

### **What exactly is the Corona Virus Restaurant Rescue (CVRR)?**

Corona Virus Restaurant Rescue was created by Grow Restaurant Profits to help a limited number of restaurants in select markets get back on their feet and provide them with a 100% marketing solution that assure success not only today but well into the future. The "Rescue" aspect spawned Lifetime FREE Direct Mail and Printing.com which gives a very select few prequalified restaurants up to \$180,000 in FREE Direct Mail & Full Color Printing for LIFE while not having to change a single existing marketing avenue they are currently already using. This restaurant life saving offer will be offered for a very limited time in select markets.

### **What is Grow Restaurant Profits (GRP)?**

Grow Restaurant Profits (GRP) is a sister company of World Cheapest Printing Companies focused on helping select restaurants in select markets succeed with innovative marketing platforms that give restaurants a huge competitive advantage over all their other competitors.

### **Why are the number of restaurants severely limited when all other apps will take any and all restaurants who want to be part of their app?**

Since GRP, CVRR and Lifetime FREE Direct Mail and Printing are Customer Funded, the foundational key to assure all our restaurant sponsors thrive in our FREE Platform is to assure they have a competitive advantage over their competitors. Could GRP make more money have any and all restaurants be able to participate in our Platform....ABSOLUTELY.....but then there is a thing called Integrity in business and that is the number one foundational pillar of this company. For restaurant owners that are sharp and understand business dynamics are the ones this platform will help and assure they have a HUGE Competitive Advantage over all other restaurants not allowed to be part of the GRP FREE Marketing Platform.

### **How long will GRP offer the Corona Virus Restaurant Rescue and Lifetime FREE Direct Mail and Printing?**

This offer will disappear in select markets as soon as it is determined when there is a quality foundation for both are restaurant sponsors and My BOGO App Members.

### **If a market closes, can I ever become a GRP Restaurant Sponsor once down the road if I would like to participate?**

Every market will be different in regards to an exact dynamic and how many restaurants stay as sponsors and/or if they are able to continue surviving after the worst Restaurant Paradigm in history. Also there are some restaurants that if GRP feels will further strengthen My BOGO App substantially for our members, they may be considered after the fact as well. One thing though is NO SPONSORSHIP IS FREE if refused on the initial offering as if we can't give a business owner what we are offering for FREE with ZERO Risk then they probably are not suited to be part of the FREE GRP Platform.

### **How are you able to give away up to \$180,000 in Lifetime FREE Direct Mail & Full Color Printing every month for life?**

With typical Pay For Marketing your business takes all the financial risk due to having to pay a advertising medium to distribute coupons and offers to consumers who typically are more motivated by offers then being loyal to a restaurant. A similar paradigm can be true with coupon and deal of the day apps that largely appeal to coupon clippers. GRP has created what is called Customer Funded Marketing in where your ideal demographic pays a monthly fee to access enticing discount benefits at select restaurants in their market that helps GRP fund the Lifetime FREE Direct Mail & Full Color Printing.

### **What is Customer Funded Marketing (CFM)?**

Customer Funded Marketing (CFM) is where the consumer bears 100% of the marketing costs to access special discounts or privileges. Examples of Customer Funded Marketing is like Amazon Prime, Sams Club Preferred, Gyms and Spas that have membership programs. In the case with GRP and My BOGO App, we look Customer Funded Marketing to an entirely new level with a low monthly membership fee that saves the average member over \$500 a month in very

tangible savings. Compared to other CFM programs out there today, nothing comes close to matching what GRP & My BOGO App offers our members.

### **What benefits do My BOGO App Members receive?**

My BOGO App has what is called the 'Sensational 7' benefit package that includes the following for My BOGO App Members: 1) BOGO on up to 2 select entrees (about 10 of your higher price menu choices) with a party of 4. Each person must purchase one beverage; 2) 3 HALF PRICE DRINKS – this just extends the typical happy hour and includes beer, wine, well and call drinks. This can NOT be used in conjunction with BOGO; 3) 25% OFF TOGO Orders – order must be \$25.00 or more to assure larger orders with the app taking 100% of the order; 4) 25% OFF \$20 Gift Certificates – Gift Certificates are provided to you at no charge and state on them they can not be used in combination with any other offer, coupon or app; 5) 25% OFF CATERING – applies to selections listed on the app and the order must be a minimum of \$100 and ordered 24 hours in advance; 6) 50% OFF RESTAURANT SWAG – For items listed on the App members save 50% giving you the cheapest way to get quality advertising and to build your brand; 7) 50% OFF HELP FEED VETS \$10 GIFT CARDS – with most restaurants offering up to 25% discounts for people in the military, Help Feed Vets allows people to say thanks to anyone who has or who is serving. Same rules apply as the \$20 Gift Certificates

### **What are the True Redemption Costs of the 'Sensational 7' Benefit Package to restaurants?**

When GRP created the 'Sensational 7' benefit package, it was done through by consulting many top restaurant owners about what benefits do they feel will attract consumers combined with assuring all transactions make a sizeable profit each and every time. Most all expressed that with Pay For Marketing you really just hope to break even and hope the consumer returns to pay regular menu prices in the future. With My BOGO App, consumers will undoubtedly only patronize restaurants featured in the app due to the well craft offers, while at the same time, keeping your redemption cost 20% or below, depending on ticket averages. Even without up to a \$180,000 in Lifetime FREE Direct Mail & FREE Printing, My BOGO App is a no brainer to any restaurant owner who understands both being competitive while maintaining great profit margins.

### **Do I need to make any changes to my current marketing plan in anyway if I become a GRP Restaurant Sponsor?**

NO, you do not need to change a single thing you are doing in any regard to become a My BOGO App Restaurant Sponsor and receive up to \$180,000 Per Year in FREE Direct Mail and FREE Printing for life.

### **What kind of Lifetime Free Direct Mail does my restaurant receive?**

The Lifetime FREE Direct Mail includes 2 ad spaces in the My BOGO App Magazine which is an full color, 8.5x11, 32 page publication that will hit every mailbox in your market approximately every 30 days. The Magazine will feature all My BOGO App restaurant sponsors in your market along with a variety of other services businesses that will be part of My BOGO App such as hair salons, nail salons, chiropractic and dental. Your ad spaces are 3"x4" and a second ad location includes your logo among all other restaurants featured in the Magazine.

### **Why does your advertising say the Lifetime FREE Direct Mail and FREE Printing range from \$45,000 to a \$180,000 Per Year for Life?**

Great Question!!! The reason it varies is there are 4 100% FREE GRP Restaurant Sponsorship Options available to our restaurant sponsors that are determined by the number of My BOGO App members that become members just by using your unique GRP Restaurant Sponsorship Code. Our restaurant and business sponsors are where a lot of consumers will find out about My BOGO App and will quickly sign up to begin saving over \$500 per month. Your Sponsorship level simply ties to the number of Active My BOGO App Members in our system that have signed up using your unique Restaurant Sponsorship Code. Most restaurants will reach our Top Sponsorship Level in as little as 2 months. With each Sponsorship Level, you earn additional FREE Monthly Direct Mail Exposure (50,000 to 200,000 Exposures Per Month) and FREE Full Color Printing House Credits (\$250 - \$1000 Per Month).

### **Can I quit being a GRP Restaurant Sponsor at anytime?**

YES, you can quit whenever you want but there is a possibility you will receive one more month of FREE Direct Mail Advertising if the magazine has already gone not print.

**Do my FREE Printing In House Credits ever expire?**

NO, they never expire as long as you are a GRP Restaurant Sponsor.

**Is there any opportunity to earn over \$1000 per month in FREE Full Color Printing House Credits?**

YES, if your total active My BOGO App Member exceed 200 members, you can qualify for up to \$10,500 per month in FREE House Printing Credit

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