



REVOLUTION

CHANGE

SHAKE IT UP

STATUS QUO

STAGNATION



RESTAURANT

MASTERMINDS

WHY A MASTERMIND

I learned early in life that you become like the people you associate with. I was fortunate to surround myself with people who wanted to be the best. The people who bring value to your life and challenge you to push beyond normal limits produce a change in your mindset. When you change the way you look at the world your world truly does change.

Success is about synergy. You can only get to a certain level by yourself. As an entrepreneur, I have to be able to push myself to high levels. Often I would plateau, so, I sought out mentors and coaches that helped me push through challenges and reach the next level. I am always seeking the edge to lift me higher.

A fellow restaurant consultant mentioned he was starting a mastermind group and asked if I wanted to be a part of it. That one decision has forever changed the trajectory of my business! Honestly, I was a little skeptical about being in a group of other business professionals. I never realized just how powerful being in a group with other high achievers could be. No bullshit. I cannot put into words the energy that a mastermind can give you and your business.

You have a fire inside that you feed everyday, that's why you do this! That's why you get up after being knocked down. In a mastermind group you have others that will help feed the internal fire which you have being doing alone for years.

You are not alone in a mastermind group. You are part of something bigger than yourself and your business. You become a better person. When you become better, your business will become better as well.

Success Is Just One Degree

I've been thinking lately about the big differences little things make.

Consider this. If you're going somewhere and you're off course by just one degree, after one foot, you'll miss your target by 0.2 inches. Trivial, right? But what about as you get farther out?

- After 100 yards, you'll be off by 5.2 feet. Not huge, but noticeable.
- After a mile, you'll be off by 92.2 feet. One degree is starting to make a difference.
- After traveling from San Francisco to L.A., you'll be off by 6 miles.
- If you were trying to get from San Francisco to Washington, D.C., you'd end up on the other side of Baltimore, 42.6 miles away.
- Traveling around the globe from Washington, DC, you'd miss by 435 miles and end up in Boston.

Let's look at the **one degree on an even bigger scale:**

- In a rocket going to the moon, you'd be 4,169 miles off (nearly twice the diameter of the moon).
- Going to the sun, you'd miss by over 1.6 million miles (nearly twice the diameter of the sun).
- Traveling to the nearest star, you'd be off course by over 441 billion miles (120 times the distance from the earth to Pluto, or 4,745 times the distance from Earth to the sun).

Over time, a mere one-degree error in course makes a huge difference!

The same is true in business. This is why you can't run your business on auto-pilot. If you don't set the course correctly in the beginning (which no one does -- close, maybe, but not exactly), the odds of success are slim, at best. You've got to watch the results you're getting and make constant course corrections.

Let's look at another example of small differences having huge effects. Two people come to a mountain with a pot of gold on top, 5,000 feet up. The first is so lazy that, although he wants to get to the gold, he refuses to take an upward step. He walks around the base of the mountain, always staying at exactly the same elevation.

The second guy is pretty lazy too, so he too refuses to hike the steep trail to the top. In fact, he heads off on almost the same course as the first guy, except that he angles off just enough that with each step, he goes up 0.5 inches -- about a one degree slope.

No matter how long the first guy walks, he'll always remain at the base of the mountain. The second guy has a long road ahead of him, but after about 23 miles of hiking, he reaches the pot of gold.

The difference is one degree.

How many people live their lives walking around the base of the mountain, never getting anywhere?

Everyone travels 24 hours every day, whether they're climbing or not. How much richer could your life be if you'd make even "one-degree" of effort to improve something about yourself or your business each day! It doesn't even have to be anything hard. You just have to do something and do it consistently.

Pick something to do one degree better today, and then never stop doing it. It'll make all the difference in the world.

Restaurant Masterminds was created to give you that one degree edge.

Why Now?

People kept asking me to do this. High performers need to be around each other more often. It's too easy for them to fall into their own success traps and routines if they're not constantly learning, meeting new people, following a mentor, and challenging themselves. I've been there (in my youth) thinking I didn't need anyone to push me. I was so wrong. My business exploded when I joined a mastermind group.

You join a Mastermind for three specific reasons. **First**, because you know that you need new perspective. You know what got you here won't take you to the next level. You need to belong to a group where there is an effective sharing process that broadens your view and opens more advanced levels of thinking. I'm proud to say that's one of the best parts of our Mastermind. I love helping people see their lives and restaurants from a higher vantage point.

Second, you need new strategies and tools. You can learn so much from high performing people in and outside of your field. This mastermind group will have had people like me, restaurant experts and thought leaders, but also achievers from dozens of other fields. In Mastermind Groups I've had tech experts, marketers, Fortune 100 executives, retired military members (USAF Pararescue & Navy SEALs), accountants, real estate experts, architects, and psychologists. **I'll bring in the experts needed to help you raise your game.**

The diversity of new strategies that you get from people like this is mind-blowing and life-changing. And of course, I'm always teaching my latest strategies in peak performance living and business. This is where I share private information and my latest secrets about what's working right now for me and those I serve.

Why Join?

As the restaurant industry gets more competitive the time is right for Restaurant Masterminds. It's time to break free and get the restaurant you know it can be. ***You should join if you...***

Don't Settle for Mediocrity

Enhance your market presence and increase your bottom line using creative, proven strategies from my 38-years in the restaurant industry and as a former USAF Pararescueman.

If you are ready to face the truth and explore the real reason you are where you are with your life and restaurant, **you belong in Restaurant Masterminds.**

I get down to business. I'm brutally honest. I will show you exactly how to stop competing and stand out.

Grow your business. Increase your profits. Get butts in the seats with real marketing tips. Build a culture that becomes a beacon for top talent.

Stop being good or even great and aim for **outstanding.**

You will naturally raise your game as you spend more time in the company of other like minded restaurateurs. You do become the average of those you associate with. That's why I am very selective regarding who is allowed in my mastermind group. If you commit to the group I will commit all my resources to getting you the restaurant and life you want!

If You Seek Challenge

This Mastermind Group will challenge you to grow your business to its fullest potential. In day to day business activity it is easy to get sidetracked and waylaid – with this group we will keep you accountable. At the end of each meeting you will have an action plan, objectives you need to meet before the next meeting – which the group will hold you to. It takes real discipline to succeed in any endeavor. Being held to your word by your mastermind colleagues ensures you maintain the disciplined behavior necessary to succeed in your business.

You should join if you...

Want Focus & Clarity

Share your ideas and alternatives within the Restaurant Mastermind Group. If you are not sure what to do next, what direction to go in, the collective power of the Mastermind will kick you in the ass and get you back on track! Receive feedback from successful individuals on how to solve business issues. Perhaps you have staff issues or financial challenges – let the Mastermind help you resolve them. Remember in the group we all have the same goal – to help each other grow our respective businesses. There is no hidden agenda – everyone is on the same side.

Want to Increase Profits

Many businesses leave money (profits) on the table – the purpose of the group is to help you take full advantage of all the opportunities that surround you and build your business into the huge success it deserves to be. You can't help but think bigger and stretch beyond your boundaries when surrounded by amazing people doing amazing things. Fellow Mastermind members will help you to see the potential you are missing out on. **Plus, you have me there as your Mastermind Coach.**

Desire to Push Past Roadblocks

Restaurant Masterminds is for restaurant owners who want to improve their business and who are willing to face hard truths and put in the work to get results. This is **NOT** a Networking Group or a Therapy Session – it is for individuals who are serious about growing their business and who have the discipline to follow through. Every mastermind meeting you'll be working with other successful restaurant owners to create the most immersive group coaching experience possible online.

If this sounds like you, then you belong in Restaurant Masterminds!

What You Get By Becoming a Member:

Before you join Restaurant Masterminds, let's make sure it's a good fit for your business.

Only move forward if you meet the following qualifications:

- I have achieved gross sales in excess of \$1M annually.
- I am committed to accelerated growth.
- I am willing to share my successes and failures with the group.
- I am committed to our group's core values.
- I can afford and can ROI the annual dues, currently \$6,000.
- I agree to a confidentiality code (we will be divulging business models, secrets, personal information, and likely some heated discussions. It's like with sports—what happens in the locker room stays in the locker room).
- I commit to participating in routine communication. We use a private Facebook group and it works incredibly well.

How The Mastermind Works

We will have a Mastermind Call every two weeks (26 calls per year). Each call is a video conference (on Zoom) and I try to keep the calls around one hour, however, things happen and we might go over on occasion.

Every three months, we'll have a retreat. Video calls are great, but the intensive two days we'll spend together as a group will make all future emails, Facebook posts, and video calls more successful. The group is capped at 20 members only.

Topics For Discussion During Meetings

Strategic Planning
Marketing
Menu Maximization
Hiring
Core Values
Behavioral Assessments
Productivity/Time Management
Branding
Culture
Leadership
Communication
Profitability
Peak Performance Mindset

Pretty much we can discuss whatever is keeping you up at night. Now, you'll need to be willing to dig deep and contribute to the group. Restaurant Masterminds is a collaboration. You will need to participate and give insights based on your experiences. You will get from this group what you put into it.

The objective is to get every member to the top of the Restaurant Success Pyramid. To the level I call Outstanding and to keep you there!

Bonuses!

Also Included in Restaurant Masterminds:

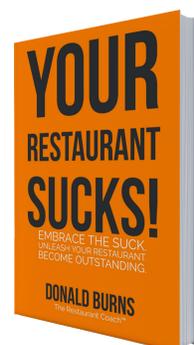
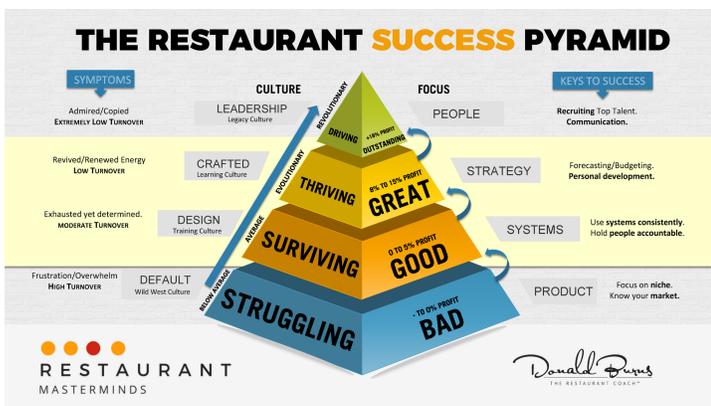
1. You also get an all access pass to **The Inner Circle Club** at The Restaurant Coach™ University. Here you will find workshops and online courses that are available 24/7 for a learn on demand experience! (\$10,500 value)
2. A signed hardcover edition of my book: **Your Restaurant Sucks!** Embrace the suck. Unleash your restaurant. Become outstanding.

**The hardcover version is an exclusive to members of The Restaurant Coach™ University, plus access to BOOK BONUSES! I'll even throw in a copy of the Kindle Edition so you can read on the go! (\$57 value)*

3. A **ProScan® Behavioral Assessment** so you can better understand your behavior and communication style, as well as what motivates you. (\$425 value)
4. One **private coaching call** with me each month. (\$500 value)

If you have what it takes to get the restaurant and life you truly want, then apply now!

Upon receiving your application, I will review it and schedule a **Business Strategy Session** (within 24 hours) to discuss the mastermind group in detail with you.



**SO, ARE YOU A GAZELLE OR A LION?
A GAZELLE WAKES UP AND JUST
GOES ABOUT HIS DAY DOING THE
SAME THING OVER AND OVER.
WHEN A LION STARTS CHASING,
ONLY THEN, WILL THEY HAVE SOME
EXTERNAL MOTIVATION TO GET
MOVING OR GET EATEN. THE LION
ON THE OTHER HAND WAKES UP
WITH DRIVE AND DETERMINATION.
THE LION GOES AFTER WHAT IT
WANTS AND IS RELENTLESS IN ITS
PURSUIT. SADLY, MOST PEOPLE ARE
LIKE THE GAZELLE AND ONLY GET
MOTIVATED WHEN THERE'S
PRESSURE.**

DONALD BURNS

Your Mastermind Coach

Donald Burns is The Restaurant Coach™, named one of **The Top 50 Restaurant Experts to Follow** in 2018 and one of **23 Inspiring Hospitality Experts to Follow on Twitter**. He is the leading authority, speaker, and international coach on how restaurant owners, operators, and culinary professionals go from just good to becoming outstanding. A former USAF Pararescueman (PJ), restaurant owner, and Executive Chef with Wolfgang Puck, he has the unique skills to break restaurants free from average and skyrocket them to peak performance. He works with restaurants that want to build their brand, strengthen their team, and increase their profits.

“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

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

Shawn Shenefield, Director of Operations, Upper Crust Pizza

“The ultimate restaurant coach!”

Foodable Network



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