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FREE CHECKLIST

Your restaurant's come-back score

Tick YES only if it is true TODAY, on most days. Sometimes is a no. I think so is a no.

- [ ] **1 Regulars are written down, by name or phone.**
  Not in your head. Not in your best waiter's head.
  WHY Otherwise they walk out the door with whoever leaves.

- [ ] **2 You know how often EACH regular comes.**
  Each person's rhythm. Booking history, sorted by person.
  WHY You cannot notice a change in a rhythm you never knew.

- [ ] **3 Someone notices when a regular is LATE vs THEIR rhythm.**
  Weekly regular gone 3 weeks = look now.
  WHY Wait three months and the window is closed.

- [ ] **4 A ready invite-back message and a small treat.**
  Written on a calm day, in your own words.
  WHY Under pressure, everyone reaches for a big discount to everybody.

- [ ] **5 First-timers leave with a reason to come back.**
  Name on it, a date on it, still in their phone a week later.
  WHY "See you again" is a goodbye with good manners.

- [ ] **6 An 11pm WhatsApp gets a USEFUL answer within minutes.**
  "Sorry, we are closed" does not count.
  WHY By morning they may have asked somewhere else.

- [ ] **7 In the rush, every message is answered within minutes.**
  Check your last 20 messages. Surprised? NO.
  WHY The one most owners are sure they pass.

- [ ] **8 Guests can book by message, any hour, on their own.**
  Big groups and special requests go to a person with the chat.
  WHY No phone tag over a table for four.

- [ ] **9 Facebook messages and Google reviews answered within a day.**
  Reviews especially.
  WHY The reply is for the next guest, deciding right now.

- [ ] **10 You ask EVERY guest for a review, as a habit.**
  Not only the happy-looking ones.
  WHY Then your page looks like your restaurant actually is.

Your score, and what to fix first

- 0 to 2 wide open. 3 to 5 running on luck. 6 to 8 good, with gaps. 9 or 10 strong.
- Question 6 a NO? Start there. Otherwise start at question 1. One NO at a time.

From the YouTube video **How to Keep Restaurant Customers Coming Back**
by Uldis, Systems Rockstar.
Free to print and share, as long as you keep the Systems Ninjas credit on it.

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