

NONNA'S TABLE

Family-owned Italian restaurant, single location (~14 tables)

SAMPLE

"Weekends sell out. Midweek sits empty. That gap is real money."



— THE SNAPSHOT

The hard part is already done: your food and your Saturday crowds prove the demand is real and repeatable. What's leaking is everything around the food — the phone rings through during service, Tuesday and Wednesday sit half-empty, nobody's writing down your regulars, and you're guessing which dishes actually make money. None of that needs a bigger kitchen or a fatter ad budget — just a few simple systems that catch the demand you're already creating and letting walk out the door. This plan starts with what you and your staff can fix yourselves this week, then shows exactly where automation pays for itself.

Estimated annual opportunity. Floor estimate on roughly \$800K–\$900K in annual sales: ~\$34K from lifting Tue/Wed from ~25% to ~55% full (two nights a week), ~\$16K from recovering 6–8 convertible calls a week that currently ring through during service, ~\$18K from a 2–4 point margin shift via menu engineering, ~\$12K from re-marketing a real customer list, and ~\$8K from more/fresher reviews lifting your local ranking. Total is netted down for overlap between levers — every figure here is a floor, not a ceiling.

\$78,000 / year (conservative)

— WINS YOU CAN TAKE THIS WEEK — YOURSELF

Five moves you can start now for fast, free ROI. Do these, feel the lift — then I automate and compound them for you.

GOOGLE & LOCAL SEO

Own your Google Business Profile

When someone searches "Italian restaurant near me," your Google Business Profile is the first thing they see — before your website, before Yelp, before anything. Most family spots leave it unclaimed or half-empty: stale hours, no menu, three blurry photos. It's the highest-traffic page you own, it's free, and right now it's quietly working against you.

Do this → This week: claim/verify the profile, set correct hours (including holidays), add your menu link, post 10 real photos of plated dishes plus the dining room, set the right categories (Italian restaurant, family restaurant), and turn on messaging plus a reservation/order button. Fill in every single field Google offers.

Quick ROI: A completed profile typically lifts calls, direction taps, and website clicks 20–40% within a few weeks — real covers, at essentially zero cost, from a page you already have.

AI SEARCH (SAIO)

Get recommended by ChatGPT & Google AI

More diners now ask ChatGPT or Google's AI "where's the best homemade pasta near [town]?" — and the AI answers from your website text, your reviews, and your structured data. If your site doesn't plainly say what you are, you're not the runner-up in that answer; you're simply not in it.

Do this → Put a plain-English paragraph on your homepage stating cuisine, town, signature dishes, price range, hours, reservations/takeout, and "family-owned since [year]." Paste your full menu as real text (not just a PDF or photo) and add Restaurant schema markup. Then ask a few regulars to name specific dishes in their reviews.

Quick ROI: One afternoon of work to become the named pick when a diner asks an AI where to eat — a channel almost none of your local competitors have touched yet, so the door is wide open right now.

LOCAL LISTINGS & LEAD SITES

Fix your listings everywhere at once

Yelp, TripAdvisor, Apple Maps, and the delivery apps all carry your name, hours, and phone — and half of them are wrong or auto-generated. Wrong hours send a hungry Saturday table to the place down the street; a phone number that rings through turns a takeout order into someone else's sale.

Do this → Claim your Yelp and TripAdvisor pages, correct hours/phone/menu/photos on both, and make the phone number match everywhere. If you do takeout, set up or clean up ONE ordering channel (Google's "Order" button or a Toast/DoorDash link) so takeout doesn't depend on someone grabbing the phone mid-rush.

Quick ROI: Consistent listings plug the covers you lose to bad info — usually several missed parties a week — and a working order link catches the takeout you're dropping every time the phone's tied up mid-rush.

REVIEWS ENGINE

Turn happy tables into a review machine

You're slammed every weekend, yet almost none of those happy guests leave a review — and both Google's ranking and the AI recommendations lean hard on review count and freshness. You've already earned the goodwill; you're just letting the proof of it walk out the door unrecorded.

Do this → Print a small table card or add a receipt line with a QR code that goes straight to your Google review page. Train servers on one line: "If you had a good night, a quick Google review really helps our family." Aim for 5–10 new reviews a week, and reply to every review — good or bad.

Quick ROI: Going from a trickle to 5–10 fresh reviews a week measurably lifts your Maps ranking and click-through inside a month or two — it compounds, it's free, and your competitors won't see it coming.

META ADS

\$50–\$100/day Meta ads to fill Tue/Wed

Facebook and Instagram can put a photo of your food in front of every hungry person within 5–10 miles for a few dollars a day — but only if the click lands on a fast mobile page with photos, menu, hours, and a reserve/order button. Point ad traffic at a broken site and you're just paying to annoy people.

Do this → First tighten the website into one page: big food photos, menu as text, hours, one-tap call, reserve, and directions. Then run a simple local traffic campaign at \$50–\$100/day targeting a 5–10 mile radius, built around a midweek reason to come in ("Nonna's Tuesday pasta night"). Install the Meta Pixel so you can retarget later.

Quick ROI: At ~\$60/day, a well-targeted local restaurant ad commonly returns 3–6x in tracked covers once the landing page is fixed — the fastest lever you have for filling seats on your dead nights.

THE SYSTEMS I'D BUILD FOR YOU

AI phone & text host (never miss a call)

An AI voice and SMS agent answers every call during the rush — books reservations and takeout orders, handles "are you open / do you have gluten-free / can you fit six tonight," and texts back a confirmation on the spot. No call rings out unanswered again, and every caller's number lands in your list automatically.

→ Recovers the 6–8 convertible calls a week you lose during rushes and quietly builds your customer list — roughly \$16K/yr, plus a host that never gets slammed.

Customer list + slow-night filler

Every reservation, takeout order, and QR check-in feeds one clean customer list you actually own. An automated system then texts or emails the right guests a reason to come in on Tue/Wed — a birthday, a "we've missed you," a midweek special — and reports back exactly which nudge filled which tables.

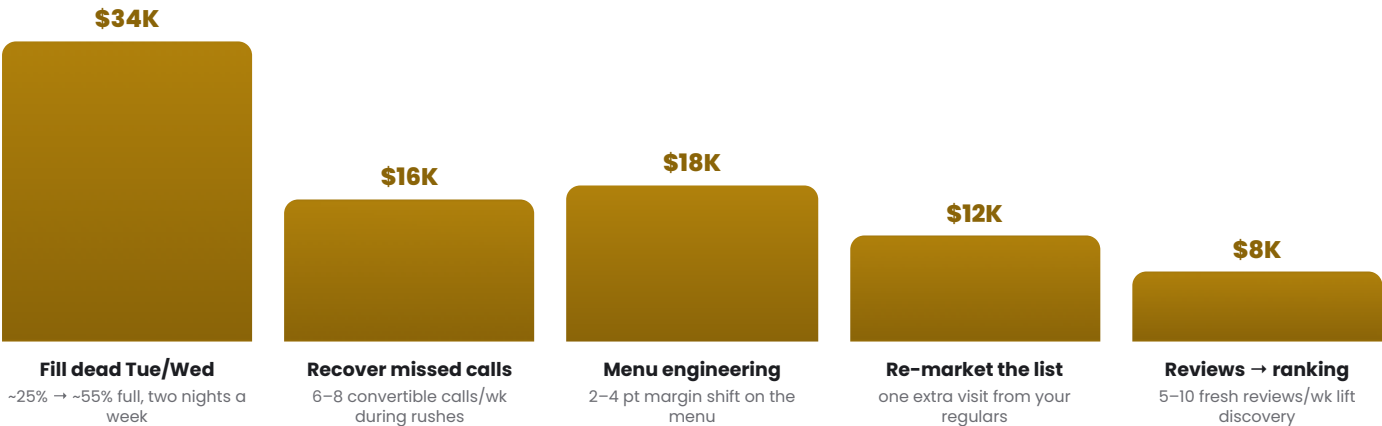
→ Turns a nonexistent list into a repeat-visit engine aimed straight at your biggest leak, the empty midweek room — the ~\$30–38K/yr lever.

Menu profit dashboard

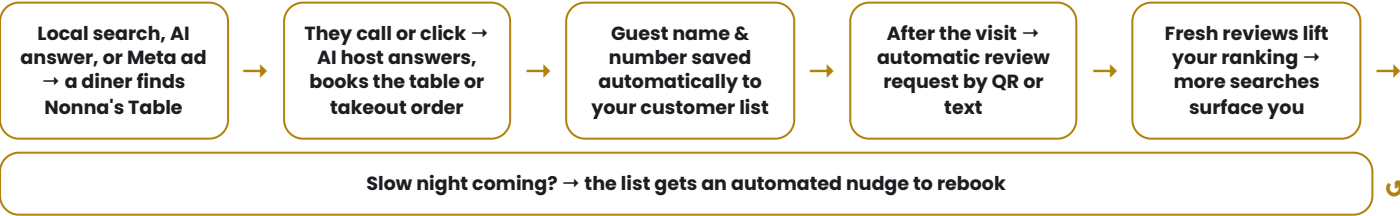
Wire your POS to your recipe costs and the system flags which dishes actually make money, which are popular but thin, and where a small re-price or re-plate quietly widens the margin. Every week, a plain-English readout: push these three, fix or cut these two — no more guessing.

→ Stops the guessing on your menu; a 2–4 point margin shift on an ~\$850K book is real money — about \$18K/yr straight to the bottom line.

WHERE THE MONEY IS HIDING



YOUR ALWAYS-ON COVERS LOOP



PHASE 1

The \$99 Game Plan + DIY quick wins

You start this week with the five quick wins — claim Google and Yelp, tighten the site, put the review QR on every check, and switch on a small Meta budget. No developer, no monthly software, no agency retainer, no waiting. Just you and your staff working the plan.

Low four figures a month in recovered covers within 30–60 days, for about \$99 plus your ad spend.

PHASE 2

Done-for-you AI systems

Justin builds the three systems for you: the AI phone/text host so no call rings through again, the customer list plus automated slow-night filler, and the menu profit dashboard — all wired into your POS, phone, and reservations. Done for you, not one more tool for you to run.

Goes after the ~\$60–70K/yr that DIY can't capture — missed calls, the dead midweek room, and menu margin.

PHASE 3

Full AI operator / scale

Now the systems start talking to each other — demand forecasting for staffing and prep, an automated waitlist, private-dining and catering lead capture, and a documented playbook you can copy-paste into the next location. The floor runs steadier, and you're firefighting a lot less.

Turns recovered cash into growth: fuller weeks, higher margins, and a proven system to open location #2.

WHY THIS PAYS FOR ITSELF

Nonna's Table started with the \$99 Game Plan and knocked out the five quick wins themselves in about two weeks — claimed Google and Yelp, put a review QR on every check, tightened the site, and ran \$60/day of Meta straight at their dead midweek. Within a month, fresh reviews and found-online covers were paying the ad budget back several times over. That first win funded Phase 2: Justin built the AI phone host and the slow-night guest list, aimed squarely at the two biggest leaks — calls ringing through and an empty Tue/Wed room — worth a conservative \$45–50K a year on their own numbers. The \$99 plan was never the product; it was the on-ramp. It paid for itself in weeks, proved the model on their own floor, and gave them the cash and the nerve to let Justin automate the rest — and eventually to open location #2 on a system that already works. The only real question is how many midweek covers walk out the door before you start.

— WHAT WE'D WATCH

~\$78K/yr conservative upside identified

Live this week for ~\$99 + ad spend

Biggest lever: the empty Tue/Wed room

**Ready for
your
game plan?**

Send me your business + \$99 at justingauvin.ai — built from your numbers, value or your money back.