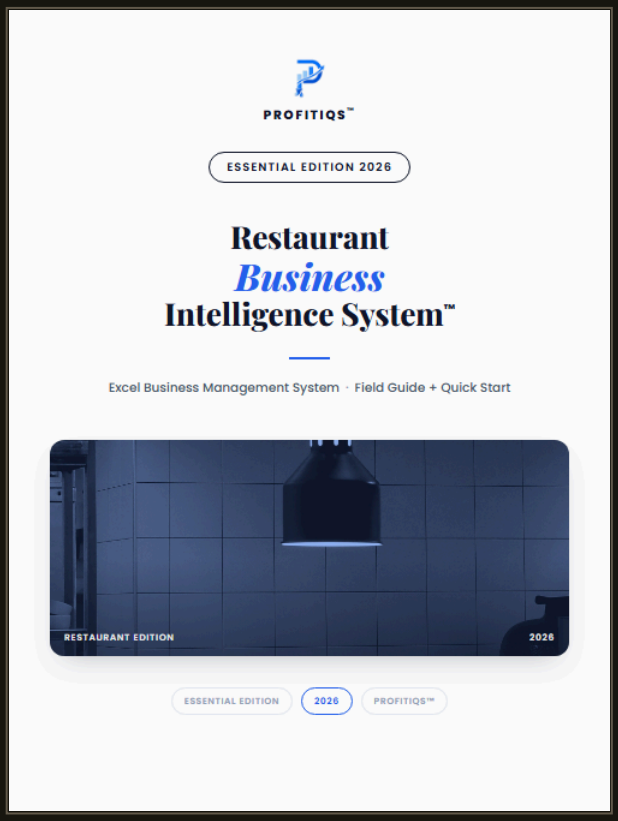
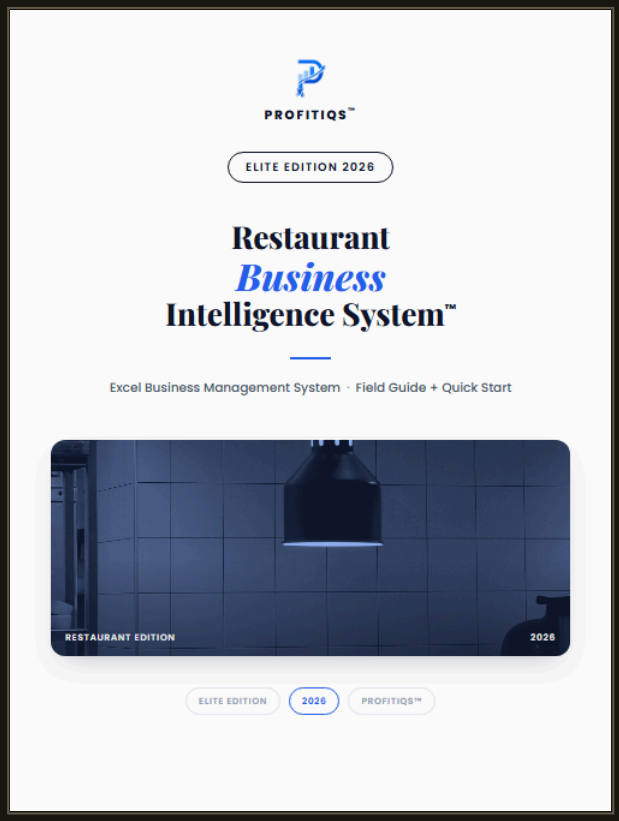
PROFITIQS

AFFILIATE MARKETING KIT · 2026

Restaurant Business Intelligence System

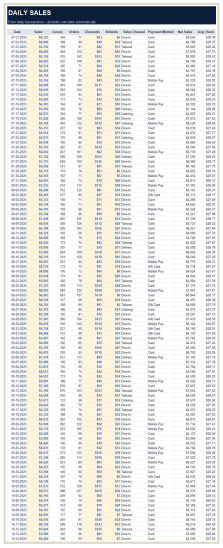




support@profitiqs.com · www.profitiqs.com

What's Inside This Kit

Everything you need to promote Restaurant Business Intelligence System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

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2. Tier Comparison
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9. Publishing Checklist
10. Paid Ad Copy (Meta Ads)
11. Cold Email Sequence

> Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Restaurant — Niche Overview and Product Facts

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Verified product facts

Exact product name: Restaurant Business Intelligence System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	$97	Excel workbook — 9 sheets; Field Guide PDF — 37 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	$197	Excel workbook — 29 sheets; Field Guide PDF — 54 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):
https://www.profitiqs.com/industries/restaurant

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727276	https://www.checkout-ds24.com/product/727276
Elite	727135	https://www.checkout-ds24.com/product/727135
Complete	726927	https://www.checkout-ds24.com/product/726927

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see [YOUR AFFILIATE LINK] throughout this kit).

Audience

Restaurant owners and operators tracking prime cost and margin..

Buyer profiles (HYPOTHESIS)

The independent owner-operator. Runs one location, works the floor or the line most shifts, and does the books after close.

The small multi-unit operator. Runs two to four locations and wants to compare them side by side instead of location by gut feel.

The chef-owner. Built the restaurant around the menu and the kitchen, and wants the numbers without becoming a bookkeeper.

The family-run spot. Has been open for years, runs on habit and memory, and wants real tracking without changing how the place feels to run.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Prime cost blind spot.** Food cost and labor cost together decide whether a restaurant survives, and many owners only ever look at revenue.
- **Food waste quietly eating margin.** Spoilage, over-prep and portion drift happen every shift and rarely get logged anywhere.
- **Menu items that look popular but lose money.** A dish can sell well on the ticket count and still carry a food cost that leaves almost nothing after labor.
- **Labor scheduled against a guess.** Shifts get staffed against last week's memory instead of the sales pattern the day actually has.
- **Vendor price creep.** Invoice prices move up a little at a time and rarely get checked line by line against what was quoted.
- **Tax-time scramble.** Cash tips, sales tax collected, and deductions end up scattered across registers, statements and a drawer of receipts.

Buyer motivations (HYPOTHESIS)

- See prime cost in real time
- Know which menu items actually make money
- Catch food waste before it eats the margin
- Schedule labor against real sales patterns
- Walk into tax season with a clean accountant export

Why someone might consider a business intelligence system

The common thread is visibility: restaurant owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Restaurant Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **Prime cost:** Food cost plus labor cost as a percentage of sales, the single number that decides whether a restaurant is viable.
- **Food cost percentage:** What food costs as a share of food sales.
- **Labor cost percentage:** What labor costs as a share of sales.
- **Covers:** The count of guests served in a period, the base number behind every per-guest average.
- **Average check:** Revenue divided by covers, what each guest actually spends.
- **Food waste cost:** The dollar value of food spoiled, over-prepped or thrown out, tracked apart from the cost of food actually sold.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "My POS already shows me sales."
- "I am not an Excel person."
- "I do not have time to enter data every night."
- "Which edition do I need?"
- "Will this lower my food cost?"
- "Does it price my menu for me?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: an owner opens the Prime Cost Center and sees prime cost drifting above its usual range, then checks the Menu Cost Calculator to see which dishes are pulling it up.
- Hypothetical: a chef-owner reviews the Menu Intelligence Center and finds a dish that sells well on the ticket count but carries a food cost that leaves almost nothing after labor.

Restaurant — Tier Comparison

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Product: Restaurant Business Intelligence System™

	Essential	Elite	Complete
Price	$97	$197	$249
Excel workbook	Essential — 9 sheets	Elite — 29 sheets	Both workbooks
Field Guide (PDF)	37 pages	54 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Owners who want daily sales, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.	Owners who also want menu cost, labor tracking, reservations, food waste, vendor performance, a daily manager review, cash flow, a KPI scorecard, a business health score, a profit leak detector, forecasting, benchmarking and a dedicated prime cost center.	Owners who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 9)

- START HERE
- Tax Rate Reference
- SETUP
- DAILY SALES
- EXPENSE ENTRY
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 29)

- 01 Start Here
- 02 Executive Dashboard

- 03 Executive Summary
- 04 Daily Sales
- 05 Menu Cost Calculator
- 06 Labor Tracker
- 07 Reservation Tracker
- 08 Food Waste Tracker
- 09 Vendor Performance
- 10 Daily Manager Review
- 11 Expense Tracker
- 12 Cash Flow Center
- 13 KPI Scorecard
- 14 Business Health Score
- 15 Profit Leak Detector
- 16 Forecasting Center
- 17 Benchmarking Center
- 18 Menu Intelligence Center
- 19 Prime Cost Center
- 20 Executive Intelligence
- 21 Weekly Review
- 22 Tax Setup
- 23 Tax Reserve & VAT Center
- 24 Deduction Maximizer
- 25 Tax Readiness Center
- 26 Accountant Summary
- Tax Rate Reference
- 27 Glossary
- 28 Changelog

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (https://www.checkout-ds24.com/product/726927).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Restaurant — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	Your dining room was full all night. Does that mean the restaurant made money?	Talking head, then cut to the dashboard
2	Problem and solution	Food cost and labor cost together decide survival. Do you check them as one number?	Talking head, then cut to the dashboard
3	Problem and solution	A dish can sell well and still lose money on every ticket.	Talking head, then cut to the dashboard
4	Problem and solution	Food waste is invisible until you log it. Then it adds up fast.	Talking head, then cut to the dashboard
5	Industry mistake	Restaurant money mistake: judging the night by how full the dining room looked.	Talking head with on-screen text
6	Industry mistake	Pricing a menu once and never touching it again is how margin disappears.	Talking head with on-screen text
7	Industry mistake	Scheduling labor against last week's guess instead of this week's sales pattern.	Talking head with on-screen text
8	Industry mistake	Letting a vendor invoice go unchecked line by line is how food cost creeps up.	Talking head with on-screen text
9	Operational inefficiency	Covers in the POS, invoices in a drawer, prime cost nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	If you cannot name your prime cost, you are running the kitchen on feel.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Food waste that never gets logged is margin that never gets found.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the restaurant books after a full dinner service? Watch this.	Relatable POV clip
13	Owner frustration	Packed tables every weekend and still not sure what the restaurant actually made?	Relatable POV clip
14	Owner frustration	Your accountant wants a summary. You have a shoebox of receipts and tip records.	Relatable POV clip
15	Curiosity	What does a whole restaurant look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 28-sheet Excel system built just for restaurants. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every restaurant owner should check every week: prime cost.	Screen recording reveal
18	Educational	Prime cost explained for restaurant owners in 30 seconds.	Whiteboard or on-screen definition
19	Educational	Food cost percentage vs labor cost percentage: why restaurants track both together.	Whiteboard or on-screen definition
20	Educational	Covers vs average check: which one is actually growing your restaurant?	Whiteboard or on-screen definition
21	Educational	How food waste quietly eats into a restaurant's margin, and how to see it.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Restaurant Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a day of sales and see prime cost update.	Screen recording of the sample workbook
24	Product demonstration	This is what a menu cost breakdown looks like when it is built for restaurants.	Screen recording of the sample workbook
25	Product demonstration	The Prime Cost Center: one sheet that tracks the number that decides survival.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your restaurant.	Split screen of the editions
27	Comparison and decision	POS reports vs an owner's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"My POS already shows me sales." Fair. Here is what this adds.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not fix your food cost. Here is what it will do.	Talking head, objection as on-screen text

Restaurant — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Restaurant Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem -> demo **Target audience:** The independent owner-operator **Length:** about 33 seconds

1. Opening hook (0–3s): Your dining room was full all night. Does that mean the restaurant made money?

2. Spoken narration: Food cost and labor cost together decide whether a restaurant survives, and many owners only ever look at revenue. The Restaurant Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Sales, prime cost and the key numbers are on the first screen.

3. On-screen text:

- Prime cost blind spot
- Your restaurant on one screen
- Restaurant Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Restaurant owners **Length:** about 33 seconds

1. Opening hook (0–3s): Three common money mistakes in a restaurant.

2. Spoken narration: One: watching revenue and never checking prime cost. Two: pricing menu items once and never revisiting them. Three: treating a popular dish as a profitable one without checking its cost. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Watching revenue and never checking prime cost
- Mistake 2: Pricing menu items once and never revisiting them

- Mistake 3: Treating a popular dish as a profitable one without checking its cost

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is prime cost?

Type: Educational **Target audience:** Restaurant owners **Length:** about 29 seconds

1. Opening hook (0–3s): What is prime cost, and why should you care?

2. Spoken narration: Food cost plus labor cost as a percentage of sales, the single number that decides whether a restaurant is viable. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Prime cost
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Prime cost if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Restaurant owners **Length:** about 34 seconds

1. Opening hook (0–3s): I opened a 28-sheet Excel system built just for restaurants. Here is what is inside.

2. Spoken narration: This is the Restaurant Business Intelligence System™. The Elite edition has 29 sheets. Here is 19 Prime Cost Center. Food cost and labor cost are tracked together against sales as prime cost. And this is 18 Menu Intelligence Center. Every menu item is compared on cost, price and margin, not just how often it sells.

3. On-screen text:

- The number that decides survival

- Which dishes actually pay?

4. Visuals / screen recording: Screen recording: 19 Prime Cost Center, then 18 Menu Intelligence Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The independent owner-operator **Length:** about 31 seconds

1. Opening hook (0–3s): Doing the restaurant books after a full dinner service? Watch this.

2. Spoken narration: Cash tips, sales tax collected, and deductions end up scattered across registers, statements and a drawer of receipts. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax-time scramble
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 39 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your restaurant.

2. Spoken narration: Essential is $97: owners who want daily sales, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite is $197: owners who also want menu cost, labor tracking, reservations, food waste, vendor performance, a daily manager review, cash flow, a KPI scorecard, a business health score, a profit leak detector, forecasting, benchmarking and a dedicated prime cost center. Complete, $249, gives you both.

3. On-screen text:

- Essential $97
- Elite $197
- Complete $249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 27 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The dashboards and formulas are built; you log daily sales, expenses and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Restaurant Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 9 sheets; Elite has 29. Complete includes both.

3. On-screen text:

- Excel workbook

- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The chef-owner **Length:** about 30 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your restaurant.

2. Spoken narration: Open the dashboard. Check prime cost and food cost percentage. Then open 06 Labor Tracker. Labor hours and cost are tracked against the sales they support, not against a guess. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Prime cost
- Check 06 Labor Tracker
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 06 Labor Tracker

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Restaurant owners **Length:** about 28 seconds

1. Opening hook (0–3s): There is one number every restaurant owner should check every week: prime cost.

2. Spoken narration: It is labor cost percentage. What labor costs as a share of sales. In the Restaurant Business Intelligence System™, 08 Food Waste Tracker is where you see it alongside the rest of the business.

3. On-screen text:

- Labor cost percentage

- Where the food cost is leaking

4. Visuals / screen recording: Screen recording of 08 Food Waste Tracker

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 08 Food Waste Tracker content as shown in the sample file
- Disclosure included in caption or on screen

Restaurant — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

```
Your dining room was full all night. Does that mean the restaurant made money?

Food cost and labor cost together decide whether a restaurant survives, and many
owners only ever look at revenue.

The Restaurant Business Intelligence System(TM) is a downloadable Excel system built
for restaurant owners. Link in bio.

#ad -- affiliate link
#restaurantowner #restaurantbusiness #primecost #foodcost #hospitalityindustry
#restaurantmanagement
```

2. Instagram

```
What does a whole restaurant look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate,
built in Excel.

Link in bio. #ad -- affiliate link
#restaurantowner #restaurantbusiness #primecost #foodcost #hospitalityindustry
#restaurantmanagement
```

3. TikTok

```
Restaurant money mistake: judging the night by how full the dining room looked. #ad
-- affiliate link #restaurantowner #restaurantbusiness #primecost #foodcost
#hospitalityindustry #restaurantmanagement
```

4. TikTok

```
Prime cost explained for restaurant owners in 30 seconds. Full breakdown in the
video. #ad -- affiliate link #restaurantowner #restaurantbusiness #primecost
#foodcost #hospitalityindustry #restaurantmanagement
```

5. Facebook

```
A dish can sell well and still lose money on every ticket.

Spoilage, over-prep and portion drift happen every shift and rarely get logged
anywhere.

If you run a restaurant, the Restaurant Business Intelligence System(TM) is worth a
look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

6. Facebook

```
Question for restaurant owners: prime cost -- do you know yours?

Food cost plus labor cost as a percentage of sales, the single number that decides
whether a restaurant is viable.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

7. LinkedIn

```
Food cost and labor cost together decide survival. Do you check them as one number?

Invoice prices move up a little at a time and rarely get checked line by line
against what was quoted.

The Restaurant Business Intelligence System(TM) turns restaurant data into a
dashboard, reports and a tax set-aside estimate -- in Excel, without new software to
learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

8. LinkedIn

```
Three numbers every restaurant owner should review monthly:

1. Prime cost
2. Food cost percentage
3. Labor cost percentage

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

9. X / Threads

```
Covers in the POS, invoices in a drawer, prime cost nowhere. There is a simpler way.
[YOUR AFFILIATE LINK] #ad -- affiliate link
```

10. YouTube community

```
Essential or Elite? How to pick the right edition for your restaurant.

Essential $97 - Elite $197 - Complete $249. Comparison in my latest Short. [YOUR
AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

10 short promotional posts

1. Food waste is invisible until you log it. Then it adds up fast. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Pricing a menu once and never touching it again is how margin disappears. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Scheduling labor against last week's guess instead of this week's sales pattern. [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot name your prime cost, you are running the kitchen on feel. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Packed tables every weekend and still not sure what the restaurant actually made? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant wants a summary. You have a shoebox of receipts and tip records. [YOUR AFFILIATE LINK] #ad — affiliate link
7. Food cost percentage vs labor cost percentage: why restaurants track both together. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Covers vs average check: which one is actually growing your restaurant? [YOUR AFFILIATE LINK] #ad — affiliate link
9. How food waste quietly eats into a restaurant's margin, and how to see it. [YOUR AFFILIATE LINK] #ad — affiliate link
10. POS reports vs an owner's Excel dashboard: they answer different questions. [YOUR AFFILIATE

LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Restaurant Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at $97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for restaurant owners — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Prime cost explained** — Define prime cost in plain English (Food cost plus labor cost as a percentage of sales, the single number that decides whether a restaurant is viable.) and show where it appears in the sample workbook.
2. **Food cost percentage explained** — Define food cost percentage in plain English (What food costs as a share of food sales.) and show where it appears in the sample workbook.
3. **Labor cost percentage explained** — Define labor cost percentage in plain English (What labor costs as a share of sales.) and show where it appears in the sample workbook.
4. **Mistake: Scheduling labor against last week's guess instead of the sales pattern** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Leaving receipts and tip records until tax season** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes restaurant owners make

- **Slide 1:** 5 money mistakes restaurant owners make
- **Slide 2:** Watching revenue and never checking prime cost
- **Slide 3:** Pricing menu items once and never revisiting them
- **Slide 4:** Treating a popular dish as a profitable one without checking its cost
- **Slide 5:** Scheduling labor against last week's guess instead of the sales pattern
- **Slide 6:** Letting food waste go unlogged because the shift was busy
- **Slide 7:** See them all in one place -> Restaurant Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a restaurant

- **Slide 1:** The numbers behind a restaurant
- **Slide 2:** Prime cost: Food cost plus labor cost as a percentage of sales, the single number that decides whether a restaurant is viable.
- **Slide 3:** Food cost percentage: What food costs as a share of food sales.
- **Slide 4:** Labor cost percentage: What labor costs as a share of sales.
- **Slide 5:** Covers: The count of guests served in a period, the base number behind every per-guest average.
- **Slide 6:** Track them in Excel -> link in bio

- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — $97: Owners who want daily sales, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — $197: Owners who also want menu cost, labor tracking, reservations, food waste, vendor performance, a daily manager review, cash flow, a KPI scorecard, a business health score, a profit leak detector, forecasting, benchmarking and a dedicated prime cost center.
- **Slide 4:** Complete — $249: Owners who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Restaurant Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your restaurant on one screen
- **Slide 3:** 19 Prime Cost Center: The number that decides survival
- **Slide 4:** 18 Menu Intelligence Center: Which dishes actually pay?
- **Slide 5:** 08 Food Waste Tracker: Where the food cost is leaking
- **Slide 6:** 06 Labor Tracker: Labor scheduled against real sales
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My POS already shows me sales." -> POS systems report sales and tickets well. This workbook is the owner's view across daily sales, prime cost, menu item cost, labor, food waste, vendors, cash flow and taxes in one place. If your POS reports already…
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log daily sales, expenses and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I do not have time to enter data every night." -> That is a fair concern. The workbook needs daily sales and expenses entered or pasted in, and the Daily Manager Review sheet is built as a short end-of-shift habit, not a long one.
- **Slide 5:** "Which edition do I need?" -> Essential (9 sheets) covers daily sales, expenses, tax set-aside, a dashboard and a health snapshot. Elite (28 sheets) adds menu cost, labor, reservations, food waste, vendor performance, daily manager review, cash…
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Your dining room was full all night. Does that mean the restaurant made money?
2. Food cost and labor cost together decide survival. Do you check them as one number?
3. What does a whole restaurant look like on one screen?

4. I opened a 28-sheet Excel system built just for restaurants. Here is what is inside.
5. Prime cost explained for restaurant owners in 30 seconds.
6. Food cost percentage vs labor cost percentage: why restaurants track both together.
7. Here is the Executive Dashboard in the Restaurant Business Intelligence System.
8. Watch me log a day of sales and see prime cost update.
9. Essential or Elite? How to pick the right edition for your restaurant.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

```
Food cost and labor cost together decide whether a restaurant survives, and many
owners only ever look at revenue. The Restaurant Business Intelligence System(TM) is
a downloadable Excel system for restaurant owners: dashboards, reports and a tax
set-aside estimate, built in.

Editions: Essential $97 - Elite $197 - Complete $249
[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
#restaurantowner #restaurantbusiness #primecost #foodcost #hospitalityindustry
#restaurantmanagement
```

Description template B:

```
A look inside the Restaurant Business Intelligence System(TM) with its sample data.
Each edition includes the workbook, a Field Guide and a Quick Start. Requires
desktop Microsoft Excel.

[YOUR AFFILIATE LINK]
Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Restaurant — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Restaurant owners on your list who have not bought anything yet **Subject line:** Prime cost blind spot? **Preview text:** Why a busy restaurant can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

Food cost and labor cost together decide whether a restaurant survives, and many
owners only ever look at revenue.

Spoilage, over-prep and portion drift happen every shift and rarely get logged
anywhere.

Neither of these is a moral failing -- it is usually just that the numbers live in
different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]
```

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The prime cost question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

Here is one number worth knowing for any restaurant: prime cost.

Food cost plus labor cost as a percentage of sales, the single number that decides
whether a restaurant is viable.

Two more worth adding to your monthly check:
- Food cost percentage: What food costs as a share of food sales.
- Labor cost percentage: What labor costs as a share of sales.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]
```

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for restaurant owners **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

The tool I mentioned is the Restaurant Business Intelligence System(TM).

It is a downloadable Excel workbook built for restaurant owners. You log your own
data and the dashboards, reports and tax set-aside estimate update for you. It ships
with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:
- 02 Executive Dashboard: Sales, prime cost and the key numbers are on the first
screen.
- 19 Prime Cost Center: Food cost and labor cost are tracked together against sales
as prime cost.
- 18 Menu Intelligence Center: Every menu item is compared on cost, price and
margin, not just how often it sells.
- 08 Food Waste Tracker: Spoilage, over-prep and waste are logged by item and cost
instead of disappearing into the trash.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE
LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

If you looked at the Restaurant Business Intelligence System(TM) and were not sure
which edition to pick, here is the short version:

- **Essential -- $97** (9 sheets): Owners who want daily sales, expenses, a
dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- $197** (29 sheets): Owners who also want menu cost, labor tracking,
reservations, food waste, vendor performance, a daily manager review, cash flow, a
KPI scorecard, a business health score, a profit leak detector, forecasting,
benchmarking and a dedicated prime cost center.
- **Complete -- $249:** both editions together.

A good question to ask yourself: Do you track prime cost today, or mostly just
revenue?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

I will stop talking about the Restaurant Business Intelligence System(TM) after
this. Two honest answers before I do:

**"I am not an Excel person."** The dashboards and formulas are built; you log daily
sales, expenses and costs. Each edition includes a Field Guide and a Quick Start. It
needs desktop Excel.

**"Will this lower my food cost?"** No tool can promise that. It shows prime cost,
menu item cost and food waste clearly so you can decide what to change on the menu,
in the kitchen or on the schedule.

If it fits how you run your restaurant, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Restaurant — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in graphics/ from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (00-Master-Affiliate-Kit/brand/), product dashboard image and Field Guide covers (in graphics/source/). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	Your dining room was full all night. Does that mean the restaurant made money?	Food cost and labor cost together decide whether a restaurant survives, and many owners only ever look at revenue.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Restaurant Business Intelligence System™	Excel business system for restaurant owners · Essential $97 · Elite $197 · Complete $249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is prime cost?	Food cost plus labor cost as a percentage of sales, the single number that decides whether a restaurant is viable.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole restaurant look like on one screen?	Restaurant Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Restaurant system	02 Executive Dashboard · 19 Prime Cost Center · 18 Menu Intelligence Center · 08 Food Waste Tracker	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential $97 · Elite $197 · Complete $249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Restaurant Business Intelligence System™	Prime cost blind spot	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Prime cost explained for restaurant owners in 30 seconds.	Restaurant	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

`graphics/launch-announcement.png`	Launch announcement (square)	1080×1080	Now available: Restaurant Business Intelligence System™	Essential $97 · Elite $197 · Complete $249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from `05-Social-Media-Copy.md` is also rendered as a real, swipeable image in `graphics/carousels/` -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

`graphics/source/workbook-screenshots/Essential/` and `…/Elite/` hold a real screenshot of every visible sheet in both editions (9 and 29 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Restaurant — Audience and Objection Guide

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Target audience segments

- **The independent owner-operator:** Runs one location, works the floor or the line most shifts, and does the books after close.
- **The small multi-unit operator:** Runs two to four locations and wants to compare them side by side instead of location by gut feel.
- **The chef-owner:** Built the restaurant around the menu and the kitchen, and wants the numbers without becoming a bookkeeper.
- **The family-run spot:** Has been open for years, runs on habit and memory, and wants real tracking without changing how the place feels to run.

Common objections and honest responses

"My POS already shows me sales." POS systems report sales and tickets well. This workbook is the owner's view across daily sales, prime cost, menu item cost, labor, food waste, vendors, cash flow and taxes in one place. If your POS reports already answer those, you may not need it.

"I am not an Excel person." The dashboards and formulas are built; you log daily sales, expenses and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"I do not have time to enter data every night." That is a fair concern. The workbook needs daily sales and expenses entered or pasted in, and the Daily Manager Review sheet is built as a short end-of-shift habit, not a long one.

"Which edition do I need?" Essential (9 sheets) covers daily sales, expenses, tax set-aside, a dashboard and a health snapshot. Elite (28 sheets) adds menu cost, labor, reservations, food waste, vendor performance, daily manager review, cash flow, a KPI scorecard, forecasting, benchmarking and a dedicated prime cost center.

"Will this lower my food cost?" No tool can promise that. It shows prime cost, menu item cost and food waste clearly so you can decide what to change on the menu, in the kitchen or on the schedule.

"Does it price my menu for me?" No. The Menu Cost Calculator shows what a dish costs to make against what it sells for. Pricing the menu is still your call.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- Do you track prime cost today, or mostly just revenue?
- How many locations do you run?
- Do you want menu-item-level food cost and profitability?
- Do you need labor, vendor and food waste tracking, or just the core numbers?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Owners who want daily sales, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite:** Owners who also want menu cost, labor tracking, reservations, food waste, vendor performance, a daily manager review, cash flow, a KPI scorecard, a business health score, a profit leak detector, forecasting, benchmarking and a dedicated prime cost center.
- **Complete:** Owners who want both editions in one package.

When the product is probably not a good fit

- Owners without desktop Microsoft Excel
- Anyone needing POS, online ordering or reservation software
- Multi-location groups needing real-time cloud reporting across every site
- Owners who will not log daily sales and costs regularly

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Restaurant — Pre-Publication Checklist

Tick every box before publishing anything for the Restaurant Business Intelligence System™.

Product accuracy

- [ ] Product name written exactly as **Restaurant Business Intelligence System™**
- [ ] Every feature you mention appears in 02-Tier-Comparison.md
- [ ] Prices shown as Essential $97 / Elite $197 / Complete $249 and match the live page

Landing page

- [ ] Link points to the Restaurant product, not another niche
- [ ] Sales page loads on mobile and desktop (https://www.checkout-ds24.com/product/726927)

Affiliate link

- [ ] Your own Digistore24 affiliate link replaces every placeholder
- [ ] The link opens the correct edition or marketplace entry

Tracking

- [ ] Click your link once from a private window and confirm it lands correctly
- [ ] Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- [ ] Disclosure is visible near the link or in the first lines of the caption
- [ ] Spoken or on-screen disclosure in videos

Call to action

- [ ] One clear CTA per post
- [ ] No invented discounts, bonuses or deadlines

Mobile readability

- [ ] Text on graphics readable on a phone
- [ ] Captions front-load the hook and link

Claims and compliance

- [ ] No income, savings, results or tax promises
- [ ] No fake testimonials, reviews or screenshots
- [ ] Hypothetical examples labeled as hypothetical
- [ ] Not described as AI, automation or a chatbot

Restaurant — Paid Ad Copy (Meta Ads Manager)

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace [YOUR AFFILIATE LINK] with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 21/27:

```
Prime cost blind spot
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 119/125:

```
Food cost and labor cost together decide whether a restaurant survives, and many
owners only ever look at revenue. The...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 305 chars:

```
Food cost and labor cost together decide whether a restaurant survives, and many
owners only ever look at revenue. The Restaurant Business Intelligence System(TM) is
a downloadable Excel system for restaurant owners -- dashboards, reports and a tax
set-aside estimate, already built. Three editions from $97.
```

Description (≤30 chars, shows on some placements only) -- 8/30:

```
From $97
```

Destination URL: [YOUR AFFILIATE LINK]

Product / features

Headline (≤27 chars, safest across placements) -- 17/27:

```
Restaurant System
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 123/125:

```
A downloadable Excel system built for restaurant owners. Dashboards, reports and a
tax set-aside estimate -- already built...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 258 chars:

```
The Restaurant Business Intelligence System(TM) is a downloadable Excel workbook
built for restaurant owners: dashboards, reports and a tax set-aside estimate,
already built, with sample data so it works the moment you open it. Requires desktop
Microsoft Excel.
```

Description (≤30 chars, shows on some placements only) -- 17/30:

```
$97 / $197 / $249
```

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

```
Compare 3 Editions
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

```
Essential $97. Elite $197. Complete $249. Every edition: workbook, Field Guide,
Quick Start.
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 506 chars:

```
Essential ($97): Owners who want daily sales, expenses, a dashboard, a business
health snapshot and a tax set-aside estimate. Elite ($197): Owners who also want
menu cost, labor tracking, reservations, food waste, vendor performance, a daily
manager review, cash flow, a KPI scorecard, a business health score, a profit leak
detector, forecasting, benchmarking and a dedicated prime cost center. Complete
($249): both editions together. Every edition includes the workbook, a Field Guide
and a Quick Start.
```

Description (≤30 chars, shows on some placements only) -- 19/30:

```
3 editions from $97
```

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 10/27:

```
Prime cost
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 119/125:

```
Food cost plus labor cost as a percentage of sales, the single number that decides whether a restaurant is viable. The...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 251 chars:

```
Prime cost: Food cost plus labor cost as a percentage of sales, the single number that decides whether a restaurant is viable. You can work it out by hand, or let the Restaurant Business Intelligence System(TM) calculate it from the data you already log.
```

Description (≤30 chars, shows on some placements only) -- 8/30:

```
From $97
```

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 14/27:

```
For Restaurant
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 103/125:

```
Built specifically for restaurant owners -- not a generic spreadsheet template. See all three editions.
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 246 chars:

```
The Restaurant Business Intelligence System(TM) is built specifically for restaurant owners, not a generic spreadsheet template. Downloadable Excel workbook, sample data included, Field Guide and Quick Start in every edition. See all three editions.
```

Description (≤30 chars, shows on some placements only) -- 17/30:

```
$97 - $197 - $249
```

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement

(Feed, Stories, Reels, Audience Network).

- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see graphics/) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Restaurant — Cold Email Sequence (8 emails)

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace [FIRST NAME] and [YOUR NAME] before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your restaurant
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, restaurant
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your restaurant

```
Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which
ones barely do? A lot of restaurant owners do not know this. Not because they are
bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something
you think about?

[YOUR NAME]
```

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

```
Hi [FIRST NAME],

Here is something I notice a lot with restaurant owners.

Watching revenue and never checking prime cost.

It is an easy thing to fall into. You are busy running the restaurant. Nobody has
time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]
```

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

```
Hi [FIRST NAME],

There is one number I think every restaurant owner should know.

It is called prime cost. In plain words: food cost plus labor cost as a percentage
of sales, the single number that decides whether a restaurant is viable.

Many owners could not tell you this number if you asked right now. Not because they
do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes
about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]
```

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, restaurant

```
Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that
works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP
reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply
"yes" and I will send it over.

[YOUR NAME]
```

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

```
Hi [FIRST NAME],

I want to be straight with you.

A lot of restaurant owners tell me something like this: "My POS already shows me
sales."

Here is the honest answer. POS systems report sales and tickets well. This workbook
is the owner's view across daily sales, prime cost, menu item cost, labor, food
waste, vendors, cash flow and taxes in one place. If your POS reports already answer
those, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is
okay. I would rather tell you the truth than waste your time.

[YOUR NAME]
```

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

```
Hi [FIRST NAME],

Picture this for a second.

A restaurant owner opens their numbers for the first time in months. The restaurant
is not in trouble. It is doing fine. But they find a few small leaks, the kind every
busy owner misses, like prime cost blind spot.

That is really all this is for. A simple way to see what is REALLY happening in your
restaurant, every week, without extra work on top of your day.

[YOUR NAME]
```

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

```
Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for restaurant owners. You enter your numbers, it shows you
your profit, your biggest costs, and food waste quietly eating margin.

No new software to learn. No new habits. Just Excel, which you probably already have
open most days.

Restaurant Business Intelligence System(TM), built for exactly this. Three editions,
starting at $97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.

If you want to see it first before deciding anything, just reply and I will walk you
through it.

[YOUR NAME]
```

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

```
Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your
inbox.

If now is not the right time, no hard feelings at all. Running a restaurant is hard
enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE
LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]
```

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.