

# CoffeeDifferent

*Changing the way you will think about marketing your Coffee House forever...*



## CoffeeDifferent, what barista training will not teach you...

Bobby Richardson is a marketing & branding expert with BroadMoar. Bobby started his career with Apple Computer as a Channel Marketing Executive and was recruited to IBM Global Services where he managed an e-commerce consulting group for over 10 years..

Over the past 4 decades, Bobby has worked with many iconic Fortune 500 companies, including Disney, Nordstrom, FedEx and The Ritz Carlton. Building on his unique experiences, he learned working with these companies. Bobby learned what works best and what mistakes to avoid.

Because of those experiences, numerous trade show and industry event coordinators invited him to present. He met many entrepreneurs, business owners and franchise groups. Bobby worked with them to increase revenue and grow margins while increasing customer experience and customer services.

Through his experiences, Bobby saw a need to create CoffeeDifferent. CoffeeDifferent is all about the customer's journey and experience with your coffee business. We combine with Reaction Marketing to teach your staff techniques to create better reactions from your customers. Finally, we add the third component, our Proven 3 Step Process. We have over 1K locations using the techniques today.

Did you know that it costs between \$40-\$70 to get a customer in your door if you are using traditional advertising, like radio, TV, or print media? Did you also know if a customer has a good experience in your business there's only a 30% chance they will return for a second visit? Did you know that if you can bring them back for a 2nd visit there is about a 40% chance they will come again; but if you can get them for a 3rd visit you increase, your odds are over, a 70% chance they will be back again and again? We have a marketing system that gets them in for all three visits and it requires \$0 for advertising.

**BROADMOAR**  
**CONSULTING GROUP**

[www.broadmoarconsulting.com](http://www.broadmoarconsulting.com)

Contact a BroadMoar Advisor today.

[contact@broadmoarconsulting.com](mailto:contact@broadmoarconsulting.com)

**Owners, General Managers,  
Entrepreneurs Looking to Own a Cafe or Food Truck  
We Can Save You \$1,000's Monthly!  
We Teach You How the Words & Actions  
You Use Can Affect Your Profits!**

Our proven system will teach how to use our 3-Step Proven System. We also will Teach you how to manage the process with to managers and staff. For those contemplating opening a coffeeshop or cafe, or Food Truck - our experienced consultants will save you 1,000's monthly with just having a 2 hour low-cost consultation.

Our passion for coffee inspires every aspect of our coffee-house and restaurant consulting services. Our team is composed of Coffee & Beverage industry consultants with 38+ years successfully helping existing and aspiring coffee-house owners through concept development, location design, financial modeling, menu development, process turn-around, and business operations —all the way from concept through grand opening. We help shape our clients' visions and celebrate their successes!

Marketing & Promotions: Did you know that it cost between \$40-\$70 to get a customer in your door if you are using radio, TV, or print media? Did you also know if a customer has a good experience in your business there is only a 30% chance they will return for a second visit? Did you know that if you can bring them back for a 2nd visit there is less than a 50% chance they will come again; but if you can get them for a 3rd visit you increase your odds to over 70% chance they will be back again and again.

What if I can show you how to do that for about \$10 per customer for all three visits? How would that affect your bottom line?

Add a Professional Coffeehouse Bar to your Current Business: We are helping small business owners, restaurants, theaters, concession businesses, and hospitality to add a dedicated Coffeehouse into their current business model. This can be a leased offering or an owner owned new incremental stream of income. Are you ready for us to help you?