

Advertiser Outreach Script – Takeout Trader

Intro

“Hi, is this [Name]? My name is [Rep Name], and I’m calling on behalf of [Restaurant Name]. I work with them on their new takeout menus that go into every to-go order and around the community.

The reason I’m calling is because [Restaurant Owner’s Name] gave me your name as one of the trusted businesses they’d like to feature on their new menus.”

Step 1 – Build Trust

“These are full-color, 12”x18” takeout menus. The restaurant is printing **10,000 copies** and handing them out in every single takeout bag for the next year. That means guaranteed distribution into homes, offices, and cars all over [City/Town].

They’re only allowing **one business per category** — so you’d be the only [plumber/insurance agent/salon/etc.] featured on the menu.”

Step 2 – The Value (Quick, Simple, Compelling)

“Instead of postcards or coupon packs that get thrown away, these menus stay around for months. People keep them on their fridge, in their office, or their glove box — and your business is right there next to the restaurant they already trust.”

Step 3 – The Offer

“The cost is just **\$49 PER MONTH or to save you pay annually just \$497 for the full year**. That’s less than 1.62 a day for exclusive exposure on 10,000 menus. Or, if you’d like to prepay, I can lock it in today at just **\$497 for the year**. That saves you almost \$100.

Step 4 – Urgency & Close

“We only have one spot per category, and once it’s gone, it’s gone for the year. Since [Restaurant Name] specifically recommended you, I wanted to reach out before we finalize the layout.

Can I go ahead and lock in your spot so your business is on every menu we print?”

Step 5: Walk them through the onboarding process. Direct them to the website and have them click on the [membership link](#) at the bottom of the page. That will take them directly to the stripe checkout page. To get the annual sub discount, they need to enter the promo code **TT497**. Once the order has completed, they will get a receipt for the purchase and a welcome email from Takeout Trader onboarding team to gather their ad information.

Objection Handling

- **“I already advertise elsewhere.”** → “That’s great. This works alongside that — but it’s hyper-local and guaranteed, not a maybe.”
 - **“Why so cheap — what’s the catch?”** → “No catch. The restaurant covers the menus by inviting only a few trusted businesses to be featured. That’s why it’s exclusive and cost-effective.”
 - **“Let me think about it.”** → “Of course — but I can’t hold the spot. Once another [plumber/agent/etc.] takes it, it’s locked for the year. Do you want me to secure it now while it’s still available?”
-

Key Reminders for Reps

- Always say you’re working **on behalf of the restaurant**.
- Lead with **trust & exclusivity**.
- Stress that this is **not advertising** — it’s being part of the restaurant’s trusted network.
- Use urgency: **“one per category, one year.”**
- Always offer the **prepay close** as the best deal.
- **Remember:** The baseline is \$49 per month or \$497 annually - for the discount close for first time members.. TO GET THE DISCOUNT THEY NEED TO ENTER THE PROMO CODE AT CHECKOUT - **TT497**. Here is the payment link you can text them directly in place of the website link [PAYMENT LINK](#)