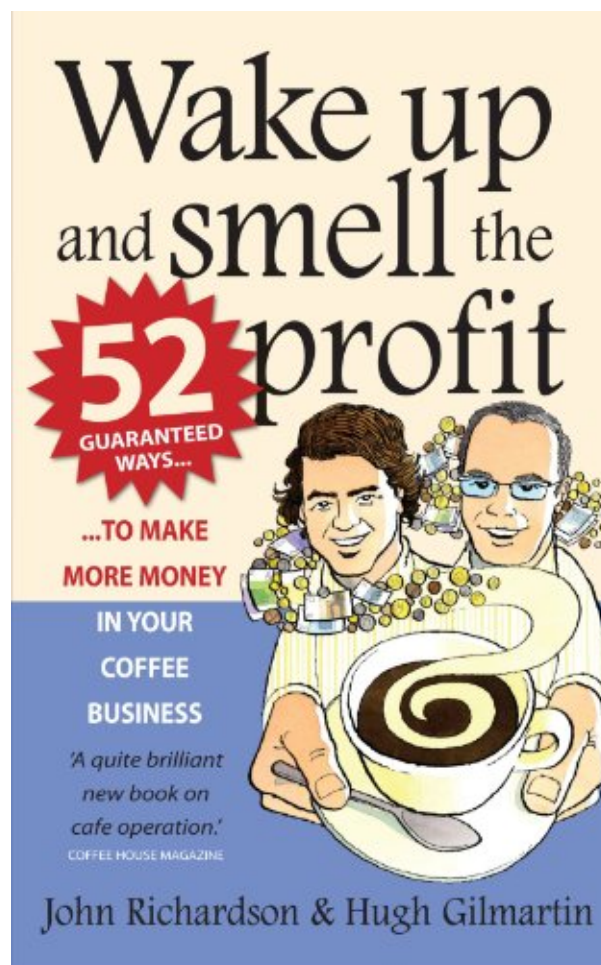


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COFFEE HOUSE MAGAZINE



John Richardson & Hugh Gilmartin

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Review

'A quite brilliant new book on cafe operation.' - Coffee House Magazine '...a quite exceptional new book from Ireland's Coffee Boys. In it they bring together their favourite stories and wake-up calls, from what has sometimes been hard-won experience...the most meaningful work on coffee retailing since Sahar Hashemi wrote about how she founded Coffee Republic.' - Caterer and Hotelkeeper Magazine. 'This gem of a book contains 52 motivating tips and suggestions relevant to any catering establishment that wants to be successful. A must have publication.' - Essentially Catering --Coffee House Magazine, Caterer and Hotelkeeper Magazine, Essentially Catering

About the Author

John Richardson has been, and still is, involved in some of the most successful sandwich and coffee bars, cafes, and turnkey consultancy projects in the UK, and is an expert in marketing and financial business modelling. He currently spends the majority of his time helping his international client base increase their profitability in their coffee related businesses. Hugh Gilmartin is well known in international coffee business circles. He speaks at conferences in Europe and the US, and is a board member of The Speciality Coffee Association of Europe.

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WAKE UP AND SMELL THE PROFIT: 52 GUARANTEED WAYS TO MAKE MORE MONEY IN YOUR COFFEE BUSINESS BY JOHN RICHARDSON PDF

Witty, authoritative, comprehensive and fun, 'Wake Up and Smell the Profit' is the ultimate guide to making more money in your coffee business. In this book you'll find the sharpest insights and the best ideas from two of the UK's top Coffee Business Gurus. Together 'The Coffee Boys' have 40 years' experience in how to make money in the coffee selling business. Whether you operate a single site espresso bar, a Michelin starred restaurant or chain of hotels, there is something in this book for everyone. With 52 motivating tips and suggestions (plus an extra bonus idea for good measure), all you need to do is apply one initiative a week for a year and you could have a much more profitable and easier to manage business within twelve months. With this book you'll be able to: Make more money and work less; Have happier customers who spend more money; Win more customers without spending a fortune; Enjoy running your business more; Create customers who rave about your business and consequently generate more customers through word of mouth. What are you waiting for?

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- Binding: Paperback
- 101 pages

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8 of 9 people found the following review helpful.

From Golf Giant to Coffee King - John Richardson Rules!

By Mr Johnson

I found John Richardson through his scratch2scratch blog. He accomplished something I, and many many other golfers only dream of, to shoot a perfect round of golf. I have been reading his golf blog for some time now and have been deeply affected by his insights and advice regarding not only golf, but life in general. I read his coffee shop book, because living in Hollywood, California, I am also a driven coffeeholic! This is the land of the quadruple (and larger) espresso and we take coffee consumption VERY seriously.

I read this book hoping to learn more about one of my favorite subjects (coffee) with no intention of actually starting a coffee shop. What I found was a wealth of information about the coffee shop business and SO much more! I am an entrepreneur and record producer and have had some pretty reasonable success on MTV and in films and television. In the age of digital downloads and changing technology there is one thing that is more important than most everything else - HAPPY CUSTOMERS! John Richardson has (yet again) made it very clear that the basics to most ANY business is customer satisfaction, and the tools and attitude he puts forth in in Wake Up and Smell The Profit are the fundamental building blocks of ANY successful business. Not only is it a good read, but it could be considered a handbook for any entrepreneur that needs a refresher course or a wake up call. Thanks again to my favorite golf writer for more valuable information on business, life and of course coffee! Make mine a quadruple!

4 of 5 people found the following review helpful.

Best Business Book Yet

By Sabrina Sand

My fiance and I have been reading and researching so much, and these gentlemen put all the important key topics into easy to follow terms. I have a food franchise background and he has a creative background...but this book finally got us to discuss what's most important together- the fact that opening a business together is for the money! Creative types don't always start a venture for profit...but without it, what's the future like for this venture?

Thank you Coffee Boys for opening our discussion and keep us on the same page before diving in. Excellent book!!!

1 of 1 people found the following review helpful.

Learn from the Cafe Yoda's!!!

By Antony M. Young

I've bought and read several books on running a cafe, many of which give you very generic advice such as "location is very important" or "you need to focus on training," or provide a list of what you need to tick off, but don't given you a firm point of view on what to do or not do. That's where I found "Wake Up and Smell the Profit" is different, and superior. The authors give you definitive actions or advice, which if you are running or planning on opening a cafe you ignore at your peril. The story telling format is so much more persuasive than lots of text book type proclamations. They allow you to learn from their first hand successes AND failures. A great forerunner to their second book ... "The Coffee Boys' Step by Step Guide" which is even more richer with precious nuggets to glean.

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