

# HOW THE SHOP IS GOING TO MAKE MORE MONEY

Print it out. Fill it in. Tape it to the wall. Make more money.

## SECTION 1 — MENU

### My top items by order volume and margin

These are the items I'm keeping. Everything else is noise.

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Items I'm cutting:

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## SECTION 2 — THE HONEST QUESTION

### “Is my pizza good enough to make someone reach for their phone?”

Be honest. Your answer determines everything else on this page.

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What I'm committing to improve:

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## SECTION 3 — SOCIAL MEDIA PLAN

### 3 posts I'm making this week

One behind-the-scenes. One product shot. One customer or staff moment.

Post 1 — Behind the scenes:

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Post 2 — Product shot:

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Post 3 — Customer or staff:

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**SECTION 4 — PRESS PITCH**

## My two-paragraph pitch to local press

*Paragraph 1: who we are and what makes us different.*

*Paragraph 2: why this is a story worth telling now.*

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**3 local writers or outlets I'm reaching out to:**

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**SECTION 5 — COMPETITIVE ADVANTAGE**

## Three things my pizzeria does better than anyone else in my market

*This is your identity. Once you write it, protect it.*

1. 

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**NOTES**

## Whatever else is on your mind

*Ideas, reminders, things to stop doing, things to double down on.*

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