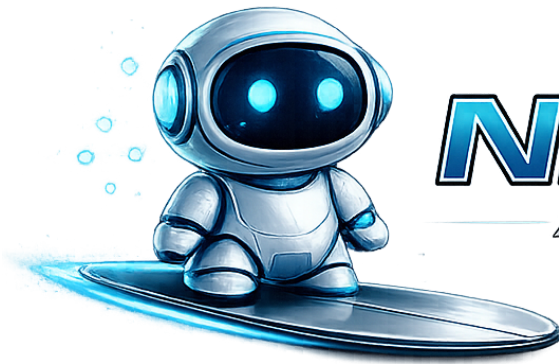




NEW TECH

ADVERTISING

CATTLEMAN'S GROWTH ROADMAP

Prepared by New Tech Advertising

A practical plan for connecting the pieces, involving the team, building business knowledge, growing an audience, and improving the business together.

BUILD ONE PIECE AT A TIME. USE WHAT ALREADY WORKS. KEEP LEARNING.

Pete, this roadmap pulls together what we have already discussed about Cattleman's and the pieces you already have in place. It is not meant to lock you into a package. It gives us an order to work in, shows what we will be building, and identifies the questions we will answer together as we reach each phase.

The goal is simple: **you and Janeen keep making the business decisions; your team contributes what they see and know; I help carry the work, connect the pieces, and keep the roadmap moving.**

#	GROWTH MAP	WHAT IT MEANS
1	FOUNDATION	Domain, website, public information and the basic digital home.
2	DIGITAL GROWTH OFFICE	A simple private place for owners and employees to contribute and work together.
3	KNOWLEDGE	Turn ideas, questions, observations and decisions into Cattleman's business memory.
4	AUDIENCE & GROWTH	Build visibility, relationships and promotion around what Cattleman's wants to grow.
5	CONNECT & IMPROVE	Use Toast and other existing tools, connect customer information, measure, learn and improve.

1. FOUNDATION

Build the digital home everything else connects to.

- Secure **CattlemansDining.com** and keep ownership/access clear.
- Finish the new Cattleman's website on the Base44 development site.
- Connect the domain through DNS only when the site is approved and ready.
- Make Google, social media, Toast links, hours, menu, contact information and branding consistent.
- Create one dependable customer destination we can build on instead of starting over.

WHERE WE START

This is the first priority. Pete already understands websites, so the process can stay practical: Rick carries the build; Pete and Janeen review, correct, add ideas and approve. When the site is ready, we connect the domain and launch.

Questions we will answer in this phase

- Who will register/own CattlemansDining.com, and where will the login be kept?
- What existing website, domain, Google, Facebook/social and Toast accounts do we need access to?
- What information on the current public presence is already correct and should be preserved?
- What parts of Cattleman's should be easiest for a customer to find from the new website?

2. DIGITAL GROWTH OFFICE

Give the owners and team one simple place to work together.

- Create a private Cattleman's hub on its own subdomain.
- Start small: **Share an Idea, Ask a Question, Record an Observation, Question of the Week.**
- Let employees answer from a phone with a short recording or typed response.
- Use communication employees already receive - such as the weekly schedule email - to invite quick input.
- Keep participation practical for hourly employees: short, purposeful and easy.
- Build the hub so useful business functions can be added later instead of creating separate systems.

TEAM INVOLVEMENT

The goal is not another staff meeting. It is a simple way to capture what servers, bartenders, kitchen staff, managers, Pete and Janeen are already seeing. A one- or two-minute response can surface a customer request, operating problem, menu idea or opportunity that otherwise disappears.

Questions we will answer in this phase

- How are schedules and other employee messages sent today?
- Do all employees have an email address or another reliable way to receive a link?
- Who should be able to submit ideas and questions?
- Who besides Pete and Janeen should be able to review team input?
- How often would a Question of the Week be useful without becoming noise?
- What kinds of employee input would be most valuable first: customer requests, menu ideas, service issues, cost savings, events, marketing, or something else?

3. KNOWLEDGE

Turn what everybody knows into knowledge Cattleman's can use.

- Transcribe short recordings and preserve the original response.
- Use AI to identify ideas, questions, customer observations, recurring issues and opportunities.
- Recognize who contributed an idea and give useful feedback instead of letting suggestions disappear.
- Track what was considered, what was decided, what was tried and what happened.
- Build the **Cattleman's Knowledge Library** as the business's growing memory.
- Use that knowledge later for marketing, training, planning, customer experience and operating decisions.

HOW AN IDEA CAN FLOW

Employee observation -> AI organizes it -> Pete/Janeen review -> decision or test -> employee receives feedback -> result and learning are saved. AI helps organize and remember; people make the business decisions.

Questions we will answer in this phase

- What business information should stay owner-only?
- What team knowledge should be available to managers or employees?
- How should employees receive feedback when an idea is reviewed?
- What existing documents, procedures, menus, vendor information or business notes should eventually become part of the Knowledge Library?
- Are there recurring customer questions the team already hears that we should begin capturing?

4. AUDIENCE & GROWTH

Build an audience and promote what Cattleman's wants to grow.

- Optimize the new website and local search presence.
- Build a consistent social/content rhythm without turning Pete into the marketing department.
- Use Pete's ChatGPT-created images when he wants to create; NTA can create or finish content when he does not.
- Use real restaurant activity, staff observations, customer questions, food, events and stories as content sources.
- Build reviews, visibility and an audience Cattleman's can continue communicating with.
- Shift the marketing focus as business needs change: dining, lunch, dinner, bar, catering, private events, golf, specials or community events.

WHAT WE WILL DECIDE

We do not need to promote everything equally. Once the foundation is working, Pete and Janeen can tell us where the business needs growth, and the website/content system can support that priority.

Questions we will answer in this phase

- Which areas would Pete and Janeen most like to grow first?
- Which days, dayparts or seasons have the most room for additional business?
- What content does Pete enjoy creating himself?
- Who on the team takes useful photos or has ideas worth including?
- What social accounts are active now, and which ones actually matter to Cattleman's customers?
- How are reviews currently requested or monitored?

5. CONNECT & IMPROVE

Make the pieces Cattleman's already pays for work together.

- Review Toast before recommending another system.
- Identify what Toast products, add-ons and customer features Cattleman's already pays for.
- Understand what customer information is collected, where it lives and how it can appropriately be used.
- Review online ordering, loyalty, gift cards, email/marketing, reporting and other active capabilities.
- Connect customer activity, follow-up, marketing and business learning where practical.
- Measure useful results and feed what we learn back into the Growth Roadmap and Knowledge Library.
- Add other operating or business functions to the Digital Growth Office only when they solve a real problem.

TOAST & EXISTING SYSTEMS REVIEW

The principle is simple: **use what Cattleman's already owns before adding another monthly bill.** We need to know exactly what is active, what is being used and what may already solve a problem.

Questions we will answer in this phase

- Which Toast plan and add-ons are Cattleman's paying for now, and what is the monthly cost?
- Does Toast collect customer names, email addresses and/or phone numbers? From which transactions or programs?
- Can Pete access or export that customer information, and what customer permissions/consents apply?
- Are Toast Loyalty, Email Marketing, gift cards, online ordering or reservations active?
- What Toast reports does Pete currently use?
- What Toast features are being paid for but not used?
- How are catering and private-event inquiries handled today?
- Is there a customer email/text list anywhere outside Toast?
- What other software or subscriptions are part of the restaurant operation that we should understand before adding anything?

THE FIRST MOVES

The roadmap is long-term. The work starts simply.

ACTION		PURPOSE
1	Secure the domain	Confirm CattlemansDining.com and make sure Pete controls the registration and login.
2	Finish the website	Continue the Base44 build, review it together, make corrections, then connect DNS and launch when approved.
3	Open the Digital Growth Office	Create the private Cattleman's hub and launch the simplest team-input tools right away.
4	Inventory what already exists	Review Toast, customer information, Google, social accounts, reviews and existing subscriptions before adding tools.
5	Build the audience	Optimize search/social, create useful content and begin building relationships around the new website.
6	Choose what to grow	Use what we learn to focus on the revenue opportunities Pete and Janeen want most at that time.

THE WORKING AGREEMENT

This is not a package of software Cattleman's has to buy. It is a plan we can build together. We will use what already works, add only what is useful, involve the team without creating unnecessary work, and move one piece at a time. Pete and Janeen make the business decisions. Rick/NTA helps carry the work, connect the pieces, organize what the business learns and keep the Growth Roadmap moving.

People provide the knowledge. AI helps Cattleman's remember, organize and use it.