

# Frequently Asked Questions

You might still have some questions and that's fine. So here's many of the most frequently asked questions here for you. I hope your questions are answered and they'll help you make the right decision.

## **1: What makes you qualified to give advice?**

**REASON #1:** 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.

**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.

**REASON #3:** 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.

**REASON #4:** This is the only course in Australia that gives you the opportunity to learn in a real café environment not just from textbook teaching. This course is held in our in-house café and you get to know real hands-on stuff.

They give you abundant evidence that I know my stuff, but more importantly, *I can teach it.*

## **2: Do you guarantee your One-Day Start Up Workshop?**

Yes, of course! We are so confident this course 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 course has not increased your knowledge, confidence and skills in running your cafe, we will cheerfully give you a full refund.**

## **3: I just want to grow my business... I don't want to buy a cafe. Is there anything I can gain from this course?**

Look, even if you don't buy a café you still need to know the specific formula and performance indicators applies to your café. If you understand this, you can benefit from growing your business towards it. When the time's come to sell your café, you will benefit from it and the buyers will pay you a lot more money for your café than those who don't know the inside secrets!

Plus you will learn the system on how to hire superstar staff, how to train your staff so that your business runs even if you are not there!

You will also learn some simple, non-expensive, effective marketing strategies that could add an extra \$50,000 in a short space of time!

Not to mention the 4-hour Professional coffee making skills you will learn that will give you the complete competitive advantage to have your customers come back time after time!

#### ***4: I am not buying a café, or, I am not a new starter, I have many years of experience running a café, what can I learn from this workshop?***

You see, I've seen many experienced café owners get stuck in their business for many years doing the same thing. Experience doesn't mean they know how to make money fast and smart.

This workshop would benefit both the novice and the experienced operators. Many students attending are experienced café operators. They learn many new and innovative ways to market and grow their cafés. They learn fast ways to bring new customers to their doors, get them to spend more money, refer other customers to you and learn how never to compete on price again.

Many café owners learn the correct ways to coffee making so they stand out in their street or neighbourhood. We have testimonial from these café owners who have been running cafes for many years, 6 months after completing the course, netting profit of \$100,000 plus! So this course teaches you new ways to make money faster and smarter!

This course also teaches you how to hire the right staff, how to set up systems so you don't have to be stuck in the business.

#### ***5. Why Should I pay you to get the information? Couldn't I just figure this out by myself?***

Of course you could. Just as I did. Simply allow yourself 5 years of time, over \$100,000 in learning, thousands of hours of testing and measuring, and you'll be set. Remember, Experience is not the best teacher because the tuition is too high. Learn from other people's mistake and experience!

We have done the hard work for you. All you have to do is plug in your name, your figures. You don't need to reinvest the wheel. You could go and spend \$100,000 of your own money and years figuring this out – buy why? When I'm prepared to hand it all to you on a silver platter AND guarantee its value!

#### ***6. Is there any support if I get stuck after the course?***

Yes. You will receive 2 month Bonus "[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" so that we can help you to implement everything you have learnt from Café Entrepreneur's Boot Camp. After the initial two months, you can join the membership for \$247pm and receive all the benefits.

#### ***7. Does this work in my city or town? I am only a mum and dad small café, will this work for me?***

Absolutely! The information works regardless which city or town you are from, or the size of your cafe. In fact, we have students flying in from all over Australia to attend this workshop. They also range from mum

and dad small café operators to multi-million dollars cafes. The principal also works the same for franchise operations.

## **8. Will This Work for a Sandwich shop, Take Away, Restaurant, Chicken Shop, Fish & Chips, Pizza Shop or any other food business?**

Yes. Yes. Yes. This system applies to all food related business, not just cafés or coffee shops. In fact, many marketing strategies taught apply to any business, even if in a different industry. Some students come from different business background have said that they wished they had sold their previous business so they can apply these marketing ideas.

Here is what Martin Beaumont, from Woodend, Victoria has said:

*Even if you don't pursue the café industry, the idea presented would enhance your current business or career. Really worthwhile, if you are interested in starting a café or wanting to get into café industry, this is a must do course.*

## **9. Will This Work For a Franchised Cafe?**

Absolutely! This works just well for franchisees. Many franchise café owners fall into the trap thinking that their franchiser or the head office will provide all the training and marketing for them. Don't get me wrong. Most franchise coffee shops are great at supplying a lot of operation information and training on how to get the food or drinks to your customers. But very few provide any marketing training at all. Most of them simply send you the posters for the wall or the window displays then expect your customers will flood to your door. Or they may show you how to get people in the door with these coffee cards on buy 6 get one free but nothing to get them to come back and pay full price and to get them to refer friends.

And when you are in real trouble, for example your manager or your key staff leaving suddenly, you are often left alone without any help.

My marketing strategies are entirely different than anything you've seen before. They generate qualified customers for you. They get you're A-grade customers to spend more and come more often. They get your ideal customers to refer other A-grade customers. These strategies will allow you to increase your price every 12 months and have more customers wanting to buy from you!

## **10. Where's the course held & what are the dates again?**

We run this course regularly over 1 intensive day in Melbourne at the moment. Be prepared for jam-packed complete hands-on one day that will change your business life forever!

The One-Day Start Up Workshop is held at The Café Coach head office on the first level at 225-229 Victoria St, West Melbourne 3003, above the Espresso Bar of Home Barista Institute. It's on the corner of William St and Victoria Sts, West Melbourne. We are located just up the road from the famous Queen Victoria Market, 5 minutes walking distance to Melbourne CBD.

## **11. How much does the course cost again?**

Your investment for this 1-day course is \$895. It's not a cost- it's an investment. This is going to either make you a lot more than \$895 or save you at least \$895. So you can't lose either way. Plus you've got my 100% money back guarantee. So the question is: how much would it cost you if you don't do the course?

## **12. What if My Cash Flow Is Tight Now and I Can't Afford the course?**

That's OK. You can use some of the strategies that cost near to nothing to get you started. You can purchase some books from us, which will give you over 200 ideas to grow your café. These books start from only \$35. Or you can join our "Café Mastermind Membership" from \$75 per month. This is almost like having your own Café Coach every month to help you with every area of your business.

These strategies take a little bit more time, but if you're broke you probably have lots of time. Once you start making some money, then you can invest in a workshop like this to fast track your profit.

Or you can do what one of my students Ian from Melbourne did, by borrowing the money to attend the workshop. He used some of the buying techniques taught in the workshop and saved \$18,000 in 2 hours when he purchased his first café. Pretty good investment, isn't it?

### **13: How much money can I make?**

Well, that's really up to you. And it would be just plain silly of me to promise you a certain amount of extra money. I mean, I don't know you or how serious you are ... or how much effort you're going to put in to making this work. What I will reveal to you is the SYSTEM. The proven way to make money whether you are looking at buying a coffee shop, starting your own or growing your existing cafe. If you use just a few of my strategies, you will experience mind-boggling results... it's that simple.

### **14: Would I receive a certificate at the end of the workshop?**

Yes, you will receive 1 personalised certificate for One-Day Café Start Up Workshop that outline a list of the skills during the 1-day course. The certificate looks really professional and in full colour so it is fit to present to your real estate agent and the landlord when put forward your business plan. It's great to include in your application for the bank loan as well.

### **15: Do You Know someone in my city/town who can help me?**

I am the Australia's first Cafe Coach and I am not sure anyone else in Australia offering such hands on knowledge and experience. If there is, I doubt you can learn from a real café environment like I can offer you. In fact, almost half of our students attending 1-day cafe course are from interstate. My next class is fully booked with 2 people flying in from Western Australia, 1 from Queensland and 2 from Sydney.

As you can see, those people are in the same situation as you, doing their research and looking for a cafe. And they find it's important to gain knowledge before diving into their ventures. The information shared in one day will save you time, money and mistakes. It will be well worth your time, money and effort.

### **16: I will be travelling from interstate, where can I stay?**

#### Melbourne Venue

As we are located only 7 minutes walk to Melbourne CBD, there are dozens of hotel and serviced apartments you can stay in the city. Here are a couple of closest ones: Hotel Ibis, right across the road from Queen Victoria Market, only one block away at 15-21 Therry St, Melbourne 3000. Phone 03-9666 0000, [www.ibishotel.com/ibis](http://www.ibishotel.com/ibis). You can stay in a double room for around \$109-119 per night. For a budget stay, 3-star Motel [Miami Hotel Melbourne](http://www.themiami.com.au), 13 Hawke Street, West Melbourne. Standard rooms are between \$99-109 per night. Call 1800 132 333 for more info. If all you want is a clean bed and bathroom, try Arden Motel at 15 Arden Street, North Melbourne (03) 9329 7211. Check here <http://www.lygonst.com/ardenmotel/> The rate is around \$80-90 per night.

Here's other popular websites for booking accommodations:

[www.lastminute.com.au](http://www.lastminute.com.au)

[www.wotif.com.au](http://www.wotif.com.au)

### **17: How Do I book in?**

Simply fax back the Booking form to 03-9326 6311, or call us on 1300-Café-Coach (223326). You can now book online <http://www.cafe-coach.com.au/bookingform-one-day-startup.htm> using your credit card.