

39 Pubs Are Closing Every Week*

Will yours be next?

How do you avoid becoming the next statistic?

As a publican, do you:

- Worry about losing patrons?
- Fight for every pound of profitability?
- Battle high operating costs?
- Lose sleep over statistics like the one above?
- Want real-world tips on cutting costs and marketing effectively?

I'm certain you didn't become a publican to struggle with these realities and the challenges that can come with operating your pub. There are a lot of everyday people like you who operate small pubs throughout the United Kingdom. I know. I'm one of them. I understand all the challenges you face because I've experienced them firsthand, and I also know that **with a few simple marketing tips and cost-saving ideas, running a pub can be an enjoyable and profitable venture.** Without them, it can be an uphill struggle and financial drain.



And without them, you *could* become that next closure statistic...but you don't have to be!

*"This book is great value for the money. By using a couple of the **simple ideas**, I've **saved thousands of pounds** in our pub and **increased our profits.**"*

– Jon Raubenheimer,
The Old Sergeant, London

Dear Fellow Publican:

Allow me to tell you a little bit about myself. Like you, I wanted to own and operate a pub. In 2007, along with two business partners, I took the plunge and now run a pub in South London. My background is in the financial sector, and believe it or not, I'm a Certified Practising Accountant. Rest assured, I understand cost implications and some of the best ways to control your costs as a fellow publican. I know that

most pub owners don't necessarily enjoy the financial and administrative side of the business, so I've written *Pub Survival Guide* to simplify the process. **It's easy to understand and implement.** Plus you'll be amazed at how much information is packed into this 88-page e-book.

Pub Survival Guide is written for you, the small, independent publican, to help you cut your costs and increase your sales. In it, you'll find several quick tips you can put to use right now to help you get on the road to improved profits. Plus there are a number of quick and easy-to-implement marketing ideas that will put you on the road to increased sales... now. Not next month or next quarter... now.

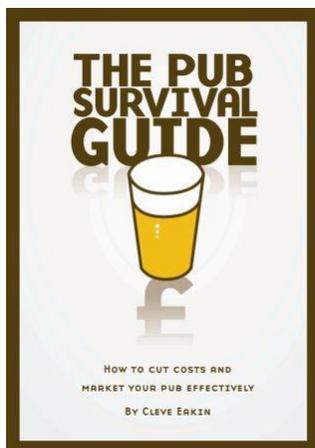
"As a complete novice when I entered into the pub trade, a book like this would have been an absolute goldmine!"

– Jeff Hart, Rose & Crown,
Farndon, Newark, Nottingham

Cut Costs and Save Money

In the *Pub Survival Guide*, you'll discover:

- The absolutely easiest ways to reduce your utility bill. (pages 8 and 30)
- A simple way to calculate your pour costs. (page 13)
- Why a kitchen "bible" is one of the best ways to control food costs and how to create one. (page 19)
- How neatness equals profitability. (page 21)
- What FIFO is and why you should care. (page 23)
- How to get better payment terms with suppliers. (page 27)
- Which cash register buttons are costing you too much money. (page 31)
- How some cleaning supplies send your money right down the drain. (page 33)



With these real-world solutions, you can be on your way to cutting your costs and improving your bottom line. **Don't let another hard-earned pound slip through your fingers.** *Pub Survival Guide* is only £17.99, and you'll find it pays for itself when you use just a few of the many tips it offers. In fact, simply by using my tips to reduce your utility costs, the book will pay for itself in 30 days, and once you start employing the other tips, you'll **really** be on your way to saving **and** making money.

[Click Here to Order Now.](#)

While cutting costs is important to every publican, getting and keeping customers is the other half of the success equation, so that's why I cover marketing tips and

ideas as well. You don't have to be an advertising guru or Internet specialist to take advantage of these ideas and convert them to cash.

Make the Most of Marketing

With the *Pub Survival Guide*, you'll learn:

- Why a marketing calendar is critical to improving your sales and how to make one. (page 48)
- How to build an e-mail list for the most cost-effective advertising. (page 45)
- Which space in your pub is the most valuable... and the answer will surprise you. It's not your bar or your kitchen. (page 50)
- Why supporting your local teams easily adds money to your till. (page 46)
- How to update and refresh your online profiles and how to deal with negative online reviews. (page 46)
- The most important points about creating and maintaining your own site without any programming knowledge. (page 53)
- How to up-sell to increase sales with almost no effort. (page 57)
- Why theme nights work and how to make them work for you. (page 63)

Increasing the number of patrons and the amount they spend once they're in your pub is the key to success. The marketing section of the *Pub Survival Guide* will help you do both.

[Click here to order on our secure site for only £17.99.](#)

In addition to the many tips and ideas you can use to cut costs, save money and increase sales, you'll also get an overview of which professionals you need to provide professional advice along with VAT accounting and lodgment. Creating a budget and marketing plan are two more topics that are covered in *Pub Survival Guide*, and I've even included samples.

Pub Survival Guide Bonuses

You'll find **four extra bonuses** in your *Pub Survival Guide* including:

- Why and how to build a marketing plan:
With this bonus section, you'll be able to define where you are now, where you want to go and the best way to get there.
- Up-selling scripts:
Don't leave money on the table. These sample scripts will quickly show you how you can increase your sales as easily as having a conversation.

- Sample budget:
You don't have to be an accountant to understand and use the sample budget I've included. It itemises every imaginable line-item cost you might have.

- Sample marketing posters:
Four different templates are included for you to download and use. Fill in your information and print them. You'll be on your way to increasing traffic.

Your Solution

Don't become the next statistic and don't spend another sleepless night worrying about how to cut your costs and market your pub more effectively. Your solution is one click away. And for only £17.99, you can be on your way to running a profitable pub and enjoying your success.

[Click now for your copy of *Pub Survival Guide*.](#)

In fact, I'm so certain my *Pub Survival Guide* will help you save money and increase sales that **I'm offering a money-back guarantee**. If you're not completely satisfied after 30-days, I'll refund your money. Like I said, simply by using a few simple tips, this e-book will pay for itself in 30 short days. I guarantee it.

Kind regards as your fellow publican,
Cleve Eakin

ps. With statistics showing that up to six pubs are closing every day, how long can **you** wait before you take action? If you're struggling to cut costs and improve your marketing efforts, there's no time to waste. *Pub Survival Guide's* 88 pages are loaded with valuable information, and you can start improving your bottom line before you finish the first chapter.

*Beer and Pub Association Report, "*Pub Closures Climb Toward Six a Day*," (19.01.09)

Yes, Cleve... I want to cut costs, improve sales and stop losing sleep. £17.99 is a wise investment for me.
[Send my copy today!](#)