

Monthly Check-In: Action-Ready Report & Strategy

JOE'S at Delta Roadhouse · October 2026

From Joe Sutliff · Wednesday 21 October 2026 · To Miles and the Delta Roadhouse team, the Mimi's Sweet Treats team, the JOE'S crew and Mike

This is the first of a monthly check-in I'll send each of you. The next one comes in late November 2026, when we'll compare the five numbers in section 7.

Live dashboard: [JOE'S Reach Story](https://joes-reach-story.pages.dev) (https://joes-reach-story.pages.dev). The day-to-day scoreboard behind this report: views, posts, website visits and what's working, refreshed every morning. Just refresh the link to see the latest. A Monthly Check-In section with our five tracked numbers is being added to it this week.

1. The one-page summary

The story in 5 lines

1. We have the best burger in town and high-end service. Not enough of Delta knows we're here yet.
2. The numbers agree. About 22,700 views on Facebook and Instagram in the last month brought 20 new Facebook Page follows and only a handful of online orders, and Instagram added 62 followers in 13 days. People are seeing us. The leak is turning a view into a visit.
3. When people are on campus, they buy. Saturday 17 October sold out by 9 PM.
4. Everything I've built so far keeps customers: the SMASH card, memberships, STEEP Trivia, our own customer system. It's live and waiting for first-timers.
5. So for the next 30 days I'm pausing new features and putting the energy into one goal: **100 new people taste the burger**. We'll do it in person, through the Roadhouse crowd, free tastes, local Facebook groups and word of mouth.

A note on this month's numbers: Mimi's has been closed. Mimi's Sweet Treats brings families onto the campus and has the bigger online audience, so much of this month's traffic picture, on campus and online, reflects Mimi's being closed. We're aiming for **Mimi's to reopen by Friday 23 or Saturday 24 October and to be open Sunday 25 October alongside JOE'S and Delta Roadhouse**. With Mimi's back, we expect a noticeable lift in reach on campus and online for the JOE'S trailer and for Delta Roadhouse. November's check-in will measure it.

The Saturday proof (Sat 17 Oct, The Thrash Pandas at Delta Roadhouse)

What happened	Number
JOE'S net sales for the night (Clover)	\$1,768
Plates	about 124 , against 62 planned (139 items)
Burgers	Sold out at 9 PM. Doubles were half of all burgers (40 doubles, 39 singles)
Families	21 kids meals
Compared with plans	Beat our forecast for the whole weekend
What held us back	Fries. One small fryer couldn't keep up, and shrimp and chicken stopped about 8 PM

Lesson: a crowd on campus is our biggest lever: one sold-out show night beat our whole-weekend forecast. So we fix fryer capacity first, then grow the number of crowd nights.

The plan on a page (22 Oct to 20 Nov)

Move	What it means
Be open when the crowd is there	Turn Roadhouse band and event nights into JOE'S nights, on one shared calendar (pending Miles). A second fryer and an extra set of hands come first (who sources them is pending Miles)
Free tastes	Smash-slider samples (about 50 a session) on one busy night a week (Roadhouse nights pending Miles), plus one community spot. Every taste gets a card with the order QR and SMASH sign-up
Reasons to come over	A Roadhouse receipt offer, a weekly STEEP Trivia Night and Halloween on Sat 31 Oct (all three waiting on Miles's OK), and giveaways moved offline
Go where Delta talks	Me in local Facebook groups as myself, Facebook Events for every crowd night, Page invites, and my face on camera
Turn every visit into a return	The crew offers a SMASH card on every order and asks happy tables for a Google review. A bounce-back card goes in every bag from Wed 28 Oct. We reshare every customer mention
Fewer, better posts	1–2 strong posts a day per account. Local and human posts, not menu graphics. No identical copies on both Pages; Mimi's is welcome to share JOE'S posts instead

Top asks

- **Miles (each one waits on your OK):** the receipt offer, free tastes on campus, a Tuesday STEEP Trivia Night on your TVs, one show-night calendar (and who sources the second fryer and extra hands), tagging and co-hosted Events, Halloween, and your OK for member perks at the window.
- **Mimi's team:** if you're happy to, share JOE'S posts rather than posting copies. Mimi's feed stays mostly about Mimi's; that's your call.
- **JOE'S crew:** offer the SMASH card on every order, and ask happy customers for a Google review.
- **Mike:** I'd love crowd shots on show nights, plus short clips with me on camera.

2. What the numbers say

Every number below carries its source and date. Forecasts are labeled as forecasts.

The funnel: views are there, conversion is the leak

Stage	Facebook Page (last 28 days)	Instagram @chefjoeatroadhouse (last 30 days)
Views	9,252 (over 6,500 of them in the last 7 days)	13,491 (60.4% from people who don't follow us)
Reached	5,600 viewers	312 profile visits (a different measure from viewers)
New follows	20 (0.36% of viewers, about 1 in 280)	+62 in 13 days (37 on 8 Oct, 99 on 21 Oct)
Taps through to our website	9	13

Sources: Facebook Business Suite (23 Sep–20 Oct) and Professional dashboard (21 Oct); Instagram Professional dashboard (30 days to 21 Oct).

After the tap, the trail goes cold.

- **Social to the website:** about 22 link taps a month. chefjoeroadhouse.com logged about 1,586 visits in 17 days (2–18 Oct; some may be bots), and only about 20 a month came through Instagram's in-app browser. We can't see more than that, because website source tracking isn't on yet. I'm turning it on in week 1.
- **Online orders:** 5 orders from 2 to 18 Oct, about 9 a month. Walk-up and window sales aren't in this count.
- **Where Delta finds food online:** on a neighboring Delta food website (30 days), Google sent about a quarter of visits and social media under 10%. That's why Google reviews are part of this plan.

The leak: most views come from Mimi's audience and from people who aren't local. Posts often don't say where and when. Viewers get no clear reason to follow. And the order link is hard to find on Instagram and missing from TikTok.

Where the views land

Of 17,717 counted views (105 of 255 posts carry a view count, 2–21 Oct), 75% landed on Mimi's accounts.

Account	Counted views	Share
Mimi's Facebook Page	6,685	37.7%
Mimi's Instagram	6,608	37.3%
Chef Joe Facebook Page	3,057	17.3%
Chef Joe Instagram	1,167	6.6%
Mimi's TikTok	182	1.0%
Chef Joe Threads	18	0.1%

Mimi's audience has carried JOE'S this month, and I'm grateful. There's a catch, though. People who see JOE'S on Mimi's Page follow Mimi's, not JOE'S. When the same picture went out on both Pages within 10 minutes, Mimi's got a median 454 views and Chef Joe's got 86 (9 matched pairs). **Local event posts were the exception.** The live-music night got 331 views on Chef Joe's Page and 319 on Mimi's. Local posts travel by shares and recommendations, whatever the size of the Page.

What content works

Type of post	Typical views	Examples
Local and timely (Roadhouse nights, game days, weather, "tonight")	median 174 (9 posts)	Football Sunday at Delta Roadhouse 787 · rainy-day special 384 · live music 331
Faces and questions	high	"Who is Joe?" 477 views · the giveaway question got 27 comments
Routine menu and hours graphics	median 23 (15 posts)	SMASH-card and menu carousels

- **Volume isn't the lever.** More posts didn't bring more views, so we're posting fewer, stronger ones.
- **Is it Blotato, our scheduling tool? Mostly no.** Mimi's Page posts through Blotato too and drew 76,800 views in 28 days. The real costs are missing trending music on Reels, no posting into groups, no location tag, and copying one post to seven places.
- **Reels vs. photos:** no clear winner. Day and hour matter little. What we post matters more than when.

Giveaways and word of mouth

- **The online giveaway (14–18 Oct):** 15 entries from 7 people. Online contests keep reaching the same small group. From here on, giveaways go **offline and local**, with prizes claimed in person.
- **Word of mouth has started.** On Wed 21 Oct, a customer claimed a prize in person and then posted a Story tagging us. They praised the flavor and the generous portions, said they'd be back, and told their friends to try it. That's the loop we want: a visit, a taste, then a recommendation by name. I've already reshared the Story, saved it to a "Love from Delta" Highlight and said thank you. Every mention gets the same treatment now, and I log each one.

What we're changing based on the data

The data says	So we're changing
Crowd nights are our biggest sales lever (one sold-out show night beat our whole-weekend forecast)	Be open on every crowd night. Fix fryer capacity first
75% of views land on Mimi's, and borrowed viewers follow Mimi's	We stop posting identical copies on both Pages. Mimi's is welcome to share JOE'S posts instead
Local posts get 174 views, menu graphics 23. Faces win	Local, timely, human posts. My face at least 3 times a week
More posts didn't bring more views	1–2 strong posts a day per account
No posts yet in the four local groups (about 65,000 members)	I post as myself, following each group's rules
Online giveaway: 15 entries from 7 people	Giveaways move to the window (and the Roadhouse, pending Miles)
SMASH card just launched (18 Oct)	The crew offers the SMASH card on every order. Reviews follow, because the review email goes out after a second visit or a free meal
My first 30-day targets turned out to sit at our Strong forecast for Instagram and reviews, and above Base for Facebook	Base becomes the target and the earlier numbers become stretch goals (section 7)

3. The foundation already built

This is the retention engine. It's built, it's ours, and it's waiting for first-timers. Our own customer system runs on my own code, not on a rented loyalty app. **Stripe handles card payments securely.** Clover stays the register at the window.

What	Status	What it does
Our own customer system	LIVE since 18 Oct	Customer list with consent records and opt-outs. Visit history. Owner console and crew app
SMASH card	LIVE	1 smash per order of \$10 or more (one a day). New cards start with 2. 10 smashes = a free Single Smash Meal, good for 60 days. Sign up by phone number at the window or online. No app, no paper
Memberships	LIVE (online sign-up). Window perks wait on Delta Roadhouse's OK	Smash Club \$6/month or \$60/year: double smashes, 10% off, 5% off catering, Dinner Night menu a day early. Family Table \$12/month or \$120/year: all of that plus 10% off catering, free delivery within 12 miles (\$25 minimum, 4 a month), and the Dinner Night order held. Cancel any time. Discounts at the Clover window start once Delta Roadhouse signs off
"My account" page	LIVE	Sign in with an emailed link, no password. Shows SMASH progress, free meals waiting, membership perks, STEEP access, upcoming and recent orders, email on/off, and a Google review link
Automatic emails (English and Spanish)	LIVE (switched on 18 Oct; I'll re-check the switches in week 1)	Welcome, "one smash to go", "your free meal is ready", and one review request after a second visit or a free meal. All need the customer's yes, and all carry one-click unsubscribe
Owner console and crew app	LIVE	My daily "do this now" list and customer tools. The crew app stamps cards, redeems rewards, runs the Dinner Night pickup list, and shows the day's free-play code. The crew can't view or export the customer list
Email campaigns	TESTING	Built and tested. The first send comes after my go, starting small
Dinner Night (weekly family pre-order)	LIVE list · first menu COMING	The sign-up list is open. The first menu goes out when I finish the dishes and photos
STEEP Trivia at steeptrivia.com	LIVE	My own trivia game. Play solo, kids' trivia, or join a friend's room, all free. Hosting on a TV or a phone room is the paid part, and only the host needs it
STEEP free play on campus	LIVE (built and deployed; end-to-end check before the first trivia night)	Ask the crew for today's free-play code to host on campus at no charge. The code changes daily and is never printed
STEEP take-home	LIVE	\$1.99 Game Night Pass (24 hours), \$4.99 a month or \$29.99 a year. A real payment test passed on 21 Oct
Website and ordering	LIVE	chefjoeroadhouse.com: order ahead through Clover, English and Spanish pages, local guide with trip planner, set up so Google and AI assistants can read it, Google Business Profile verified 21 Oct
Security and backups	LIVE	Separate security review passes, with fixes made and re-tested before launch. Two-step sign-in on domain, hosting and payment accounts. Billing alerts. Secrets never shared. Backups to an external drive and to Google Drive

What	Status	What it does
Texting	COMING	Planned after carrier registration. Email is live now. Customers call to order, they don't text
Reminder and win-back emails	COMING	Not built yet. Until then I'll send win-back notes by hand

Why this matters for partners

Every first-timer we bring to campus, through a Roadhouse night, a free taste or a receipt offer, can leave with:

- a reason to come back (the SMASH card),
- a way to hear from us (email, only with their yes),
- a game that keeps them at the table (STEEP), and
- a polite review ask after their second visit or a free meal.

A busy Roadhouse night grows both our businesses for weeks after.

Starting line (21 Oct, counts only)

	Today
SMASH card holders	4
Paying members	0
STEEP subscriptions	0 (launched 21 Oct)
Online orders	about 9 a month
Google reviews	1 (5.0 stars), 61 profile interactions

What the engines could do (forecast, not a promise)

Scenarios are defined in section 5.

Engine	Scenario	30 days (20 Nov)	90 days (19 Jan)	6 months	12 months
SMASH card holders	Conservative / Base / Strong	19 / 39 / 74	47 / 111 / 217	88 / 230 / 442	163 / 511 / 936
Paying members	Conservative / Base / Strong	0–1 / 2 / 6	1 / 7 / 17	3 / 14 / 35	5 / 31 / 75
Online orders a month	Conservative / Base / Strong	9 / 17 / 30	8 / 21 / 40	12 / 30 / 59	13 / 44 / 82
STEEP active subscriptions	Conservative / Base / Strong	0 / 1 / 3	1 / 3 / 8	1 / 5 / 14	2 / 7 / 22
Customer mentions logged	Conservative / Base / Strong	3 / 5 / 10	7 / 18 / 35	17 / 41 / 81	43 / 106 / 198

- **SMASH:** an S-curve that caps at a quarter of the county's 12,959 households.
- **Members:** 3%, 6% and 8% of card holders.
- **Memberships:** the value is in the extra visits.
- **STEEP:** its value is giving people a reason to stay on campus, not revenue.

These forecasts were set before Mimi's reopening date was known; November's check-in will show its effect separately.

What needs time to settle (typical times, not promises)

Item	Where it stands	Realistic time
Google finding steeptrivia.com	Live 21 Oct	First visit by Google within days to 2 weeks. Shows for its own name in 1–4 weeks. Shows for general searches in 2–6 months
Google finding new site pages (My account, memberships, play, Dinner Night)	In the sitemap. Our home page reached Google within 6 days of launch	1–4 weeks
Bing, DuckDuckGo, Copilot	Only 1–2 of 16 pages found as of 8 Oct	1–4 weeks after I submit the site
Google reviews	1 review	A trickle at first. Grows with repeat visits and asks at the window
Google Business posts	All 4 profiles verified 21 Oct	Hours to days per post. Ranking lift over 1–3 months
New TikTok, YouTube and X accounts	Created 21 Oct, warming up until about 4 Nov	First real audience in 4–12 weeks
Email delivery reputation	Sending domain verified, checks pass	2–4 weeks of small sends before anything big
Memberships	0 paying members	Judge by card sign-ups and repeat visits in the first 30–90 days
STEEP's new address	Old links forward automatically	1–2 weeks for old links and bookmarks to settle
Texting	Not built	Not before late November at the earliest

4. The plan: 30 days, week by week (22 Oct to 20 Nov)

Goal: 100 new people taste the burger. For 3–4 weeks I'm pausing new features and games. The energy goes into finding first-timers.

Ground rules

- **Fryer capacity first.** A second proper fryer and an extra set of hands on show nights come before we promote more crowd nights. Who sources them is pending Miles, and I'd like it settled by Wed 28 Oct. On Saturday, fries were the bottleneck.
- **Facebook giveaway rules.** Comment-to-enter is fine on a Page. Tag-a-friend and share-to-enter are not allowed. Prizes are always claimed in person.
- **Group rules first.** Every group post follows that group's rules. Some groups ban promotion unless the admin agrees, so I'll ask first.
- **Tastes need the right OK.** Sampling on the Roadhouse campus is pending Miles's OK. Off-site tastes may need a Delta County temporary-event permit, and I'll check with the county first.

Week 1 · Thu 22 – Wed 28 Oct: fix the pipes, start the conversation

- [] **Setup fixes (about an hour of my time).** I'll:
 - connect @chefjoeatroadhouse to the Chef Joe Facebook Page
 - pin a face post with hours and the order link
 - add "JOE'S Smash Burgers, Delta CO" to the Page and Instagram names or intros
 - put the order link on the first line of the Instagram bio
 - clean up the Google Business Profile and add 10 real photos
 - re-enable boosting on the Pages
- [] **Behind the scenes:** I'll cut down the post queue, stop identical copies across the two Pages, turn on website source tracking, add location tags, make a review QR card for the window, and re-check the automatic-email switches in the owner console.
- [] **Asks for Miles:** I'll walk Miles through these asks this week.
- [] **Fri 23 Oct:** I'll read the Clover report and update the show-night numbers in the forecast.
- [] **Page invites:** I invite my Facebook friends to like the Chef Joe Page, and share one Page post a day to my own profile with a line in my own words.
- [] **Local groups:** I'll read the rules of all four groups and message the Delta Colorado Message Board admin. My first post goes in the Delta Community Message Board.
- [] **Facebook Events:** I'll set up a repeating "Football Sunday at JOE'S" Event, co-hosted with Delta Roadhouse if Miles agrees. Football Sunday was our best local post on the Chef Joe Page (787 views).
- [] **Giveaway prizes:** I'll make sure all 7 winners redeem by **Wed 28 Oct**. With their permission, I'll ask for a photo or a review.
- [] **Reviews:** we start asking happy customers at the window, with the QR card.
- [] **First free-taste session, Sun 25 Oct, Football Sunday** (pending Miles; if not yet, Sun 1 Nov): about 50 sliders, each with a tasting card.
- [] **Bounce-back cards:** I'll pick the offer and print the cards by **Wed 28 Oct**.
- [] **Post the proof:** I'll share "Sold out by 9 at the Roadhouse" with a crowd photo.

Week 2 · Thu 29 Oct – Wed 4 Nov: show the person, go where Delta talks

- [] **Clips:** I'll record three short phone clips: "Hi, I'm Joe", the smash on the griddle, and the tallow fries coming out.
- [] **Halloween, Sat 31 Oct, at Delta Roadhouse** (pending Miles; I need an answer by Mon 26 Oct): costume night, a kids-meal special and a STEEP trivia round. Co-hosted Event plus an Instagram Collab.
- [] **First STEEP Trivia Night, Tue 3 Nov or Tue 27 Oct (pending Miles).** I'll do a test run first, including the free-play code end to end.
- Facebook Event, plus a Story on the night.
- Order QR on the table cards.
- The winning team gets free tallow fries.
- [] **Groups:** I'll post in 2–3 groups that allow it, and answer "where should we eat?" threads with a photo.
- [] **Boost test:** a small, short boost on our best local or face post, aimed at a few miles around 215 Ute St. Afterwards, I'll invite everyone who reacted to like the Page.

- [] **Fair test:** 2 Reels posted natively in the app with trending audio, and 2 scheduled the usual way. I'll compare them after 7 days.
- [] **Offline giveaway:** an entry jar or card at the window (and at the Roadhouse, pending Miles), with a "bring a first-timer" prize. I'll announce it in local groups as myself.
- [] **About 4 Nov:** the warm-up on the new accounts ends.

Week 3 · Thu 5 – Wed 11 Nov: turn viewers into regulars

- [] **Page invites:** I'll invite people who reacted to our posts, 5 minutes a day.
- [] **Second boost** only if the first one brought 10 or more Page follows.
- [] **Free listings** for Football Sunday, trivia and event nights (trivia and Roadhouse nights only once Miles confirms): the Delta County Independent calendar, Visit Delta CO, Montrose Press events and Montrose Lifestyle.
- [] **Local press:** I'll pitch the Delta County Independent and KVNF on a new local burger, the Roadhouse partnership (the Roadhouse angle is pending Miles, and he sees the pitch first) and a Delta-made trivia game.
- [] **Workplace lunch drops:** catering menus to the hospital, schools, county and city offices, and ag businesses. Catering needs 48 hours' notice, but we can be flexible.
- [] **Veterans Day, Wed 11 Nov** (an open day): an optional hook. I'll decide by Wed 4 Nov.

Week 4 · Thu 12 – Fri 20 Nov: keep what worked

- [] **Day-30 review, Fri 20 Nov:** I'll compare the five numbers in section 7 with the forecast. Each period follows whichever scenario we're actually tracking.
- [] **Audience details:** if the Page passes 100 followers, Facebook shows audience age and town. That sets the next boost area.
- [] **Thanksgiving week (26 Nov):** a family-dinner or holiday-hours Event, posted to groups early. I'll decide by Fri 13 Nov.
- [] **New accounts:** I'll keep, pause or drop X, Threads, TikTok and YouTube based on views per post.

Running all month

- **Free tastes:** one session a week to start (Roadhouse nights pending Miles), plus one community spot (a high-school game, the farmers market or a church event).
- **Bounce-back card in every bag:** "Come back Mon–Wed, show this card for ____". I'll pick the offer and print the cards by Wed 28 Oct. The crew bags them from then on.
- **Spirit nights** (*suggestion, pending Miles*): a school team or club hosts a fundraiser night with us and brings its families. Those 21 kids meals on Saturday say families are already coming. I'll decide by the Fri 20 Nov review.
- **Hunting season** (*suggestion*): menus and flyers at motel front desks and sporting-goods counters while out-of-town hunters are in Delta. A weekend-morning special only if it fits. I'll decide by Wed 4 Nov.
- **Customer mentions:** I reshare within 24 hours (Stories expire), save each one to "Love from Delta", thank them, and ask permission before reusing a photo.
- **Reviews:** I reply to every Google review.

My weekly time budget (about 3 hours, in 10-minute pieces)

When	What	Minutes
Each open day	Reply to every comment and message. Invite reactors. Share the day's post to my profile. One Story from the trailer with location	~20
3 times a week	A Reel posted in the app with a trending sound, location and a Collab	10 each
Weekly	Group posts and threads. One Event. Record 3 clips. Monday numbers check	~70

Paused for now

- New features and games for 3–4 weeks.
- Identical copies of one post on both Facebook Pages.
- A heavy X schedule while the account is new.
- Polished promos for programs like the SMASH card. These get the fewest views.
- Online-only giveaways.

After day 30 (once the pause ends)

- **SMASH referral** (*suggestion, would need building*): members give a friend a first-visit perk.
- **Texting**: after carrier registration.
- **Reminder and win-back emails**: set up to send automatically.

5. Each platform: its job, cadence, forecast and path to money

Scenarios used in every forecast

Scenario	In one line
Conservative	Today's habits continue: no group posts, no free tastes, one quieter show night a month, trivia twice a month from December, no fryer fix, no boost
Base	The 30-day plan done at a steady pace: 1–2 posts a day per account, one group post a week, an Event for every crowd night, one tasting a week, 2 show nights a month, weekly trivia from 3 Nov, review asks on about a quarter of orders
Strong	The plan done fully, with Miles's yes: 2 tastings a week, 3 sold-out show nights a month (with the second fryer and extra hands), weekly trivia from 27 Oct, the receipt offer live, a press story, review asks on about half of orders, a small daily boost

All forecast tables use these dates: **30 days = Fri 20 Nov · 60 days = Sun 20 Dec · 90 days = Tue 19 Jan 2027 · 6 months = Wed 21 Apr 2027 · 12 months = Thu 21 Oct 2027.**

These forecasts were set before Mimi's reopening date was known; November's check-in will show its effect separately.

Facebook Page: the main stage (Delta is a Facebook town)

Cadence: 1–2 feed posts a day, mostly local and people posts. Stories are fine. Every crowd night gets an Event. Mimi's is welcome to share up to one JOE'S post a day; no identical copies.

Followers (today: 22)	30 d	60 d	90 d	6 mo	12 mo
Conservative	43	64	85	148	274
Base	117	182	247	442	832
Strong	237	392	547	1,012	1,942

How the forecast works: new follows = views × 0.61 viewers per view × follow rate, plus accepted invites.

- **Conservative:** the measured 0.36%.
- **Base:** 0.6%, plus 40 invites in month 1.
- **Strong:** holds last week's pace at 0.8%.

Strong lands near Delta Roadhouse's 1.9K. Other Delta-area Pages range from 581 to 4,610.

Facebook groups and Events: where Delta talks

Cadence: one group post a week per group that allows it, posted by me as myself. Every group is different, and I answer every comment. Delta Colorado Message Board (30,574 members) asks for admin approval. Cedaredge Message Board has 17,277 members, Delta Community Message Board 14,492, and Delta CO Farmers Market & Bazaar 3,020. Events go out for Football Sunday, show nights, trivia nights and Halloween (Roadhouse events once Miles confirms). Scheduling tools, Blotato included, can't post to groups, so this part is by hand.

Instagram: the second stage, home of the Collabs

Cadence: Collabs with Mimi's (at most 1 a day) and Delta Roadhouse (pending Miles). 3 Reels a week posted in the app with trending sound and the location. Stories from the trailer.

Followers (today: 99)	30 d	60 d	90 d	6 mo	12 mo
Conservative	129	159	189	279	459
Base	174	249	324	549	999
Strong	249	399	549	999	1,899

The launch pace was about 4.8 new followers a day. Conservative assumes it fades to 1 a day, Base to 2.5, and Strong holds 5.

Google Business Profile: the "burger near me" search

Cadence: a weekly post (offer, event or update), photos, and a reply to every review. No phone numbers in post text.

Reviews (today: 1)	30 d	60 d	90 d	6 mo	12 mo
Conservative	3	5	7	13	25
Base	8	12	16	28	52
Strong	15	24	33	60	114

The model assumes about 5% of asked customers leave a review. Base asks about a quarter of orders and Strong about half. Base also counts 3 reviews from giveaway winners in month 1, and Strong counts 5.

TikTok @chefjoeatroadhouse: discovery, travelers and younger locals

Cadence: 1 post a day while it warms up (until about 4 Nov), then 5 a week posted natively with a trending sound. We judge it by views per video, not followers.

Followers (today: 0)	30 d	60 d	90 d	6 mo	12 mo
Conservative	15	25	35	65	125
Base	52	104	156	312	624
Strong	242	485	727	1,455	2,910

Decision: I'm switching TikTok to a Business account now. Business accounts can't join TikTok's Creator Rewards. But that program needs 10,000 followers, which is about 41 months away even in Strong. So we give up nothing in the next year. In return we get TikTok Ads Manager (local ads by city or zip code), the website link on the profile, and, once TikTok verifies the business, clickable links on videos.

YouTube "JOE'S Smash Burgers": Shorts, plus a longer video now and then

Cadence: Reels mirrored as Shorts. In Base, one longer video a month (a cook-along or a behind-the-trailer piece).

Subscribers (today: 0)	30 d	60 d	90 d	6 mo	12 mo
Conservative	5	10	15	30	60
Base	15	30	45	90	180
Strong	50	100	150	300	600

X @LetsGoToJoes: live updates only

Cadence: at most 3 a day during the warm-up, then about 3 a week plus live updates (sell-outs, hours, specials). It has little local value, so it gets little of my time.

Followers (today: 0)	30 d	60 d	90 d	6 mo	12 mo
Conservative	10	15	20	35	60
Base	25	40	55	90	160
Strong	60	110	160	300	600

Threads: a free copy only. No extra time.

Key dates

- **Fri 23 or Sat 24 Oct (target):** Mimi's Sweet Treats reopens. **Sun 25 Oct:** Mimi's, JOE'S and Delta Roadhouse all open on campus.

Date	What happens
Thu 22 Oct	First X post at noon. First YouTube and TikTok posts at 6 PM
Fri 23 Oct	Clover report. Show-night numbers updated
Sun 25 Oct	First free-taste session, Football Sunday (pending Miles; fallback Sun 1 Nov)
Mon 26 Oct	Miles's answer needed on Halloween and the show-night calendar
Tue 27 Oct	First STEEP Trivia Night (Strong; needs Miles's OK and a test run)
Wed 28 Oct	Giveaway prizes expire. Bounce-back cards printed. Fryer plan settled (pending Miles)
Sat 31 Oct	Halloween at Delta Roadhouse (pending Miles)
Tue 3 Nov	First STEEP Trivia Night, Tue 3 Nov or Tue 27 Oct (Base; pending Miles)
~Wed 4 Nov	New-account warm-up ends
Fri 20 Nov	Day-30 checkpoint. Facebook 43 / 117 / 237 · Instagram 129 / 174 / 249 · reviews 3 / 8 / 15 · SMASH holders 19 / 39 / 74
Sun 20 Dec	Day-60 checkpoint. Base reaches Instagram 249 and Facebook 182
Tue 19 Jan 2027	Day-90 checkpoint. Base passes 15 reviews and 100 SMASH card holders. Strong passes 500 on Facebook and Instagram
Wed 21 Apr 2027	6-month checkpoint
Thu 21 Oct 2027	12-month mark. Facebook 274 / 832 / 1,942 · Instagram 459 / 999 / 1,899 · reviews 25 / 52 / 114

Getting paid by the platforms: the honest picture

These requirements were checked against each platform's own pages on 21 Oct 2026, except where marked. Programs change, so I'll re-check before relying on any of them.

Program	Today's requirement	Earliest we could qualify (forecast)
YouTube , lower tier (fan funding and Shopping, no ad revenue)	500 subscribers + 3 public uploads in 90 days + 3,000 watch hours in 12 months, or 3 million Shorts views in 90 days	Not within 12 months. Strong reaches 500 subscribers around Aug 2027, but only about 800 watch hours
YouTube , ad revenue	1,000 subscribers + 4,000 watch hours in 12 months, or 10 million Shorts views in 90 days. Two-step sign-in, an AdSense account, no strikes	Not within 12 months
TikTok Creator Rewards	18+, 10,000 followers, 100,000 views in 30 days, videos at least 1 minute long, personal accounts only, \$50 minimum payout	Not within 12 months (about 41 months on Strong)
X	The old revenue sharing closed to new members in Aug 2026. Its replacement reportedly needs paid Premium, 500 verified followers and 500,000 impressions from verified users in 90 days (<i>news reports; X's own page couldn't be read</i>)	Not within 12 months
Facebook Content Monetization	Invite-only, with no public thresholds. There's an interest form in the Professional Dashboard	Unknown
Facebook Stars	500 followers for 30 days in a row. Pays 1 cent per Star	Strong about Feb 2027, Base about mid-2027. Pays pennies
Instagram Subscriptions and Gifts	Reported 10,000 followers for Subscriptions. Gifts conflicts between 500 and 5,000 (<i>unconfirmed; check in the Professional Dashboard</i>)	Not within 12 months for Subscriptions

Reality check (estimate): creators report TikTok pays roughly \$0.40–\$1.00 per 1,000 qualified views. At that rate, 100,000 qualified views is about \$40–100, and TikTok pays nothing below a \$50 balance.

- **Platform payouts are effectively \$0 for the next 12 months:** the only program we could join is Facebook Stars (Strong ~Feb 2027), and it pays a cent per Star. Local customers are where the money is.
- **What would grow platform income later:** wider-audience smash-burger content, longer YouTube videos for watch hours, and TikToks of a minute or more. That's a goal for after local reach is fixed. Milestones: 100, then 500, then 1,000 followers per platform.
- **Levers that pay now:**
 - the Google Business Profile (free, shows on Search and Maps),
 - small local Facebook ads (Meta allows a radius as small as about 0.6 miles around a point),
 - TikTok local ads (by city or zip code; TikTok has no radius option).

6. Who does what

Anything that involves Delta Roadhouse is a request and waits on Miles's OK.

Delta Roadhouse (Miles and staff)

Miles, here's what I'd like to ask you. Each one is your call, and none of it happens without your OK.

- [] **Receipt offer** (*waiting on your OK*): I'd like to give free tallow fries with any burger at JOE'S to anyone with a same-day Delta Roadhouse receipt. They're your customers and your receipts, so it's your call. We'd start as soon as you say yes.
- [] **Free tastes on campus** (*waiting on your OK*): I'd like to hand out about 50 smash-slider samples on one busy night a week, each with a tasting card. The first one would be Sun 25 Oct, Football Sunday, if you're OK with it. Could you let me know by Sat 24 Oct?
- [] **STEEP Trivia Night** (*waiting on your OK*): I'd like to run it on Tuesdays, on your TVs. Teams play on one phone, up to 16 teams, and joining is free. The first night would be Tue 3 Nov or Tue 27 Oct, after a test run.
- [] **One show-night calendar** (*waiting on your OK*): one shared calendar of your band and event nights, so JOE'S is open whenever you have a crowd. I'd like your answer by Mon 26 Oct, so it's set before Halloween.
- [] **Fryer capacity on show nights** (*waiting on your OK*): the second fryer and extra hands from my 18 Oct email. Can we agree who sources the second fryer and the extra hands, and settle it by Wed 28 Oct?
- [] **Tagging and Collabs** (*waiting on your OK*). Would you be open to these?
- tag @chefjoeatroadhouse on Instagram and write "JOE'S" by name on Facebook
- co-host Facebook Events
- one Instagram Collab a week (I make it, you accept)
- share one JOE'S post a week to your Page
- "Food by JOE'S" in your Instagram bio

Your 13 Oct Instagram post about our menu did great. Your crowd likes the food. - [] **Halloween, Sat 31 Oct** (*waiting on your OK*): whatever you're planning, I'd love JOE'S to be part of it. If it's a yes, I need to know by Mon 26 Oct to set up the Event and the specials. - [] **Member perks at the window** (*waiting on your OK*): I'm asking for your written OK for us to honor Smash Club and Family Table perks at the Clover window. - [] **Staff** (*waiting on your OK*): if you're OK with it, your staff could point guests asking about food to the window, and mention trivia night once it's set.

The Mimi's team (a separate business, a good neighbor)

These start Thu 22 Oct. If you have any questions, just reply to me.

- [] My suggestion: keep Mimi's feed mostly about Mimi's.
- [] On Facebook, **share** JOE'S posts (at most one a day) instead of posting copies. A share sends Mimi's followers to the JOE'S Page, where they can follow.
- [] On Instagram, keep JOE'S Collabs, at most one a day.
- [] Mention Halloween, trivia night and the free tastes to campus customers, once Miles confirms each one (I'll text you).
- [] Send me any customer post that mentions JOE'S so I can log it and thank them.

The JOE'S crew

- [] **Starting Thu 22 Oct, offer the SMASH card on every order**: "Do you have a SMASH card? It's just your phone number." Add a smash on every order of \$10 or more. This is what turns on the free-meal and review

emails.

- [] **Ask happy customers for a Google review** and point to the QR card.
- [] **Hand out tasting cards** at every free-taste session (about 50 sliders a session). The first one is Sun 25 Oct, Football Sunday, if Miles OKs it (otherwise Sun 1 Nov).
- [] **A bounce-back card in every bag**, from Wed 28 Oct.
- [] **Read out today's free-play code** when a table asks to play STEEP. It's on the crew app and never printed.
- [] **Show nights**: tell me the moment we're close to selling out, so I can post it live.

Mike (photo and video)

- [] **Show nights**: I'd love crowd and line shots, plus burgers coming off the griddle. The "sold out by 9" proof post needs a crowd photo.
- [] **Week 2 (29 Oct – 4 Nov)**: help me shoot three short vertical clips: "Hi, I'm Joe", the smash, and the fries.
- [] **Sat 31 Oct, Halloween** (*pending Miles*): costumes, kids meals, a trivia round.
- [] **First STEEP Trivia Night, Tue 3 Nov or Tue 27 Oct (pending Miles)**: teams on the TV, the winning table.
- [] **First free-taste session, Sun 25 Oct, Football Sunday** (*pending Miles; otherwise Sun 1 Nov*): the first bite.
- [] **For everything**: vertical video for Reels, TikTok and Shorts. Get an OK from anyone recognizable, and a parent's OK for kids. Please get files to me within a day so they stay timely.

My list

- [] **Week 1**: setup fixes, walking Miles through the asks, Page invites, group rules and admin message, Football Sunday Event, first free-taste session (Sun 25 Oct, pending Miles), the proof post, and a re-check of the automatic-email switches.
- [] **Fri 23 Oct**: Clover report, then re-run the show-night forecast.
- [] **By Wed 28 Oct**: all 7 giveaway prizes redeemed, and the bounce-back offer picked and the cards printed.
- [] **Week 1–2**: switch TikTok to Business and add the order link. Submit steeptrivia.com and the new site pages to Google, and submit the site to Bing.
- [] **Before the first trivia night**: test the free-play code end to end on the TV.
- [] **Dinner Night**: finish the first menu (dishes and photos), target Fri 6 Nov.
- [] **Email**: write the first small email to opted-in customers (target Fri 30 Oct), and add a "move us to Primary" note to sign-ups.
- [] **Daily**: 20 minutes by hand, and the customer-mention habit.
- [] **Every Monday**: a 10-minute numbers check (section 7).
- [] **Fri 20 Nov**: day-30 review, then the next monthly check-in.

7. How we measure

The five numbers below update every morning on the live dashboard, [JOE'S Reach Story](#). This report takes a snapshot of them once a month.

Five numbers, every Monday (10 minutes). Post counts are not a goal. I also check weekly window sales from Clover against the forecast.

Number	21 Oct	Day 30 (20 Nov): floor / target / stretch	Day 90 (19 Jan): target	Where it's read
Chef Joe Facebook Page followers	22	43 / 117 / 150	247	Page header
Chef Joe Instagram followers	99	129 / 174 / 250	324	Profile
Google reviews	1	3 / 8 / 15	16	Google Business Profile
SMASH card holders	4	19 / 39 / 74	111	Owner console
Customer mentions logged	1	3 / 5 / 10	18	Mentions log

- **Floor** = Conservative, **target** = Base, **stretch** = Strong, except Facebook (see the next line).
- The stretch goals of 150, 250 and 15 came from my first reach review. Instagram 250 and reviews 15 are Strong outcomes. Facebook 150 sits between Base and Strong. Base reaches them at about day 60 (followers) and day 90 (reviews).
- **Also tracked:** free tastes handed out (the goal is 100 new people in 30 days), online orders a month, and website visits by source once tracking is on.

How the plan adapts

At each checkpoint (20 Nov, 20 Dec, 19 Jan, 21 Apr)	What we do
Compare the five Monday numbers and monthly window sales with the forecast	Plan the next period on whichever scenario we're actually tracking
3 or more of these 6 (the five Monday numbers plus monthly window sales) fall below the floor	Stop adding anything. Find the leak in the chain (views → follows → link taps → orders) and fix it first
A new show night or trivia night has Clover data	Replace the estimate and re-run the forecast. Friday 16 Oct stays an estimate until the Clover report
Website source tracking goes live	Swap "link taps" for measured visits from each platform

8. How this is built

I build everything through **Vivere Web**, my own company here in Delta. I've spent three years building the codebase and framework behind this plan. It's the same system I use for every client.

Highlights

- **One master framework, reused on every client.** A shared client registry, a quote report before every build, a launch report after it with real speed and quality scores, and a library of tested starting templates and house playbooks.
- **Staging first, live second.** Every change is tried on a private test copy. It only goes live after an explicit GO, from a clean, saved version.

- **Automatic checks on every release.** A release is blocked if the site health checks fail, if hours, prices or phone numbers drift from the source of truth, or if the pages break on phone screens.
- **The builder never signs off their own work.** A separate reviewer tries to break it. What they find is fixed before go-live.
- **Every number is sourced and dated.** Forecasts are labeled as forecasts, with their assumptions written out.
- **Owner approval before anything goes live or gets posted.** Secrets are never shared, accounts use two-step sign-in, and everything is backed up.
- **The plan changes when the data says so.** Decisions are written down and re-checked, so the same mistake isn't made twice.

The fuller picture: what's checked and why

- **Site health checks on every release:** that every page loads, can be found by search engines, points to the right address, declares its language, and carries the details Google reads (business type, hours, location). Also that the security settings are in place and old links forward correctly. *Why:* a broken page or a lost Google listing costs customers silently.
- **A facts check:** hours, prices and phone numbers are compared with one source of truth before release. *Why:* a wrong hour on Google sends a hungry family to a closed window.
- **Phone checks:** pages are tested at three common phone screen sizes for buttons big enough to tap and no sideways scrolling. A mobile and accessibility audit runs before any change is called done. *Why:* almost everyone finds us on a phone.
- **A kids' privacy check:** runs before release on the kids' trivia page. *Why:* kids' privacy comes first.
- **Separate review passes:** AI-assisted passes inside my framework, each starting fresh and none of them the builder, attack security, test the real live address, or check every promise in our Terms and Privacy against what the system actually does (an accuracy and plain-wording check, not a lawyer's review). I sign off every go-live. *Why:* the person who built something is the worst at spotting its holes.
- **Customer data kept to a minimum:** we store only what the service needs, the STEEP game server keeps no raw IP addresses, and opt-outs are honored automatically. Terms and Privacy are written in plain English and match what the system really does. *Why:* trust is the whole business.
- **The data behind the numbers:** Clover sales, Stripe payments, website analytics, post analytics, the Instagram and Facebook professional dashboards, the Google Business Profile, and a daily reach dashboard. Forecasts are calibrated on our first measured weeks. *Why:* we plan from what happened, not from hunches.
- **Resilience:** full backups to an external drive and to Google Drive, with a written restore guide.
- **Memory of decisions:** every rule and decision is written down, dated, and re-checked before it's used again.

This week's proof

Phase	Who checked it	What it found	What changed
Reach review (21 Oct)	Four separate research passes: post data, account setup, local landscape, the report	75% of counted views on Mimi's accounts. No posts yet in local groups (about 65K members). Local posts 174 views vs 23 for menu graphics	Effort moves from posting volume to local, in-person reach. Setup fixes in week 1
Forecast check (21 Oct)	A separate forecasting pass against the measured starting line	The first 30-day targets sat at the Strong scenario for Instagram and reviews, and above Base for Facebook	Base became the target and the review's numbers became stretch goals. The crew is being asked to offer the SMASH card on every order from 22 Oct
Security review (STEEP game server, 21 Oct)	Separate AI-assisted security review passes, plus a second pass that attacked the fixes	Issues found	All fixed and re-tested before launch. 139 of 139 automated tests passing, and 95 of 95 local game checks, including a family game on 6 phones and a TV
New-address check (steeptrivia.com)	A separate reviewer testing the real new address on phones	Phone-layout and address issues	All fixed before launch. Launch order set: game server first, then the site, then the Chef Joe site
Terms and Privacy check	Fact-gathering passes, then separate AI-assisted review passes for accuracy and legal wording (not a lawyer's review), then a correction pass	Wording that didn't match what the system does	Corrected so the pages say only what's true. Suggestions that would have been untrue at the time were declined
Go-live (21 Oct, about 11:35 PM)	Built-in release gates, plus live checks from outside	The Chef Joe site passed 251 of 251 launch checks. STEEP release checks passed	Live on the new address. Old links forward. One minor search-listing item is on the follow-up list
Customer system launch (18 Oct)	A live payment test, checked against our own records	Only tests that reached our own records were counted. A real purchase proved the whole chain	Edge cases fixed before launch. The facts check runs on every release
Reach correction (8 Oct)	The follower count plus a review of the post queue	37 Instagram followers after week 1, with repeat Stories in the queue	Repeat Stories trimmed; short films scheduled instead

In two lines

1. **Every phase ends in a separate check or a measurement, and what it finds sets the next step.** This week a live test re-ordered the launch (game server first). The Terms and Privacy check held back promises the system couldn't keep yet, then updated the wording once the fix shipped.

2. **The reach plan follows the same rule.** 75% of views were landing on Mimi's, local posts got more than 7 times the views of menu graphics, and more posts didn't bring more views. So the plan moved from posting more to meeting Delta in person. The day-30 numbers will be read from the same dashboards.

9. Sources

Our own data (read-only, counts only, no customer personal data):

- Clover item sales, Sat 17 Oct.
- Weekly window sales (Clover), September.
- Our customer system, counts as of 21 Oct.
- Facebook Business Suite (23 Sep–20 Oct) and Professional dashboard (21 Oct).
- Instagram Professional dashboard (30 days to 21 Oct; follower count 8 Oct and 21 Oct).
- Google Business Profile owner view (18 and 21 Oct).
- Post analytics for 255 posts (2–21 Oct; 105 with view counts).
- Website analytics and order log (2–18 Oct).
- The 18 Oct rewards forecast (S-curve model and county household count).
- The customer-mentions log.

Limits:

- Facebook Reels and Stories report no view counts through our tools.
- Posts from 20–21 Oct were under 48 hours old when counted.
- Website source tracking isn't on yet, and some website visits may be bots.
- The Friday 16 Oct figure is an estimate until the Clover report.
- No winter data exists yet for an outdoor trailer in Delta.
- Native posting versus scheduled posting hasn't been tested yet (week 2).

Platform requirements (read 21 Oct 2026):

- YouTube Partner Program: <https://support.google.com/youtube/answer/72851> · <https://support.google.com/youtube/answer/13429240> · <https://support.google.com/youtube/answer/12843009>
- TikTok Creator Rewards, US terms: <https://www.tiktok.com/legal/page/global/creator-rewards-program-us/en>
- TikTok account types and ads: <https://ads.tiktok.com/help/article/tiktok-and-tiktok-business-account-types?lang=en> · <https://ads.tiktok.com/help/article/location-targeting>
- X program change (news): <https://techcrunch.com/2026/08/08/x-replaces-misaligned-revenue-sharing-program-with-original-content-rewards/> · <https://thenextweb.com/news/x-original-content-rewards-program-revenue-sharing-ends>
- Facebook Content Monetization: <https://creators.facebook.com/introducing-facebook-content-monetization> · Stars: <https://creators.facebook.com/tools/stars>
- Instagram Subscriptions (payout timing only): <https://creators.instagram.com/earn-money/subscriptions>
- Meta ad radius: <https://developers.facebook.com/docs/marketing-api/audiences/reference/basic-targeting/>

- Google Business Profile: <https://business.google.com/us/business-profile/> · <https://support.google.com/business/answer/7342169>

Reach and content research:

- Meta on duplicate content: <https://creators.facebook.com/blog/combating-unoriginal-content>
- Instagram ranking: <https://about.instagram.com/blog/announcements/instagram-ranking-explained>
- Instagram publishing options: <https://developers.facebook.com/docs/instagram-platform/instagram-graph-api/reference/ig-user/media>
- Facebook groups closed to scheduling tools (vendor-reported): <https://www.ayrshare.com/facebook-removes-groups-api-access-impact-and-implications/>
- Free local event listings: <https://montroselifestyle.com/wp-content/uploads/2026/06/Free-Promotional-Media-Outlets.pdf>
- Delta Area Chamber: <https://deltacolorado.org/>

Estimates:

- TikTok pay per view is creator-reported, not published by TikTok.
- Propagation times are typical, not promised.
- All forecast rates are labeled assumptions anchored to the data above.

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JOE'S at Delta Roadhouse and Mimi's Sweet Treats are separate businesses that share a campus with Delta Roadhouse.