

## Your FREE Report

The fact that you downloaded this report shows that you're extremely interested in not just learning how to make drinks but how to be a successful professional bartender. You are the perfect type of student that we wish to teach how to become DFW's next professional bartender so that you can maximize your income upon entering into the bartending industry. Despite how easy professional bartenders make it look, there is much more to bartending than making drinks. In addition to the showmanship of mixology, bartenders need to be able to provide great customer service. There are always 2 ways to accomplish things...the hard way or the easy way. The same thing applies for Bartending. You can learn how to bartend the hard way, by working your way up for a year as a server or a bar back while watching the bartender make all the good money; to then get behind the bar a year later and still not know to be a bartender. Or you can attend Bartending School and learn from real bartenders and bar managers in the industry. Learn the basic foundation in bartending in as little as one week instead of taking a year or so to learn the ropes and make costly mistakes because you don't know the tricks of the trade.

JC Bartending Academy is sharing this FREE report with you, to help you kick start your career as a certified bartender. Bartending is for people of all ages! The trade is perfect for those who enjoy working in a fun environment, meeting new people, making great money daily or those who want to become their own boss.

If this is something that you've always wanted to do, now is the hottest time to start bartending! Even in the down economy, bar and alcohol sales rose by 18%. Take a look around you! Notice that the DFW Metroplex is still growing with new restaurants, hotels, bars, sporting arenas, convention centers and more. Maybe your always playing the role of the bartender at your friend's parties....why not get paid for it? The wedding industry is still a billion dollar industry and no matter what, people will still get married and need bartenders to serve their guests. Basically speaking, there are PLENTY of BARTENDING JOBS available. Let the experts at JC Bartending Academy show you how to maximize your income in any area of the bartending industry.        ::::: **FULL REPORT CONTINUED ON THE FOLLOWING PAGES** :::::





280 Legacy Dr. #300  
Plano, TX 75023  
**(972)527-9000**

# How to Make \$500.00 a Night Behind the Bar

The art of earning great money in the bartending and hospitality industry is truly all about PERSONALITY! If you don't have personality or you are not a sociable person, it's not impossible to come out of your shell but it will be to your advantage to do this quickly, because personality is truly the most important part of making the big tips next to making good drinks. Now personality does not mean that you have to be the loudest and most flamboyant person behind the bar, but you must be able to openly interact with your customers and let your own personality shine! There are many ways to increase your earning potential and after surveying 100 bar patrons, we have found that by doing a combination of the following 10 things, you can really maximize your opportunity to easily walk away with \$500.00 in cash tips.

## **1) CALL CUSTOMERS BY NAME**

The sweetest music to a person's ear is hearing their own name. Calling people by their name tells them that they are considered important and most people find such recognition flattering and enjoyable. Introduce yourself and ask your customers their name. Remember their name...if you have a horrible short term memory, right it down on a napkin or the back of a receipt. This works especially if your bar is busy and shows that you're truly an expert in the hospitality industry.

## **2) MEET AND GREET THE RIGHT PERSON**

With different genders at the bar at the same time, be nice to the opposite sex but pay special attention to the customer of the same gender. This takes the pressure off of the person of the opposite sex if they are single and doesn't give the appearance that you're trying to hit on that customer. Psychologically, if you spend more time with a customer of the opposite sex, it gives the appearance to the person of the same sex that you're not doing your job and only flirting with people and that customer may feel that they are not getting the same level of service. So work your bar equally and give all patrons the same amount of attention.

## **3) WEAR SOMETHING UNUSUAL**

If you must wear a uniform at work, add a distinctive element of clothing, flair or jewelry so that you stand out. This helps generate conversation by your customers. Friday's is one of the best restaurant chains to incorporate this concept. It not only generates conversation, but if you're good, you will build a rapport with that customer and they will return to your bar when you're at work, which means repeat business for the restaurant and you are building your repeat customers.

## **4) PROMOTING YOURSELF**

Bartending is a great industry to become your own boss. As your own boss, you can set your own schedule by working private parties, weddings and corporate events. Before you start, create a customized website to showcase your bartending skills. All graduates from JC Bartending Academy will receive FREE customizable websites through [www.thebartendingpros.com](http://www.thebartendingpros.com).

*~continued on next page~*



280 Legacy Dr. #300  
Plano, TX 75023  
**(972)527-9000**

## **...Continued**

In today's competitive world, you need to be marketable and set yourself apart from the hundreds of other bartenders out there. Having a website is unique and a great way to add credibility as an independent bartender. It may even make the difference between you getting the job or someone else. Think about it...if you post an ad on Craigslist stating that you're available to work private parties and events amongst the other 50 bartenders who posted ads that day, which ad will stand out more? The one with the link to a personal website will win every time! People get to see you, learn about you and make a better decision to hire you and will ultimately pay you more because they know who they're getting to work their event. Also, create business cards and pass them out to everyone you meet. This also increases your credibility as an independent bartender and you might get a call to work their private event or even get referred to their friends!

### **5) GIVE THE "RIGHT" CHANGE**

It's more than just giving the customer the correct change. It's all about giving them the right denomination of change so that you increase your chances of getting tipped. If someone orders a \$5 drink and pays for the drink with a \$20 bill, don't just give them a \$5 bill and a \$10 bill in change. The smart bartender who wants to maximize every opportunity to gain bigger tips will give their customer two \$5 bills and five \$1 dollar bills in change so the customer has the option to give you a few single dollars in tips or depending on your service, they may give you a \$5 bill as a tip...they may not be so inclined to give you a ten dollar bill for a \$5 drink.

### **6) WORK SOMEWHERE THAT HAS A HUGE CUSTOMER BASE**

You can be the best bartender, but if your shift has only a few customers, that's what you can expect to make, a few dollars; unless, your establishment is a high end country club, restaurant or hotel, where tips are naturally larger due to the higher cost of the food and drinks. This doesn't mean that you must work in a fast paced environment in order to earn great tips, but you definitely need to work harder and apply a combination of the other tips in this report to ensure that every customer you service leaves you with a big tip to make up for the low volume of customers.

### **7) PREPARATION: ALWAYS BE READY**

It is your responsibility to have the proper garnishes well stocked, and plenty of napkins and straws in the napkin caddy, also plenty of CLEAN towels. There is nothing worse than having your elbows stick to the bar or having a sour smelling towel. Always be prepared. Predict when you will run out of lemons or limes and go replenish them when you have a spare moment or slow time at the bar. If the refrigerator on the back bar is running low on a certain brand of beer, ask your bar back to refill it in advance. Basically, you must be proactive and always have your bar ready to serve the next customer walking in the door. If not, that customer may not come back to the bar because you didn't have time to talk to them since you were so busy re-stocking your bar when you could have already had that part done. ~continued on next page~



280 Legacy Dr. #300  
Plano, TX 75023  
**(972)527-9000**

## **...Continued**

### **8) MAKE THEM LAUGH**

There is a wise quote that said, "People may not remember what you said, but they remember how you made them feel". So always making people feel happy will always make them reach deeper into their pockets to return the favor and leave you with a bigger tip...plus it keeps them coming back to your bar. This is easy to say but hard to do. If you can naturally inject a little humor it goes a long way. If you're not the comic relief you think you are, try to compliment people or talk positively about their favorite sports team.

### **9) CREAT REGULARS**

Earlier we talked about finding ways to make you stand out. Finding the common ground between you and your customer like talking to them about a rival sports team or about a place that you have both visited in the past, will help them relate to you and will keep them coming back to see you. Again, it's not what you say but how you make them feel. So if you make people feel good when they are a patron at your bar, then they will keep coming back. That's guaranteed cash on slow nights and it will make your busy nights less stressful.

### **10) PLACEMENT OF TIP JAR**

For those working at a restaurant where there is a shared tip pool, the best location for your tip jar is on the back bar where it can be seen by all. Don't be afraid to ring the bell a few extra times or overly praise someone when you get a really good tip! This will show other patrons at the bar that they need to step up and leave a good tip too. Psychologically, people want to be the best or first at things so they will want the same amount of praise and love you gave the last customer and will give you the same or even a bigger tip! If you're working a private event or a wedding, place the tip jar on the front of the bar and start it off with a \$5 dollar bill. This will show guests that you are collecting tips for the drinks you serve and will make them feel more comfortable in knowing that someone else left more than \$1 in the tip jar so they may be more inclined to give you \$10 or \$20 for the entire night or they might keep giving you \$5 bills every time.

I don't know if you were doing the math while reading this report, but if you are working at a high end establishment, fast paced bar or even a private party, you can EASILY walk away with \$500 a night behind the bar. Now, keep in mind that nothing is guaranteed and other environmental factors will come into play as well, but if you apply a combination of these 10 basic principles, you are bound to make thousands of dollars a year as a certified bartender.



280 Legacy Dr. #300  
Plano, TX 75023  
**(972)527-9000**

## **JC Bartending Academy**



**If you're ready to earn \$50+ per hour as a certified bartender then look no further!!**

**JC Bartending Academy** teaches you more than how to mix drinks. We teach you how to be a professional bartender and how to maximize your income. Learn more than just the ABC's of bartending and let the experts at JC Bartending Academy teach you the secrets to landing the perfect bartending job and earning your tuition back after working 1 or 2 events or a few nights behind the bar.

Learn from our graduates by viewing our **YouTube videos** at [www.youtube.com/jcbartending](http://www.youtube.com/jcbartending) and by visiting our **blog** at [www.dallasbartendingschools.com](http://www.dallasbartendingschools.com). We guarantee you will see why **the difference is clear at JC Bartending Academy**, DFW's premier bartending school.

Visit [www.jcbartendingacademy.com](http://www.jcbartendingacademy.com) to register or call **(972)527-9000 now**. Don't miss your chance to work in the **HOTTEST** clubs, restaurants or even become your own boss as an independent bartender. Either way, we want our graduates to stick out from the rest because your success is our success.

**\$50.<sup>00</sup> Off Tuition**  
**Don't Wait...Enroll Now!**  
**Only \$95 to Start**