

A man with a beard, wearing a dark blue button-down shirt, is smiling and holding a coffee cup in a cafe setting. The background shows a barista station with a coffee machine and a decorative gold-colored structure.

# **HIGHLY PROFITABLE CAFE OWNERS BLUEPRINT**

93 super smart questions that direct your focus  
and lead you to untapped profit opportunities



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## When was the last time you received advice from your accountant that lead to an increase in your profits by 10% or more?

- A:** Last month
- B:** One year ago
- C:** Advice? Are you kidding me? All I get is a statement of how much tax to pay and an invoice each year.

Surely you want to increase your profit, don't you? So, who is helping you do that? If your accountant is not, then you have likely **lost tens of thousands of dollars each year**. How are you feeling now?

Truth is, most businesses are leaching money, which is hitting their bottom line, but nobody is advising how to stop the rot and increase revenue. And yet the advisors and tools are out there to do just that.

For instance, did you know that businesses who use online accounting tools are able to reduce their admin time and costs significantly and reduce errors? More than that, business owners utilizing these tools are receiving real-time information on their business.

The question isn't 'is automation better' but what is stopping you?

**Too hard** - we can set you up in 24 hours

**Too expensive** - I already mentioned you'll save so much in administration savings than it costs

**Too busy** - that's why you need it

**Going out of business** - fair enough I guess we got to you a moment too late, sorry

Would 'day to day' profitability assist you in making better decisions for your cafe? How would you change your decision making if you had someone to interpret the figures, explain them in everyday language, and identify where improvement can be made?

If you are serious about moving your cafe from being just 'okay' or in need of improvement to a **super money generator**, your journey is just starting.

But first, I want to understand where you are at right now. I have a few (slight understatement) questions for you to answer which will assist me, and you, to understand your business.

> **Are you ready? Let's make a start!**

This information will help us (and you) identify the opportunities for the greatest profit growth in your business, plus help you look at the way you market your business or products and identify the areas of most potential to improve in your business.

## Part 1: Goals

1. Is your café a contemporary café or do you have a specialty?

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2. How would you describe where you and your business are now?

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3. What are your most important business goals for the next 12 months?

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4. Out of ten how important are these goals to you?

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5. Why are these goals important to you?

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6. What are your three greatest marketing or headache problems?

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Any other problems?

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7. What do you estimate will be the impact or cost of not overcoming these challenges?

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8. If you found something that made sense to you, (to get rid of your problems and achieve the above) when could you start implementing it into your business?

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9. If we decided to work together to achieve your goals and it worked out as well as you could possibly have hoped for ... what would your ideal scenario look like? ...what would you be seeing to be 100% sure you'd made a great decision?

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10. If we reached the ideal situation how would we measure success? What measurable criteria would have been reached? Gross sales, profit wise, more time with family, number of new customers, lifestyle changes etc.)

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

Do you have any other questions or comments?

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## Part 2: Big Picture

1. What is your Ultimate Strategic Position you want in the marketplace?

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What do you ideally want your customers to say about you and your business?

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2. How long have you been in this business? \_\_\_\_\_

3. What was your turnover last year? \_\_\_\_\_

What was your turnover this year? \_\_\_\_\_

Your ultimate turnover is: \_\_\_\_\_

4. What was your projected growth rate? \_\_\_\_\_

5. What % increases in turnover could you handle with your existing infrastructure? \_\_\_\_\_

6. How many staff do you employ? Total: \_\_\_\_\_

## Part 3: Lead Generation – Getting New Customers

1. How would you describe the market you sell to?

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2. How many calls/enquires/leads/walk ins do you get per week? \_\_\_\_\_

3. What are your sales per week? \_\_\_\_\_

4. How much is your average sale value? \_\_\_\_\_

5. What % of first time customers will return to your business? \_\_\_\_\_

6. How often is a repeat buyer likely to buy from you each year? \_\_\_\_\_

7. What is the lifetime value of your average customer? \_\_\_\_\_

8. What Gross Profit% do you operate on? \_\_\_\_\_

9. What is your major and most profitable product and what percentage of your business does it represent? \_\_\_\_\_

10. What is your monthly advertising/marketing budget? \_\_\_\_\_

11. What do you typically gross for each \$100 you spend on advertising? \_\_\_\_\_

12. What are the methods you use to generate new business?

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13. How much could you spend on marketing over the next 90 days? \_\_\_\_\_

14. Do you monitor the results of your promotions and how? \_\_\_\_\_

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15. Describe the two most effective methods you've used to bring in new customers in the past?

(1) \_\_\_\_\_

(2) \_\_\_\_\_

16. What other successful promotions have you done?  
Give as much detail as possible. Where & how it was done?  
What are the results? Send us copies with the results if you have them.

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17. What is the best offer you've ever made?

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18. What were the results? \_\_\_\_\_

19. Second best thing you've ever done?

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20. Third best thing you've ever done?

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21. Have you ever given away samples of your products? \_\_\_\_\_



22. Describe how you did this:

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23. What was the result?

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24. Where do most of your customers come from geographically? Within what radius of your business?

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25. Who are the competitors?

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26. Are you price competitive with them?

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27. How do your competitors get customers?

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28. What is unique about your business and your products?

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29. What are the major advantages your clients receive from your products or service?

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30. What specific problems are you solving in your customers life?

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31. What major frustration does your target market have with your type of product or service? Or dealing with your industry?

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32. What product and/or service guarantees do you offer?

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33. What is your industry standard guarantee?

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34. Are you using a CRM system? What?

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## Part 4: Client Selection - Top Clients

1. Describe your typical client for each product. What is their average income? Do they own or rent their home? Other demographics that can identify them?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

2. What % of your current client base is represented by your ideal clients?

\_\_\_\_\_

\_\_\_\_\_

3. How can we locate more buyers like your best clients?

\_\_\_\_\_

\_\_\_\_\_

4. How can we reach them? What do they read? Who else sells to these people? Where do they hang out? What clubs or associations do they belong to?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Part 5: Client Conversion

1. Do you have a questionnaire/script for qualifying phone/walk-in enquires?  
Is it written down? (attach details)

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2. What standards do you have for answering the phone? Are they written down?

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3. Describe your sales process for items you sell: use another page if required.

Step 1 \_\_\_\_\_

Step 2 \_\_\_\_\_

Step 3 \_\_\_\_\_

Step 4 \_\_\_\_\_

4. How would you rate your staff performance in converting prospects into sales?

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5. Just to clarify that for us, on a scale of 1 to 10, one being terrible, ten being excellent (cannot improve), how would you rate them? (circle one)

1      2      3      4      5      6      7      8      9      10

Terrible

Average

Excellent

6. What is your overall conversion of enquires to sales?  
If you got 100 calls, for instance, how many would become customers?

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7. Do you have a documented system for monitoring and measuring this, or is this as estimate or an approximation? (tick one)

Measure and monitor       Estimate

## Part 6: Repeat Business – Client Optimization

### (A) Reselling Your Existing Customers

It is six times easier to sell something else to an existing customer than to get a new one. Follow up on existing customers is vitally important to your business future. It's your best source of future business.

1. Do you have a list of your customer names, address and phone? Yes/No \_\_\_\_\_

Is it on computer? Yes/No \_\_\_\_\_

How many names do you have? \_\_\_\_\_

2. How often do you keep in touch with your customers after they buy from you?

\_\_\_\_\_

What do you do? What offers do you make?

\_\_\_\_\_

\_\_\_\_\_

3. Do you have a list of past clients or non-converted prospects? And how many?

\_\_\_\_\_

\_\_\_\_\_

4. What do you do to re-activate these people?

\_\_\_\_\_

\_\_\_\_\_

5. What methods do you use to follow up after a sale (tick all you do)

Thank you letter    Phone Call    Email    Gifts

Special Offers by mail    Special offers by phone    Nothing

Other (give details) \_\_\_\_\_

6. What is your customer attrition? What percentage stops dealing with you each year?

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7. What system do you have for generating customer referrals? Give details

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8. Do you segment your client database and make more relevant offers depending on their situation or needs?

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### **(B) Increasing the Average Value Of Each Sale...**

One in three people will take up an offer related to what they just bought, if it is offered at the point of sale. This section will tell us how you are maximising your sales.

1. What is your average sale value? \_\_\_\_\_

2. In what ways do you try to up-sell or cross sell your customers?

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3. What percentage of people buy your up-sell? \_\_\_\_\_%

Value of up-sell is \$ \_\_\_\_\_

4. How do you monitor to make sure this happens?

5. How well trained are your staff in up-selling and cross-selling? (Circle one)

1      2      3      4      5      6      7      8      9      10

Terrible

Average

Excellent

6. How did you decide what price to charge for your products?

7. Describe what prices, or offers you tested to increase the value of each sale?

8. Where do you rate your price in relation to your competitors? (circle one)

1      2      3      4      5      6      7      8      9      10

Cheapest

Average

Dearest

9. And why did you choose this pricing?

## Part 7: Business Education and Training History

This will tell us what got you to where you are at in your business. It will also enable us to pinpoint what areas of personal and business development you focused on in the past.

1. What training did you have to become good at what you do?

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2. How long before you mastered your skill?

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3. Do you attend on-going training in these areas? (please tick all that apply)

<input type="checkbox"/> Industry/Professional Training	How often? _____
<input type="checkbox"/> Management/Business Training	How often? _____
<input type="checkbox"/> Sales/Marketing Training	How often? _____
<input type="checkbox"/> Telephone Skills Training	How often? _____
<input type="checkbox"/> Customer Service Training	How often? _____
<input type="checkbox"/> Other _____	How often? _____

4. What was the best course, training, seminar or coaching you've ever been to and why?

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5. How successful has your training been overall and why?

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6. If you had unlimited money and time what areas would you want to train in the most, and why?

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## Part 8: Personal History Details

This section will allow us to get to know you better as a person. We won't include these questions in our list of 93!

1. Do you have children? \_\_\_\_\_

What are their names and age? \_\_\_\_\_

2. Any pets? Name and type? \_\_\_\_\_

3. What are you three most favourite activities you like to spend time on outside of work?

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

4. Sports played, followed? \_\_\_\_\_

5. Favourite foods? \_\_\_\_\_

6. Favourite holiday spot? \_\_\_\_\_

7. Best book read? \_\_\_\_\_

8. Last book read? \_\_\_\_\_

9. Favourite TV show? \_\_\_\_\_

10. Best movie seen and why? \_\_\_\_\_

11. The three most important personal goals you'd like to achieve before you die?

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## Final questions

1. Do you have any outstanding products?

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2. Can you handle an increase in sales with your existing infrastructure?

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3. Out of 10 how motivated are you to achieve your business goals stated earlier.

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4. What are the consequences (if any) if you do not achieve these goals?

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5. If you found the right person with the right tools and systems, would you be open to using a coach to help you achieve these goals?

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6. (If so) When would you want to start?

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7. Are you coachable and fun to work with? (Seriously)

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8. Are you able to act on any strategies developed and/or do you have an assistant who can implement?

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9. Are you the decision maker when it comes to hiring a coach or is there anyone else who needs to be involved in this engagement process?

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## Now What?

Phew, how did you go?

Answering these questions is just the start. I bet you have already identified thousands of dollars' worth of untapped profit opportunities.

Where do you start and how do you get started?

If you are serious about making your business into a highly profitable, easy, lucrative and fun business then your next step is to schedule a Blueprint and Action Plan Review with me or one of my team.

### **Here's how to book this Blueprint and Action Plan Review™ meeting.**

Call one of our specialists in Blueprint and Action Plan Review™ on, **03 5174 9111**

Annette will schedule a time for the review, and request you send us your Blueprint. I generally do some research before we meet.

Don't worry you will get your Blueprint back at the meeting.

In this review we will discuss the areas of most concern from your completed Blueprint and identify at least one thing you can do immediately to improve your business.

Many business owners will see an improvement in their business within three months, simply by attending and implementing what we discuss.

So what are you waiting for? Get on the phone and let's turn your business into the cashflow generator you only dreamed of.





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