

# My Better Pizzeria Plan

Print it out. Fill it in. Tape it to the wall.

## 1 What do you still need to learn?

If you're still feeling underprepared, make a list of what you don't know and how to get the answer. Forums, expos, videos, other owners. The information is out there.

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## 2 Who is your customer — really?

Write down who your customer actually is, not who you wish they were. Then look at your menu and ask honestly: does every item on here serve that person?

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## 3 What's your slowest menu item — and why?

Pull your last 30 days of sales data. What's your slowest item? Is it slow because customers don't want it, or because you haven't sold it right?

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## 4 Where does your busiest hour break down?

Figure out your busiest hour. Where do orders slip through the cracks? Fix the single biggest leak first.

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## 5 Which owner do you admire — and what's your question?

Find one owner doing something you admire and send them one specific question this week. Most people say yes.

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## 6 When did you last eat your own pizza like a customer?

Do it this week. Order it for delivery, sit down, eat it, and be honest about what you find.

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