

NAMED ONE OF THE TOP 30
RESTAURANT EXPERTS TO FOLLOW

Known for his straight talk,
unique programs and methods
that create dramatic results for
his clients. In his first book,
Donald lays it all out as to why
your restaurant is stuck.

YOUR RESTAURANT SUCKS!

EMBRACE THE SUCK.
UNLEASH YOUR RESTAURANT.
BECOME OUTSTANDING.

DONALD BURNS
The Restaurant Coach™

from
special ops
to
restaurant
coach

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November 24, 2017

The hardcover edition is only available to members of The Restaurant Coach™ University or for purchase for speaking events. The Amazon Kindle Edition is also available online.

Donald Burns
THE RESTAURANT COACH™



WHAT PEOPLE ARE SAYING...

"Donald calls it as he sees it. He's not afraid to call you out on your BS but he does it with integrity, class, and gets you to reach your full potential. He won't accept anything less. He's one of a kind and has a passion for building better restaurants. Don't be one of the restaurants that suck and risk being put on the chopping block - stand out from your competitors by reading this book! You need to listen to this guy!"

Andrew Carlson

Speaker, Restaurant Coach, & Author of "Customer Service is the Botton Line"

"Coaching with Donald is like running your restaurant on rocket fuel!"

Shawn Shenefield
Director of Operations, Upper Crust Pizza

'Donald helped us reshape our culture through coaching. That has transformed our brand, our team, and our profits to new levels. We now spend more time working on our business and enjoying being restaurant owners.'

Todd & Candy Sheets

Owners, Sno's Seafood & Steak

"Once we worked out our core values with Donald, we used that as a platform to base everything on, from our menu design, hiring policy, and especially our social media which really focused our message, helping us to properly engage with our customers. He helped put together an action plan to tighten our systems and get our staff more productive. Just having Donald to bounce ideas off each week gave us the confidence to take Caravelle to the level we wanted it to be."

Zim Sutton
Chef/Owner, Caravelle
Barcelona, Spain

"Calling Donald just a restaurant coach is like calling Michael Jordan just a basketball player!"

James Pecherski
Owner, Casa Taco

"Donald's solid, no bullshit advice is everything we needed to kick ourselves and our business into gear. He says the things no one else dares to say and holds you firmly accountable for the ways in which your business is failing, which in the end gives you the power to make things run better than you could ever have imagined, if you're willing to put in the hard graft. His advice comes from years of experience, which we only truly realized when we started putting some of the things he said into action. This guy knows his stuff."

David Noble
Chef/Owner, Pallett
Hafnarfjörður, Iceland