



## Frequently asked questions about the Eatout Restaurant Guide franchise

- **Do I have to work full time?**  
Yes you do. You really want to get stuck in straight away and get as many listings as quickly as you can. Even though the hours are very flexible you need to be available to go to appointments on any day (usually Monday to Friday).
- **Can I buy more than one territory?**  
Yes, but you need to work in your first one for at least 6 months to a year so you fully understand how your business works.
- **Can I employ sales reps or agents?**  
Once you are big enough to afford them this is a great way to expand your business faster. You won't be able to employ any from day one as you'll be busy learning how to run things yourself.
- **Are there targets I have to achieve?**  
Yes there will be and we'll help you achieve them.
- **How much do the restaurants pay me?**  
Between \$80 to \$250 a month depending on what services they have. A listing on your directory only would be around \$80 a month.
- **What are the extra services you offer**  
OCM (online content management) around \$150 to \$150 per month per restaurant +gst  
Google Place claim - \$99 +gst  
Domain name - \$69 +gst  
Photo shoot - \$450 +gst  
Restaurant website - free with a listing on the directory
- **How much is the monthly fee I have to pay you?**  
You pay us on average \$13 per restaurant per month, no matter what services you offer the restaurant. There is a sliding scale based on the number of live restaurants you have on your website, and if you fall below the average then the fee goes up slightly and if you go above then the fee gets cheaper.
- **What does the monthly fee pay for?**  
The hosting and maintenance of your website, this includes extra storage facilities for large photos and menus. All branding. Monthly stats reports for each restaurant, automatically emailed out to them. Maintenance of all email and letter templates. All new enhancements and any updates to the site. Support. Updating procedures and manuals. Renewing domain names. Direct Debit facility.
- **How do the restaurants pay me?**  
They will set up a monthly direct debit.
- **Can I change the price charged for each restaurant?**  
Yes you can.
- **Is there gst on the franchise purchase price?**  
No there is not. We are a New Zealand company and any franchises or fees we charge are exempt from gst.

- **How would I combat objections from the restaurants?**  
You'll learn all about this at the training.
- **How do the restaurants know it's working for them?**  
Every month the restaurant receives a monthly stats report telling them how many people looked at their restaurant and how many clicked through to their menus and wine list. They can also run specials and ask customers to bring back coupons. Plus of course if they take bookings and enquiries by email this is excellent.
- **How many restaurants are we helping?**  
Over 400 across New Zealand and Australia.
- **How do I know my site will get good rankings in Google?**  
Through constant learning, trial and error and lots of hard work, we know just what Google wants to see to rank your site highly. If you go to Google in New Zealand at [www.google.co.nz](http://www.google.co.nz) and type in Restaurants you'll see our site ranked in the number 1 position. Plus we're ranked on page 1 for nearly all our towns and cities there e.g. Hamilton Restaurants. We don't pay expensive search engine optimization companies to do this for us as we believe we've already proved we know how to do it ourselves!
- **What other advertising do you do?**  
Our target market is already surfing the internet looking for restaurants. They aren't looking for them in newspapers or magazines, so why should we waste money advertising there! We do however make sure that we advertise in all the right places on the Internet, in particular on Google. We do paid Google Adwords and we have links on other websites all over the world.
- **Why don't you show bad comments on the site?**  
Restaurants don't like websites that show bad reviews it could harm their reputation. We do however, make sure that all bad comments are sent straight to the restaurant so they can address them directly.
- **There are so many other free sites out there why would a restaurant want to pay?**  
With our training you'll learn how to overcome these sorts of objections. Free sites just don't deliver results for the restaurant, whereas on a paid site, results have to be proven to work or they won't stay!
- **How do I first start selling when there are no restaurants on my new site?**  
You'll get to put a couple of real restaurants on your site for free, so you'll be able to do your sales presentations to show restaurants how it all looks. You will also be able to offer a special deal to the first ones.
- **How many sales can I expect to achieve in a month?**  
Your first month will be the hardest and you would expect to do about 5 to 7 sales, then based on a conservative average you should be doing around 10 each month. This is based on 1 person owning and running the franchise by themselves. If a couple were to operate together the average would be higher. Our franchisee in Sydney achieved 20 in one month by himself, so it's possible to do more!
- **When will the training be, do I have to wait before you get more than just me to train?**  
No, there's no waiting. You'll get one on one training with a senior Eatout manager.
- **On average how many times does a restaurant make changes each year?**  
We average it out at about 3 times a year. Some never change anything and others change their menus once a month.
- **What other costs are there on top of the Franchise Fee?**  
Some insurances, your legal fees, business name registration, stamp duty where necessary, accounting fees where necessary. You'll need a good broadband connection at home and a mobile internet connection for your laptop and phone.
- **What makes Eatout different? What is it's point of difference?**  
We deliver proven results to our restaurants. We can get them in front of 1000's of real diners straightaway. We're not a review site and they love that.
- **How much money can I expect to make?**  
We've done a detailed cash flow spreadsheet that you can see after you've filled in our Application Form.
- **What are some of the most recent enhancements and marketing you've done in 2011**
  - Programmed the site to work on a mobile phone

- Built a restaurant website template so our franchisees can now give their restaurants their own website. Without any extra charge from the franchisor
- Each restaurant website is now programmed so it works on a mobile phone
- We've added facebook, twitter and ShareThis buttons to the site so diners can spread the word to their friend faster.
- New branding including new logo, fonts, colours, business cards, letterhead, sales flyer and email signature
- Written a marketing book to use as a new lead generation tool. It's called "Restaurant Marketing & how to use this baffling internet stuff".

- **What other future enhancements and marketing are planned**

- New branding to be incorporated into the websites
- New admin area with better functionality
- Offer online gift vouchers for sale
- Expand into other niche areas

- **How quickly can I start?**

It'll take us about 4 to 5 weeks to get everything organised and the training done.