
How To Find Profitable Leads Within The Fast Food Industry



Bonus Report

Hello and welcome to a special report where I go through the different ways on finding profitable leads from the restaurant industry. Now I have worked with a lot of local businesses and dealt with different business owners and I have found a growing trend that Restaurants are always spending money on marketing. For example, just the other day I received a leaflet through the post about a local restaurant that was running a special “Buy 1 get 1 free” offer. Now the promotion was targeted at the local people in the area and this promotion was also triggered by the recent World Cup 2010 football.

Now this did not surprise me as I have helped many restaurants and fast food takeaways establish a presence online and market their business more effectively.

Now in this report I am going to teach you how to find “goldmine” leads that you can target. These leads are “fast food” leads that are willing to spend big money on marketing.

Now as you are aware I am going to be going through in much detail on how you can make money from local restaurants. However, in this report you will discover a powerful strategy I use to locate these leads and contact them.

I will be eager to answer all your questions on this product and guide you further on how you can make money from this industry.

Getting Started

The first thing we are going to do is primarily focus on finding these profitable leads. Now there are lots of different ways you can locate these leads.

The first place I usually turn to is Google. Now everyone has heard of Google and the same applies to local business owners. They will be aware that Google is the biggest search engine in the world.

So heading over to Google I am going to type in “Restaurants” and see what comes up.

The screenshot shows a Google search for "restaurants". The search bar contains the word "restaurants" and the search button is labeled "Search". Below the search bar, it says "About 236,000,000 results (0.21 seconds)".

On the left side, there are several search results:

- Restaurants.co.uk**: If it can't be found on Restaurants.co.uk it's not there. Browse by county - About us - Recommended restaurants. www.restaurants.co.uk/ - Cached - Similar
- London Eating - London Restaurants Guide**: Guide to London Restaurants featuring Readers R... Top tens - 50% Off - Special offers. www.london-eating.co.uk/ - Cached - Similar
- UK Restaurants Reviews, Offers, Book a**: UK and Europe's leading restaurant reservation sit... booking. All free, fast and confirmed. www.toptable.com/ - Cached - Similar
- Local business results for restaurants near Gregson Lane**: Change location

In the center, there is a map showing the area around Gregson Lane. The map has several red pins labeled A through G, corresponding to the list of restaurants on the right.

On the right side, there are several sponsored links and related results:

- Sponsored links**:
 - Curry Restaurant Deal**: Get 2 for 1 Curry Voucher Code Every Wednesday with Cobra Beer! CobraBeer.com/Ruby/Wednesdays
 - 90% off local Restaurants**: Get the best Restaurants in Town for up to 90% off - Taste it now! www.Groupon.co.uk/Manchester
 - Eat Out In Chorley**: Find Restaurants In Your Area & Get Reviews On Them From The Locals ChorleyPeople.co.uk/EatOut
- Related to restaurant coupons**:
 - Free Money off Coupons**: Wide range of free discounts for eating out. Get your coupons here! beforeishop.co.uk/coupons
 - Restaurant Coupons**: Free Main Courses, Starters & More. Print your Restaurant Coupons now. www.VoucherCodes.co.uk/Restaurants
- Related to olive garden**:
 - Olive Garden® Restaurants**: Try New Parmesan-Polenta Crusted Chicken W/ Mezzaluna Ravioli Today! www.OliveGarden.com/Polenta
- Related to restaurants jobs**

A red arrow points from the text "These guys are spending on Google Adwords and wasting a lot of money!" to the sponsored links section.

These guys are spending on Google Adwords and wasting a lot of money!

Local business results for restaurants near Gregson Lane

- A Pinocchio's Restaurant**: www.thelyingboy.com - 01772 257 433 - 4 reviews
- B Frankie & Benny's**: maps.google.co.uk - 01772 884 625 - 11 reviews
- C Bukhara**: www.bukharasamlesbury.co.uk - 01772 877 710 - 13 reviews
- D Boars Head**: www.boarsheadhoghton.co.uk - 01254 852 272 - 1 review
- E Inside Out Restaurant Preston**: www.insideoutrestaurant.co.uk - 01772 251 366 - 7 reviews
- F The Titash Tandoori**: www.titashtandoori.co.uk - 01772 337 744 - 12 reviews
- G Pizza Hut Restaurant**: www.pizzahut.co.uk - 01772 259 100 - 11 reviews

[More results near Gregson Lane »](#)

Now as you can see the keyword “restaurants” along will generate a lot of results on Google – in fact there are over 236,000,000 results alone!

Now this is a very competitive keyword and businesses are paying anywhere from \$2-\$4 per click for this.

Now what we want to do is focus on all the businesses who are spending on this keyword. So as you can see under “sponsored” links I have highlighted a business who is spending a lot of money on this keyword alone.

Let’s take a look at their website and see what they are doing.



Now as you can see this website is pretty much professional and this restaurant seems very popular since it has lots of different locations in the US.

They also have a Facebook fanpage (see below) that has over half a million people already.



Add to my page's favourites
Suggest to friends

Welcome to the official Facebook home of Olive Garden!
"When you're here, you're Family"

Information
Founded: 1982

408,868 people like this


Kasie WadeMeester VoiceguyVondee Burton


AlexisJenniferMatthew

Olive Garden Italian Restaurant Like

WallInfoSpecialsPhotosVideoBoxes>>

Olive Garden Italian Restaurant + othersOlive Garden Italian RestaurantJust others



Olive Garden Italian Restaurant Ready for some new flavors? Our Parmesan-Polenta Crusted entrees feature steak or chicken topped with a toasted crust of parmesan cheese and polenta. Come visit us tonight to try them!
<http://www.olivegarden.com/specials/>



Parmesan-Polenta entrees - Our Specials - Olive Garden
www.olivegarden.com
Our New! Parmesan-Polenta entrees top grilled steak or sautéed chicken with a toasted blend of tangy parmesan cheese and rustic polenta.

Wednesday at 20:56 · Share

355 people like this.

View all 67 comments



Olive Garden Italian Restaurant Have you tried our new Crespelle entrees at your local Olive Garden? They start at just \$10.95 and they're available through Sunday.

26 June at 17:30 via Context Optional

315 people like this.

View all 149 comments



Olive Garden Italian Restaurant Millions of Twilight fans love Taylor Lautner -- and we're flattered to hear that Taylor loves Olive Garden! Taylor gave an interview for the July issue of GQ at the Olive Garden in Valencia, CA. He ordered the Zuppa Toscana soup and a Caesar salad. We want Taylor to know that he and his family are always welcome at our...

See more

Now I am going to do a local search and see what comes up.

So I am going to type in "Restaurants in Manchester" and see what comes up under sponsored results.

[Manchester 1-Day Coupons](#)

Up to 90% Off the Best Stuff to do!
Restaurants, Spas, Events and More.
www.LivingSocial.com
Manchester

[125 Hotels in Manchester](#)

Book your hotel in **Manchester**.
Save up to 75% on your reservation!
www.booking.com/Manchester

[Cheap Manchester Hotels](#)

Great Discounts on Unsold Rooms
In **Manchester's** Best Locations
LateRooms.com/Manchester-Hotels

[Best Indian Restaurant](#)

Every Wednesday 2 for 1 Curry Night
With Cobra Beer. Book now!
CobraBeer.com/ManchesterCurry

[Destinos Restaurant](#)

Authentic Delicious Italian Food,
Friendly Service, Warm Atmosphere.
DestinosRestaurant.co.uk/Manchester

[Local Restaurants](#)

Look here for a comprehensive
guide to **Restaurants** in your area
www.eatsomewhere.co.uk

[Restaurants In Manchester](#)

Brazilian Restaurant in Manchester
Call today on 01619236846!
www.Tropeira.co.uk

[Top-Rated Japanese Dining](#)

Samsi Restaurant in Manchester - 4
courses £11.95 before 7pm/£15 after
samsi.co.uk/
Manchester

Our local search has resulted in several different restaurant businesses who are paying for this keyword.

Now I am going to pick a couple of local restaurants who are using Google Adwords to get more customers to their business.

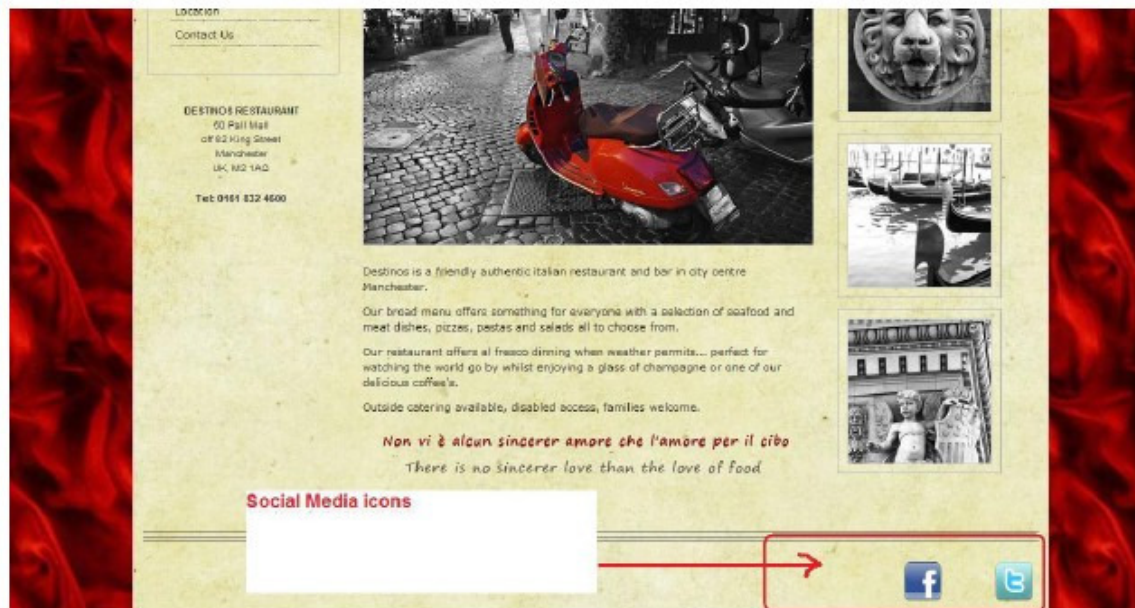


Now here is an example of a poorly designed website. It is so basic and so poor it looks as though it was done as a school project!

Now this is a very **HOT** lead because firstly we can see that the owners of this business are not savvy with Internet marketing and are therefore, prepared to waste their money on Adwords.

However, what is worth noting is that at the bottom of the website you can see that they are willing to use social media for their business.





Now let's take a look at the Facebook fanpage for this business and see what they are already doing.



Now they have just 11 people on their fanpage. This is not good and this might be due to their poorly designed website.

You should also notice on their fanpage that there is no direct URL link to their website. They are leaving a lot of money on the table.

This makes this lead “hot” because they are literally “crying out” for help.

I will show you in much detail on how you can approach these business owners with proposals so they will say yes to you on the first meeting.

Now let’s take a look at their Twitter page.



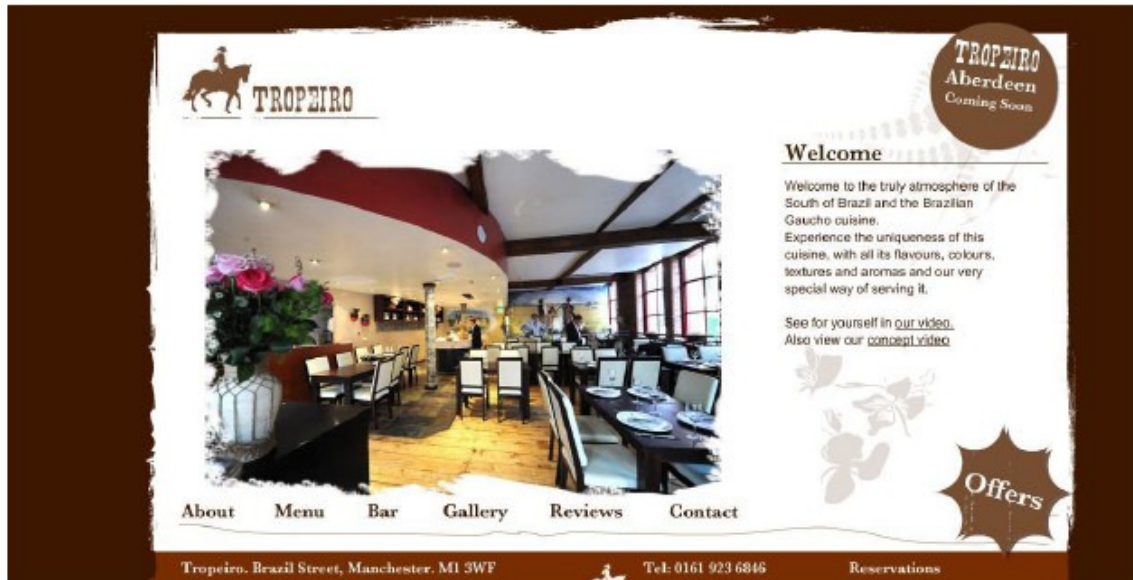
Now their Twitter page looks a lot better than their website!

They have over 168 followers and are constantly “Tweeting” to their customers.

As you can see they are also trying to cash in from the sporting events – such as the Tennis and the World Cup 2010 football.

Now let's look at another restaurant business who is spending money on Google.

Here is another hot lead (this restaurant is set to open on July 14th 2010).



Now the website is pretty basic but very nicely designed. Now this business lead is HOT because not only are they going to be spending a lot of money on marketing (so they get more customers) but they are yet to open so you can easily approach these restaurant owner and make money by offering social media services, video marketing etc

Now Google is very powerful when it comes to looking for hot leads.

However, there are also other ways to look for good leads.

I also tend to use online business directories.

Yell

Now the first business directory I want to focus on is Yell.com. This is an established business directory and it is the first business directory business owners think of whenever they think of “marketing” their business.

So let me now head over to Yell.com and type in “Restaurants in Manchester” and let’s see what comes up.


Restaurants in Manchester 617 results

List view | Map view

The MIDWAY ★

Tel: 0161 637 4059

263, Newbridge Lane, Stockport, Cheshire SK1 2NX



Stylish & Contemporary, Relaxed & Informal, Many Varied Menus Available *
Spacious Car ParksConference Facilities * Close To Junction 27 Of M60 * Quality Food

▶ Visit website

Categories: Restaurants - English | Sponsored

▼ Photos, Map, Opening...

Efes Restaurant & Taverna ★

Tel: 0161 236 1824

46, Princess St, Manchester, Lancashire M1 6HR

- Live Music
- The Best Turkish Food Around
- Weddings & Anniversaries
- Belly Dancing & Disco
- Birthdays Hen Parties
- All Sizes Of Parties Welcome

▶ Visit website

Categories: Restaurants - Speciality | Sponsored

▼ Map & Directions...

Cafe Rouge - Spinningfields ★

Tel: 0161 839 0456

Unit B3/4, Leftbank, Spinningfields, Manchester, Lancashire M3 3AN

With a combination of delicious food, great wines and a real ambience, Cafe Rouge has embodied the style and je ne sais quoi of French dining since it opened way back in 1989.

▶ Book now


Categories: Restaurants - French

▼ Map & Directions...

Stock Restaurant ★

Tel: 0161 839 6644

The Stock Exchange, 4, Norfolk St, Manchester, Lancashire M2 1DW



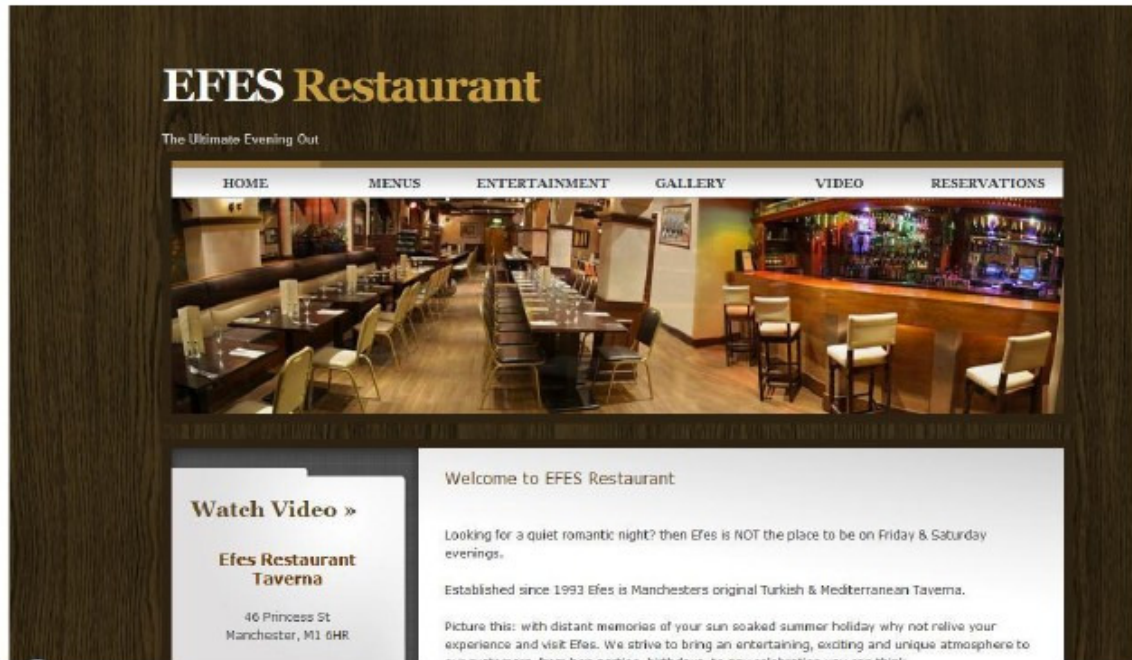
Housed in Manchester's elegant former Stock Exchange, Stock matches its smart Edwardian surroundings with a sophisticated menu of inventive southern Italian cooking.

▶ Book now

Now as you can see I have highlighted the business that has a “website”. The reason we are going to highlight this is because this proves that this

business has spent money on Yell and they are also willing to spend money on marketing in general (which explains why they have a website).

Now let's take a look at their website.



As you can see they have a pretty basic website.

There have no Autoresponder, no social media icons so again this is a hot lead.

You can also head over to TouchLocal.com and use the same strategy.

Chamber Of Commerce

Another great place to look for hot restaurant leads is your local chamber of commerce. This is a huge network of businesses who are always meeting to discuss ways to improve their business. A lot of these business owners leave their business cards so these can become really hot leads.

If you are from the USA you can head over to <http://www.uschamber.com/default> or if you are from the UK then you can head over to <http://www.britishchambers.org.uk/>,

Every country more or less has their own chamber of commerce where you can pick up business referrals and lots of hot leads.

Local Newspapers and Free Publications

Another great way to look for hot restaurant leads is local newspapers. Now a lot of local businesses (especially restaurant owners) will use local newspapers to spread word about their business.

I also find that free publications such as local magazines are also good places to look for leads because these restaurant owners will be spending money on advertising and therefore, if you approach them and offer them your services where does it say they would not be willing to listen to you?

I hope you have lots of ideas right now and where to look for hot leads.

Thanks for reading!
