it is highly specialised subject matter. And very advanced stuff. Sorry, but that's the way it is. Because I invested a lot of time and work in preparing, and I revealed genuine "insider" information from my own business, that I'm not all that eager for every Tom, Dick and Harry to get. The investment is intended as barrier to keep out those who really shouldn't have it, and actually that's to your advantage as well as mine.

Plus, the full fee to attend the Boot Camp was \$1900 and it booked out quickly. But you do NOT need to invest \$1900. Since you were NOT there and since you could NOT ask your specific questions, since you missed out in "networking" with the other attendees, I could not look you in the eye with integrity and charge you the same as if you were there. Therefore, I'm willing to give you a "non-attendee" DISCOUNT and reduce your investment to just \$495 for Basic pack and \$750 for Gold pack.

If you are already involved in café business, the fee should represent a tiny fraction of your income. In fact, a couple of hundred cups of coffees sold will pay for the pack, you'll probably make it in a day or two. So it'll come back to you in spades from just a tiny boost in your income. And there's much more to this than just making more money. There is the important matter of how the money is made. I will show you how to make your money even without you being there in your café, with total control and peace of mind.

If you are just getting started or thinking of getting started, you'll get down on both knees and thank me profusely for all the very expensive lessons I prevent you from having to learn the hard way. You'll get a much, much faster start. Believe me, you'll pay this fee fifty time over in struggle, mistakes and lost time if you don't have this information.

If you do listen to the CDs (just once) it'll be impossible for you to NOT pick up at least a "short list" of very useable, immediately useable strategies to increase your income far, far in excess of the investment. You are probably going to have eyes opened to entirely new, different, bigger and more exciting opportunities. Maybe a whole re-engineering of your current business, or the blueprint for transition to a new and better business. That may take time. But you are also sure to take discover that "short list" you can convert to cash fast.

We are so confident this CD pack will give you exceptional value and we are giving you our money back guarantee. So there is absolutely no risk to you! Here is your 90-day 100% money back guarantee:

### ***Our 90-day 100% Money Back Guarantee***

There is absolutely no risk to you! This is exceptional value. So much so, that I personally provide an **unconditional, 100%, no questions asked, no strings attached, money back guarantee.**

In the unlikely event if you feel in any way the information covered in this pack has not increased your knowledge, confidence and skills in running your cafe, we will cheerfully give you a full refund. We even let you keep your Coffee Making DVD and bonuses.

But more importantly, I'll give you a special, extra Guarantee...**a Double Guarantee:**

**This Isn't Some Ordinary Satisfaction Guarantee. I'll Guarantee PROFITS.**

First is our usual, uniform 90-DAY UNCONDITIONAL SATISFACTION GUARANTEE. This is our standard guarantee that comes with every product. But beyond that, I'll add 9 more months, for a **total of 12 FULL MONTHS**, conditional...

### ***12 Full Month Double Guarantee***

**I guarantee you make at least \$10,000.00 by using the strategies in this CD Pack - or your money back. And here's the only condition: if, at the end of a full 12 Month from your purchase, you want a refund, just show me proof that you did something, anything, used one System or strategy, and look me in the eye (on paper) and tell me that you didn't put at least ten thousands of dollars in the bank that you wouldn't have otherwise, and I'll refund every penny you paid.**

So I argue this CD Pack costs you nothing. But there is an investment. Here, you've got stuff that absolutely works! And the entire investment is just \$495 for Basic pack or \$750 for Gold pack.

If you're in business, you know **\$495 doesn't buy much advertising** - and it's easy to WASTE that on just one ill-fated ad or marketing 'idea.' Make this investment today - **I guarantee you'll be very glad you did.**

### **Extra Bonus**

If you are one of the **first 32 people** to order, you will receive our "Café Mastermind Membership" Kit with back issues of café building newsletters and audio CDs. This is valued at \$675, yours to keep if you are one of the first 32 to order.

So if you wait, you run the very real risk of missing out. If you see this as a "fit" for you, I urge you to IMMEDIATELY complete the Booking Form THIS MINUTE.



**Order The Pack NOW by Faxing Back attached blue form, Or CALL NOW on 1300-Go-Coffee (462633) to secure your bonuses.**

Dedicated To Increasing Your Profits,

Rita Srblin

**The Café Coach**

First Floor, 225-229 Victoria St  
West Melbourne 3003

**Free call: 1300-Go-Coffee (1300-462633)**

Fax: 03-9326 6311

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[www.café-coach.com.au](http://www.café-coach.com.au)

PS. Remember, Be one of the **first 32 people** to order and receive our “Café Mastermind Membership” Kit with back issues of café building newsletters and audio CDs. This is valued at \$675, yours to keep if you are one of the first 32 to order.

PPS. And remember, you **risk nothing** by ordering right now as your investment is 100% guaranteed. However, you can **WIN** big time by applying the ideas in the CD pack. Just **ONE** idea maybe all it takes for you to save thousands of dollars or make you tens of thousands of dollars. If you're serious about your sea change, serious about living life on your own terms, serious about learning **“The Most Valuable Café Skill Ever”**...then I urge you to act now, not later!