

**CHOWLY™** Platform for Profitability

# P3 Profitability Summit Workbook



## Your Digital Storefront Snapshot

### 2025 Reality Check:

- ✓ 80% of your restaurant's traffic comes through mobile.
- ✓ Google is your biggest "door" for discovery.
- ✓ Your marketing website is your next biggest door.
- ✓ Costs are up... food, labor, goods... but traffic is finally trending up.

**Key Theme:** Your digital storefront is now non-negotiable. The brands stacking small wins now will ride the curve up.

**Reflection:** Where do your guests meet your brand before they ever walk in?



### Platty's Tip:

"Think about your digital doors like your front door. If it is locked or dirty, nobody is coming in!"



# The Big Picture

## Activity: Digital Doors Health Check

Your digital storefront is only as strong as the doors your guests walk through. Use this checklist to spot gaps so you can fix them and save time.

Door	Is it Open?	Who Manages It?	Manual or Auto?
Google Business Profile	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	<input type="checkbox"/> Manual <input type="checkbox"/> Auto
Website	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	<input type="checkbox"/> Manual <input type="checkbox"/> Auto
Email Marketing	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	<input type="checkbox"/> Manual <input type="checkbox"/> Auto
Google Ads	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	<input type="checkbox"/> Manual <input type="checkbox"/> Auto

**Next Step:** What is one “door” you will improve this month?

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### Platty Reminder:

“A squeaky door costs  
you orders!”



# Your First-Party Online Ordering

### Why It Matters:

Your first-party ordering is where you keep more profit. Every direct order means fewer fees to third-party apps and more loyal guests who come back.

- **Key Stat:** Operators see up to an 88% increase in 1st-party digital sales when they optimize this channel.
- **Key Theme:** Small fixes, done consistently, create big results over time.



### Platty's Tip:

"If your order flow annoys you... it is 10x worse for guests. Fix it!"



# Focus Features

## Activity: Order Flow Map

Map out your current ordering journey to spot friction points and drop-offs. Visualize how guests find you and place an order, then identify one simple improvement you can make this week to boost conversions.

### ✓ Where do guests drop off?

Draw your current flow:

Guest Finds You → \_\_\_\_\_ → \_\_\_\_\_ → Order Placed

### ✓ One improvement you will make this week:

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### Platty Pop Quiz:

“What is the biggest weak spot? Menus?  
Too many clicks? Bad photos? Circle it!”

# Focus Feature: Your Marketing Website

Your marketing website is your second biggest door... it is your online front-of-house. It should make guests hungry to order, not confused or turned off.

## Why It Matters:

- It is the hub for your first-party online orders.
- It needs to be mobile-first... 80% of traffic comes from phones.
- Top operators invest in their websites like they do their dining rooms.

**Key Theme:** Perfect is the enemy of good... keep it simple and updated.



### Platty's Tip:

"Check your site on your phone right now... would you order from you?"



# Focus Features

## Activity: Website Quick Wins

Use this checklist to spot easy improvements you can make right away.

Website Element	Needs Work?		Notes
Mobile-Friendly Design	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Menu is Up to Date	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
High-Quality Food Photos	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Clear “Order Now” Button	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Contact Info Accurate	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Hours Accurate	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____



What is one improvement to tackle this month?

\_\_\_\_\_



### Platty Reminder:

“Small tweaks = more clicks. Keep stacking!”



# Your Google Business Profile

Google is your single biggest door for discovery... it is where most new guests find you before they ever see your website.

## Why It Matters:

- Guests search “restaurants near me” and see your hours, photos, menu, and reviews.
- Operators who update GBP listings frequently rank higher and get more clicks.
- Updating your info saves time and avoids lost orders due to bad hours or outdated menus.

## Platty Pop Quiz:

“When is the last time you updated your Google photos? Would you eat there based on what you see?”





# Focus Features

## Activity: GBP Door Health

Run through this mini audit to see if your Google Business Profile is doing its job.

GBP Element	Up to Date?	Who Owns It?	Notes
Hours	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	_____
Menu Link	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	_____
Photos & Interior Shots	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	_____
Posts & Updates	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	_____
Customer Reviews Responded	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	_____

✓ One small fix you will make this month:

\_\_\_\_\_



**Platty Reminder:**

“Your biggest door should never be stuck shut!”

# Return on Time

## Return on Time Mindset

Top operators do not chase magic solutions. They make small improvements that save them time and money again and again.

### Examples of ROT:

- 🔪 Auto-updating hours = 15–30 mins saved/month
- 🔪 Listings synced = 1–2 hours saved/week
- 🔪 Smart order flows = fewer dropped orders

**Key Theme:** Discipline now saves you time forever.

### Platty's Tip:

“Spend an hour today to save 20 tomorrow. That is Return on Time!”



# Return on Time

## Activity: Return on Time Checklist

Use this checklist to spot routine tasks that drain your time and profit. Circle what you can automate, streamline, or delegate... and free up hours to focus on what really drives growth.

Task	Time per week	Needs Work?	
<hr/>	<hr/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<hr/>	<hr/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<hr/>	<hr/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<hr/>	<hr/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<hr/>	<hr/>	<input type="checkbox"/> Yes	<input type="checkbox"/> No

 One next improvement to free up time:

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### Platty's Tip:

“Every hour you get back is an hour you can reinvest in your guests and your team!”

## Your Roadmap

### Your Profitability Playbook Starts Here

No magic shortcuts. Just small, practical actions that stack up to bigger wins.

- Commit to 3 actions for each feature
- Assign an owner and due date
- Measure your wins... big or small



# Final Stacking Plan

## Action Plan Worksheet

What routine task eats up your time? Put it here, then circle if you can automate it!

Focus Area	Action	Owner	By When	Expected Impact
Marketing Website	_____	_____	_____	_____
First-Party Ordering	_____	_____	_____	_____
Google Business Profile	_____	_____	_____	_____



### Platty's Sign-Off:

“Keep making small improvements and watch your profit and free time grow!”

# Notes

**Ready to increase orders and profits?**

Visit [chowly.com/chowly-platform/](https://chowly.com/chowly-platform/) to learn more.

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