



# *Kitchen Open* Action Steps

All the End-of-Chapter  
Action Steps in *Kitchen Open*

**NOTE:** To really get the most of these action steps, you should buy the book they're from at [Amazon](#), [Barnes & Noble](#), [iTunes](#), or [Kobo](#), *Kitchen Open* by Jamie Jack.

## Chapter 1: Goals Action Steps

This chapter is already a series of action steps as you analyze your business and gain clarity on precisely where you want to be during the pandemic and after it. But let's sum up! (Psst . . . there are a couple on the list that I didn't talk about above that are very important!)

- **Analyze where your business is currently**, thinking of both operations (what you're offering) and marketing (letting your community know what you are offering).
- **Create a post on your Facebook restaurant page right now**, telling your customers everything they need to know about your business at a glance, and pin it to the page. Be sure to include whether you are open or closed, hours if open, your current takeout and delivery options if open (takeout, curbside pickup, drive-through, delivery—both in-house and third-party), phone number, and links if appropriate (i.e., to online ordering or your pages on third-party delivery platforms). Put all this essential information right at the top of the post. Include thanks for support or well wishes for safety and health below this if you like. Pin it to your page by clicking on the three horizontal dots on the upper right of every Facebook post and choosing Pin to Top of Page. Make the post stand out by including a photo of an open or closed sign or a social media graphic. Use one of the “Yes, we're open” graphics (on the book's resource page in the Resources by Chapter section), or choose a free stock photo of an open or closed sign at [Unsplash.com](https://unsplash.com) or [Pexels.com](https://pexels.com).
- **Gain clarity about what you want now and in the future for your restaurant**. What is your ideal vision of your restaurant during the pandemic . . . and a year after it's over? Then, start figuring out the tools and the people that you need to get you there. Use the clarity tool in the Chapter 1 workbook to help you out.
- **Take 5 or 10 minutes to figure out your deepest why** regarding your restaurant, the deepest “why” that motivates you to keep it going and make it the best it possibly can be. Don't be afraid to dig down from head reasons to heart reasons. Once you know your deepest why, you will be able to act with more decisiveness and strength. Recall it when you have difficult decisions to make or uncomfortable actions to take. See the Deepest Why exercise in the Chapter 1 workbook.

- **Involve your management team.** Ask them to do the Current Analysis of Your Restaurant exercise as well as the clarity exercise. You could do this individually or in a brainstorming session (or do it independently first and then brainstorm). Consider asking if they would do the Your Deepest Why exercise privately. Doing so could be very beneficial in the coming days as you ask them to help get any new ideas off the ground. They will understand their motivation to do so and may be more apt to muck in!
- **Decide right now to keep an open mind** to the suggestions and solutions that you will read about in this book. Some will add to or change your goals—or at least make you reconsider them. Be open to the possibilities.

## Chapter 2: Takeout and Delivery Options Action Steps

- If you didn't create a pinned post on your Facebook page with all the critical information about your business in Chapter 1 (open/closed, hours, takeout and delivery options), do that now. You can update the post at any time as your roll out new options or things change by choosing Edit Post from the choices you'll see when you click on the three horizontal dots at the top right of every Facebook post.
- If your menu is not available so customers can access it as a left-hand navigation tab on your Facebook page, upload that now.
- Consider the different options your restaurant has, given the local or state laws. Which avenues are still open to you? Which are you currently using to get your food to your customers? Which do you think would be best to add right now, if any?
- If you already do takeout, consider adding curbside pickup as well if you haven't done so already.
- Research your options, especially online ordering and third-party restaurant delivery platforms in your area.
- Consider and research adding in-house delivery if you don't already offer it.
- Make a master list of initial thoughts of how you might expand what you're doing now within the current constraints.
- Talk with your management team, and discuss all the ideas.

- Decide which members of senior management will help you implement the different aspects of any new takeout and delivery options for the restaurant. Share your vision and goals, both from the 10,000-foot level as well as the down-and-dirty details, including when you would like the pieces to be in place. Then, work together to implement the ideas on your priority list (see Chapter 11).

### **Chapter 3: Creative Solutions and Ideas Action Steps**

- If any of these innovative ideas interest you, check out the websites or Facebook pages of the restaurants.
- You might even want to follow them on Facebook to see what other ideas these creative restaurateurs come up with.
- Use their ideas to fuel your own creativity. What outside-the-box solutions can you come up with that may help your bottom line and your community?
- Share these ideas and your own with your management team. Encourage them to share (and think up!) creative ideas that could work for your restaurant.

### **Chapter 4: VIP or Loyalty Program Action Steps**

#### If you have a VIP or loyalty program

- Consider whether your current program is the best it could possibly be for your restaurant and customers at this time. Think about your ideal customer. What would he or she appreciate most in a VIP/loyalty program?
- Consider whether you want to add email or SMS to your program if you don't already use these options.
- Brainstorm right now as you are reading this book (and later with your management team) about the variety of deals and specials you could offer your VIPs. Be as creative as you can! With customers stuck indoors in many cases right now, they'd appreciate something a little different to jazz it up.

- Consider how you market the program currently and if/how you might want to expand your marketing of it. (Not all marketing costs a lot of money!) How do customers currently learn about your VIP program? Is it prominent on your website and your Facebook page? In the next chapter, I'll tell you about one low-cost option.

If you don't have a VIP or loyalty program:

- Consider whether a VIP program would be helpful for your business and customers right now.
- If you decide to create one, think about the options. Are you interested in an email-only program or both email and SMS? You can, of course, choose one simple option now and add the other later.
- Brainstorm right now as you are reading this book (and later with senior management) about the variety of deals and specials you could offer to your VIP customers. Don't be afraid to get creative. Customers will love that!
- Consider who will send out the emails/texts. You? Other management? Other staff? A social media manager?
- How soon would you be willing to start your program? Think about ways to let your customers know about it.

## **Chapter 5: Getting the Most out of Takeout and Delivery Action Steps**

- Think about the types of flyers you might want to include with your takeout and delivery orders. You certainly want one with an offer for the next time the customer orders takeout, curbside pickup, or in-house delivery. If you have a loyalty program, you will always want to do a flyer about that as well. Consider the other ideas mentioned earlier in the chapter.
- Brainstorm right now the types of deals that you might want to offer for takeout, curbside pickup, or in-house delivery. It really depends on the type of cuisine or food you offer. It could be a free cheap-for-you-to-supply item from your regular menu. It could be half off an appetizer or dessert or a percentage off the whole

order. Or choose one of my more offbeat suggestions in this chapter and others. Alternate offers to keep customers interested. See which types get the best response.

- Once you know what inserts you want, get them designed and printed.
- As soon as you get the flyers back from the printer, train staff to include the set in every single bag that goes out the door (or tape onto every box).
- If you have multiple inserts, collate and crosshatch sets early in the day so that the stack that needs to go into each bag or on each box is right at hand.

## **Chapter 6: Website Action Steps**

- Assess your website. Make sure it has all the important information about your business present and correct: open hours, phone number, takeout and delivery options, any links to ordering choices, and what your restaurant is doing to protect its workers and customers during this time.
- Include any information about changes that are in the works if you like (e.g., if you are adding online ordering, a VIP or loyalty program, or a third-party delivery platform); update the website again when these changes happen.
- Make sure that your menu is up to date. If you have removed or added items, make sure this is reflected in all versions of your menu on your website.
- If or when you decide to add online ordering, make sure to add the ordering button and link to the website.
- Have links to your social media profiles, letting people know to check them for updates and news.
- Ask your management team to look at your website as well. Extra pairs of eyes can catch something you missed.
- Contact your webmaster to make the needed changes.
- Make sure your business information is up to date on Google by claiming your listing and managing it through Google My Business. Consider doing Google posts.
- Claim and update your Yelp and TripAdvisor listings.

## Chapter 7: Static Facebook Page Element Action Steps

- Assess the Home tab of your Facebook restaurant page. Is all the information accurate, including your hours?
- Look at your cover. Does it tell your customers at a glance what precisely is happening with your business right now?
- Look at your profile picture. Is it your logo or an image of you or part of your team? These days, a marketing phrase is “people buy people,” so you should consider having people instead of a logo here. You can mix it up over time if you want, highlighting different members of your team or yourself.
- Look at your restaurant’s Our Story section. Do you have one? If you don't, add one that talks about how your restaurant came to be. Include information at the top that briefly states your open status, hours, phone number, takeout and delivery options, and any current specials (if you want). At the bottom, write a few lines that touch on what you and your business are doing to protect your workers and customers during the pandemic. Don’t forget the mouth-watering photo of your food!
- Look at the About tab next. Does your About in the More Info section have some keywords that people might search for when looking for a restaurant like yours? Is other important information filled in, as discussed earlier in the chapter?
- Find the PDF of your current menu, or take a picture of it. Upload it through the About tab. Do this now!
- Check your page's general settings to make sure they are what you want.
- Rearrange your page’s tabs, moving the most important ones closer to the top.
- After you have made the necessary changes, ask members of your team what they think about the page; ask if they have any suggestions.

## Chapter 8: Facebook Changing Content Action Steps

- Assess your Facebook page. What types of posts have you been doing before now? Do you currently have a variety of topics and formats?

- Determine your posting regularity. Do you post every day, every week, or more sporadically?
- After the two assessments above, ask yourself the hard question: Do you need to change your current posting strategy to make your Facebook page better? Do you need to post more frequently? Do you need to post more content variety (say, including humorous or motivational posts along with ones specifically about your restaurant and its food)?
- If the answer to the previous bullet is *yes, I need to make changes*, consider what those might be: more frequent posting or more variety of posts . . . or both?
- Consider the different content ideas I listed in the chapter. Which of these is the best fit for your restaurant? Are you willing to take your restaurant center stage with videos?
- Decide who will do this increased or more varied posting if you do not plan to do it yourself. During these unstable times, I recommend finding an employee who loves social media and would enjoy a small increase in pay if they became your temporary Facebook page manager. Consider using an outside social media manager if neither you nor your staff wants to post regularly. This can be relatively inexpensive if you just want social posting or another single service and more expensive if you want a full social media manager who offers a broad range of services. But at this uncertain time, keep it in-house if you can. You have other important places your money needs to go to.
- Engage with people who are commenting or reacting to your posts. Invite those who react to like your page if they haven't already done so. Make sure you're paying attention to the Review tab and commenting on every one.
- Choose a post boosting budget between \$25 and \$50 a week, and start boosting posts right away. A small amount of money can go a long way. Boost a simple one at first, stating that you are open for business, giving your contact details, delivery options, and open hours. Boosted posts need a picture or video of some kind: a picture of your restaurant or a graphic from a free stock image site that has an open

sign. This lets your potential and future customers know that you are, indeed, open for business.

- As you or an employee makes posts for your page, consider which would be good ones to boost.

## **Chapter 9: Facebook Features Action Steps**

Decide if you would like to incorporate either Facebook events or a modified check-in program into your Facebook action plan—or both.

### **Events**

- Brainstorm with your management team about which specials to offer as an event. What could you provide or offer as a part of takeout, curbside pickup, or in-house delivery?
- When you create your event, be sure to talk about it in a post on your business page as well, preferably several days in advance, stating explicitly what it is and when it will start. Post about it while the event is occurring, too. If anyone has started or is continuing discussion on the event page itself, keep the conversation going. Post pictures of what the event stands for on the event page and your restaurant page.
- Consider whether you would like to spend \$5 to \$10 to boost the event. If so, remember that boosting events need to be approved (as they are a form of an ad), so make sure you allow enough time for that approval process—and Facebook warns that this takes longer now due to COVID-19—so that the boosted event will be seen for the appropriate time. You don't want to set up the boosted post the day before or the first day of your special! It may not be seen for days.

### **Check-Ins**

- If you would like to do a check-in program, first decide if you want to incentivize it with a prize for a random winner who checks in within a specific time frame. Would you like to offer prizes weekly, every two weeks, or monthly?

- For your check-in program, next decide how you are going to promote it. Are you going to put a flyer about it in every takeout or delivery bag? Will you have counter and curbside staff mention to customers that they should take a picture of the food at home as they open the boxes or as they eat . . . and check in just as they would do in your dining room? You should also post about it on your page.
- If you want, you could call the check-in program something clever, like *Dine in at Home with [your restaurant name]* or *[your restaurant name] at Home*.

### **Both**

Decide who will monitor and make the appropriate shares and comments that go along with a fully leveraged event or check-in program. To make the check-in program work, you really do need to have someone monitor the notifications activity section for check-ins regularly, share them to the page, and comment on them. Typically, a social media manager like me does this. As I suggested in the previous chapter, find someone on your staff who loves social media and your business, and “hire” them to manage these aspects of your page as well!

## **Chapter 10: Other Social Media Action Steps**

### **If you are currently on other social media:**

- Write down the other social media platforms you are on. If you're on LinkedIn, don't include that one! How often do you post to each of these? Do you think that posting more to your other platforms would help your business right now? How big is your reach on each one?
- Determine if it would be a good use of your or your staff's time to post on these other social media platforms. If you don't have many followers, the platform(s) may not be worth the time or effort during this hectic and crazy time.
- If you decide that you do want to post on your other platforms, streamline your strategy. You'll need to consider the requirements of the different platforms you are on. For instance, you can post square or tall images on both Instagram and Facebook

without the platforms doing much cropping (unless too tall). Again, Facebook makes this easy with Creator Studio.

- Analyze your posting success on the different social platforms. If your posts don't seem to have much traction, pull the plug. Posting to multiple platforms takes time; if something isn't ultimately worth your or your staff's time, cut it out and reevaluate when things normalize. If you are not getting the engagement you want on other platforms, focus on Facebook. It is the platform most of your customers are on and will be the one most likely to bring you new customers and keep you top of mind for your present customers.

**If you aren't currently on other social media:**

- Don't worry about it!