

MY PIZZERIA WORKSHEET

Thought starter

Is it better to be discovered or embedded?

Embedded in the neighborhood checklist



1	Map the community What are 3 places regulars gather (school, local event, Facebook group, etc.). Am I showing up there? Pick one, and go this week.	
2	Build before you open (if not open already) Pre-open: who can I build buzz with? Already open: Who should I build better relationships with?	
3	Delivery dependency audit What % of orders come from 3rd-party delivery? By design or by default? What would it mean if that number dropped by 20%?	
4	Cut the menu ruthlessly List every menu item. Which ones actually sell? Which are vanity projects? What's a potential item to cut?	
5	Design a drool-worthy deal A price point and a bundle that makes showing up a no-brainer for a regular. Not a discount, a habit trigger. Write it out.	
6	What's the "expansion" move? What's a second revenue stream that uses what I already have (dough, team, brand) without cannibalizing what's working?	

