

Make One Simple—No Obligation Decision Today, and Become a Bit Wealthier and Much Happier—Practically Tomorrow!!

Dear Friend:

I will be the first to admit that I may not be the sharpest tool in the shed, not even the second sharpest.... But I am smart enough to recognize when I can get extra bang for my hard earned money, and that is what I am writing to share with you so that you can receive the same.

So, please allow me to be clear and upfront with you. I am not seeking to ask you for anything. I have never been in the habit of asking people for anything and do not intend to start, now! In fact, ***it is quite the opposite.*** Instead of asking you to spend money, I want to tell you how to hold on to that money, get the same thing you would have spent money for, and take more control of your life in the process !

Like me, you have probably seen your share of bait-and- switch store promotions, phony sales, rewards cards offers as well as membership offers and are quite annoyed by them. Wouldn't you be thrilled to have a dollar for each time someone has **tried to up-sell you** by enticing you to buy something more expensive in order to get at more of your money, or tried to **cross-sell you** by enticing you to buy something additional you did not actually need. Some may call it smart business, but **I call it big greedy businesses taking advantage of the little guys** whom they can use to further enrich their pockets while offering little or nothing back at all in return. This includes services provided by local cities too and traffic light cameras that make millions. And like me, you may wonder where these millions go since dangerous potholes go unfilled for several days, weeks and sometimes months. I often kid with family and friends telling them, "It seems that almost everywhere I go it costs me money, so I stay at home as much as possible!" I have been called some unflattering names to my face, but cheap or "cheapo" is not one of them. Almost every business establish I patronize, I feel that I am just a faceless object or number to them from which they can extract money—and that as sad as it is—I am completely at their mercy.

I have thought about it quite a bit, and there are **only three places that I can personally think of where I do not feel this way.** One is the barbershop where I have gone weekly for several years now—been serviced by the same barber, sat in the same barber chair, and quite frankly dozed-off many times in that same chair upon stopping by after putting-in a hard day's work—only to be nudged awake by my barber so that I could hold steady while he finished my haircut.

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The other place is family gatherings and events, and the **third place is Shakey's Southern Style Buffet Restaurant.**

I have also thought about what each of these places has in common. Then, it occurred to me that each place offers a feeling of warmth and that I feel truly appreciated there. No doubt you will experience the same warm feeling too when you drop-in at Shakey's Restaurant.

In fact, the environment there sometimes reminds me so much of those precious times spent with family during holiday dinners, Sunday dinners and special occasion meals that ***I often think of it as my kitchen and dining room away from home.***

The main cuisine there is Southern food, and I would suppose that the Southern hospitality there goes hand in hand with the Southern style cooking. Also, it is the only restaurant specializing in the same cuisine that I know of within a reasonable travel distance. Among the three others that are somewhat similar in cuisine one is approximately 350 miles away, and I have never patronized it because of the distance. The other two are over 35 miles from Shakey's. I have patronized both. Neither is buffet style, neither offered the amenities that Shakey's does, I felt cramped at both, both reminded me of a school cafeteria, and I feel that the staff at both were less courteous than the staff at Shakey's.

Another thing, I have dined at many restaurants over the years, both casual and fine dining, and in several different states. None of them came close to matching the service and warmth at my favorite restaurant, Shakey's! Before you decide I am pouring on the syrup a little too thick, ***please allow me to let you in on a little secret.*** Never did I think that a restaurant would lift my emotions from the dumps; that was not until a couple of years ago.

It was my birthday, and I had put in my usual hard day's work. Despite having a very large extended family and a large network of friends and acquaintances, I had only received a few token happy birthday phone calls and some very impersonal text messages.

Though I had not really expected much since my family and friends lead busy lives, and my birthday had fallen on a weekday, the **depressing thought that my special day would come and go, and basically there had been no celebration did start to sink in.**

Then, I began to think back in time to great birthdays celebrations of past years:

- The year when my coworkers had surprised me with a beautiful and thoughtful birthday card that they all signed along with presenting me a gift card.

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- The year my college buddy, since untimely passed away, threw a surprise birthday bash and invited a slew of my family and friends.
- The years when the big delicious chocolate cakes were baked for me by my mother as a child.

During my dreaded commute home, **I suddenly thought to myself, S-N-A-P!** , I would drop by SHAKEY'S BUFFET RESTAURANT, my kitchen and dining room away from home, **for a FREE Birthday MEAL. NO RESERVATION NECESSARY!!** All I needed to do was present my photo ID to verify my birthday, and the feast was on.

There I sat enjoying plate after plate of delicious food. Nothing on the menu was beyond limits. I ate and drank as much as I wanted... of whatever I wanted... while watching a wall mounted jumbo screen TV and **feeling special.** And the great thing—I did not have to pay a single dime—all because it was my birthday. And honestly, *it was one of the very best birthdays that I ever had!!* **You could have been sitting there enjoying your birthday the same as I!**

While sitting there in the restaurant on my birthday, it dawned on me that it was not totally the cakes, parties, and other things of my past birthdays that made them very precious to me; **those things had made me feel special because someone cared, and my birthday feast at the restaurant made me feel special because they cared enough to honor it.**

Since I was curious, I did a little research. Seems that hardly any other restaurant, or retail establishment, for that matter, offers a completely free birthday meal. Basically all others appear to have puppet strings attached such as requiring registration or joining some type of membership club or rewards program. I don't know about you, but I am increasingly skeptical of planting my personal information everywhere considering widespread identity theft.

TODAY IS YOUR LUCKY DAY

For starters, **on your next birthday** you are invited to **drop-in for a free sit down meal and eat and drink as much as you want or as much as you can hold even if you have never been to the restaurant before.** And not just on your next birthday, but every birthday each year after that; you can eat absolutely free **without paying a single red penny.** **AND WHAT'S MORE, THERE ARE ABSOLUTELY NO OBLIGATIONS !!**

Since your birthday may be a ways-off, you are cordially invited to **Your Friend Eats Free Day** to be held from 4:00 to 10:00 PM on the dates of December 6, 7, 12, 13, 14, 18, 19, 20, and 21 . You pay to dine, and your friend or companion eats free. Just please let us know what day and

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time you wish to come so that we will be ready to fully accommodate you, for we anticipate a huge response. So, the sooner you respond—the better it will be for you....

What's more, at **Shakey's Buffet Restaurant**, you receive services that other establishments routinely charge exorbitant fees for—such as **private space for events and parties**.

ANY OCCASION IS A GOOD OCCASION TO GO TO SHAKEY'S

Now of course, you do need a special occasion such your birthday to drop in.... Any occasion would be a good occasion—particularly if you are interested in saving money, saving time and headaches, preserving your good health, and being treated with the courtesy of caring family.

Just like family who know your taste and diet, and are expecting you for holiday dinner, it seems the wonderful people there at Shakey's tried to think of almost everything.

You see, it is not just a buffet restaurant; it is a catering service, carry-out restaurant, fine dining restaurant, and free meeting space provider all in one.

Right now I have a mind to use the stop watch mode on my phone to see how long it would take you to name two other restaurants in the entire Chicagoland area that can come close to matching Shakey's for service and cost.

- ✓ Some would fall-off at providing free meeting space.
- ✓ Some would fall-off at providing both buffet and carry-out service.
- ✓ Others would fall-off at providing catering service complete with delivery, set-up, and uniformed servers if you desire.
- ✓ Others would fall-off at the feeling of intimacy that Shakey's provides by the restaurant being built in sections instead of one large open space.

I recently attempted to secure space for up to 60 people so that an acquaintance who was running for a union post could speak. I contacted three major chain hotels, and the minimum I could rent space for was \$400 excluding any food or refreshments. However, at Shakey's the space would have been free, and the only modest cost would have been the food and drinks—of which the group would have had more to eat and drink and a greater variety.

And, that's not the end of it. The fine staff at Shakey's Buffet Restaurant is also happy to:

- **help you save a bit more of your hard earned money that you may be wasting**
- **help you save precious time and headaches in an often demanding world**
- **help you contribute to your good health and your family's good health**

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- **help spare you from possible long lasting holiday embarrassment**
- **allow you to take more control of your life**
- **treat you with the courtesy and respect of family**

IF YOU DO NOT THINK THESE OFFERS ARE MUCH, THEN YOU MAY WISH TO THINK AGAIN!!

I have told you about Shakey's free meal offer that could easily cost you \$25, \$35, \$40 or \$50 or more at other restaurants depending on how much you or your friend eats. I have also told you about Shakey's courtesy in providing free space usage that other establishments routinely charges \$400 or more for. If you still do not think this is much, then you may wish to reconsider the way you think about money, or you may wish to consider that some financial planners have said that the average person goes in to debt for \$250 or less. And you may also wish to consider that then 17 year old Fred DeLuca who along with family friend, Dr. Peter Buck, founded Subway with only \$1000. Michael Dell, founder of Dell Computers, began with a vision and a \$1000 investment as a college student in 1984 and ran his business from his dorm room for a while. Berry Gordy began Tamla Records with \$800 borrowed from his family's common saving account. Of course Tamla Records was soon followed by Motown Records, and the rest is pretty much well-known music history.

On another monetary note, not to use a pun, the average cost to renovate a kitchen in America is \$28000. If you wish to improve the appearance of your kitchen and possibly the value of your home—and can afford it, then go right ahead. However, there may be a more feasible option: use Shakey's for events as your kitchen and dining room away from home; and if you can put up with the looks of your old kitchen or dining room for a while, why not forgo the debt, save the money, or buy safe stock after seeking the advice of a seasoned financial planner.

Unfortunately, in today's real estate market, and particularly depending on location, property value can fluctuate to the negative despite any amount of money that may have been spent for improvements. So, sometimes saving the money or investing it in a safer place may make more sense.

Sometimes the best advice is self-advice. Had I thought differently a few years ago, I would have counseled myself to save at least \$450 at one time by not making a decision that I made. It was then that I rented a park field house that ended up costing me \$600 plus the cost of food and other supplies which was probably an additional \$250. Had I hosted the event at Shakey's, I could have paid for everyone's food at a cost of no more than \$400, and I would have been less stressed-out in the process because there would have been no need for me to purchase then transport the food and supplies.

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SAVE DREADED TIMES AND MEMORIES

Remember those times when you were literally dragging at the end of a hard day or week and felt like a car running on empty trying to make it to the next gas station. Those days when you could not seem to find the energy to go into the kitchen to prepare food for anyone—including yourself, so you settled for fast food or junk food.

- If this indeed has been you, then you are quite possibly throwing out another \$1500 worth of groceries a year like the average American family. This \$1500 is a month's mortgage or over a month's rent for some people, or over a year's worth of electric or cable bills.

Perhaps you have had times when you were nearly at your wit's end from life's stresses and demands and did not feel-up-to going near a grocery store.

- Drop by Shakey's for a few minutes, select some of the same foods... that are already precooked for you, and go!

Perhaps you have had times when you left off a dish or two during holiday gatherings to spare yourself from embarrassment if it did not turn out well.

- Allow the restaurant staff to prepare the dish or dishes for you.

Perhaps you have had times when you felt pressured or obligated to host a function or event, but were on a painfully tight budget that you wished to keep a secret.

- Allow the Shakey's staff to work within your budget next time and save.

HERE'S TO YOUR HEALTH!

Please allow me to remind you of a very sobering thought; most restaurants are in business for one sole purpose, and that is to make money—and to make as much money as they can. Thus, they are not actually concerned about your health. The sooner you realize or accept this fact, the better off and healthier you will be.

As recently as January of this year, the Centers for Disease Control (CDC) estimated that 1 in 6 Americans (or 48 million people) get sick on an annual basis due to foodborne diseases, and out of this number, 128,000 of them are hospitalized and 3,000 die. Please allow me to put the 3000 who die into perspective, this is four times the number of players in major league baseball or roughly 30 college football teams at approximately 100 players on each team.

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If you eat fast foods on a regular basis, you should know it is not only sometimes bad food in general or spoiled food that could make you sick, but it is also the fact that some fast foods contain potentially dangerous chemicals.

According to a CNN articles updated earlier this year, TBHQ is a chemical preservative used in some crackers, potato chips and fast foods. It is also found in lacquer, varnish and resin. It is used to extend the shelf life of food and is considered safe if consumed in lower levels, but at higher levels —above what the Food and Drug Administration recommends—it can cause delirium, vomiting, collapse, a sense of suffocation, ringing in the ears, restlessness and vision problems.

Tartrazine and other food dyes, including Red 40, have been associated with hyperactivity in children and cancer in animals used for lab testing.

Now if you decide that you are going to eat healthy by picking up a sandwich or cold cut items from your deli counter, you should know that you may be taking in small doses of sodium nitrite with each savory bite. Sodium nitrite is commonly used to preserve processed meats and fish, and this additive is used in the preservation and coloring of bacon, ham, hot dogs, lunch meat and other meat items.

Also, according to an article on the website Foodbabe.com , several fast food chain restaurants have been known to use dimethylpolysiloxane (such a long and sophisticated sounding word but better known ***as silly putty***) ***in their foods***. This ingredient, a silicone based agent, is also used in making caulks, adhesives, aquarium sealants as well as in de-foaming agents, mold releasing agents, damping fluids, heat transfer fluids, polishes, cosmetics, and hair conditioners.

Although dimethylpolysiloxane is considered non-toxic, it can irritate the eyes and skin.

But here's the kicker; also according to Foodbabe.com, the FDA allows for dimethylpolysiloxane to be preserved by several chemicals that are not required to be listed on food labels, and one of the main preserving chemicals is formaldehyde, and formaldehyde has been linked to allergies, cancer, brain damage and other physical problems.

I will not attempt to tell you where not to dine. **But if you dine at some of those big chain restaurants and eat traditional fast food, please allow me to put into a capsule what I just stated about possible health risks:**

- You could be putting your health at risk by eating foods you think are healthy.
- You could be ***consuming the same chemical found in silly putty***.

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- You could be consuming other chemicals such as formaldehyde, a Centers for Disease Control recognized carcinogen.

TAKE CONTROL OF YOUR HEALTH!

Now that you have a few more facts regarding some of the potentially hazardous ingredients in many fast foods, it is all the more reason to take more control of your health. After all, if you don't take full control of your health, then who will? So empower yourself and feel good about it! After all, your health is one of your most valuable personal assets. Safeguard it well! One of the primary reasons why people file bankruptcies is due to medical issues. Thus being a little more careful about what you eat will not only benefit you physically but also financially—both now as well as down-the-line! Patronizing Shakey's instead of fast food joints could be a start to your maintaining your good health. Now, do not get me wrong! I am not calling Shakey's Restaurant an elixir for whatever may come to ail you food wise! I am simply calling it a much better alternative to traditional fast food.

IT IS THE TYPE OF RESTAURANT WHERE IT IS DIFFICULT TO GO WRONG

Again, if just stopping in for a quick sit-down meal is more to your liking, just imagine or reimagine (if you been there before) yourself kicking back and relaxing after a hard day at work or long work week. Imagine yourself sauntering up to food bars filled with meats, vegetables, pasta and salads; and you can eat whatever you like and as much as you like for one price as long as you dine in.

For a moment, envision yourself sitting there basking in looks of admiration and appreciation from your companion, friend, family or date for your good choice of selecting a place where there is plenty of homemade tasting food. Envision yourself and others moving around contently in the attractive food area while walking on a beautifully polished stone floor—then enjoying your food while seated on the hardwood floors of the dining areas. Soak in the polite and welcoming environment that may take you back a ways in time to family gathering, parties and dinners of the past. Put aside your cares for a while as you down bite after bite of good food, and return for a fresh plate.

One of the many things that I greatly appreciate about dining there, which is one of the many reasons why I consider it my kitchen and dining room away from home, is that I do not feel rushed to finish my meals there in a certain time as if I am eating on an assembly line or as if I were back in my high school cafeteria where I had to eat fast and be ready to go by the time the bell rang.

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I am sure you have experienced it before, waiters and waitresses persistently and sometimes annoyingly passing by the table and asking you if everything is okay while your mouth is stuffed full of food—then subsequently offering to take your plate or bring you a carry-out container when you have either finished your food or apparently stopped eating. Of course we both know that what appears to be professional and courteous service is partially disguised gentle persuasion to move customers in and out as quickly as possible in order to maximize profits.

NONE OF THE COMMON INCONVENIENCES OR EMBARRASMENTS

Another thing I wish to tell you is there is no inconvenience like at some buffet places where I have eaten, where you have to take up your plate, dump the contents in a trash receptacle, then stash the plate in a certain area. At Shakey's Buffet Restaurant a busboy clears the table for you as you eat. **H-O-W is that for service?** All you have to worry about is eating and *having a good time!!*

Besides this courtesy, during your entire dining visit there, you will be able to remain as cool as a cucumber because before arriving, **you can determine your cost to the exact penny**, which is good if you are on a tight budget like I me. No need for moments you may have had like me where when time to pick-up the tab after dining with a date, I was practically sweating bullets, nervously hoping that I had enough to pay and enough gas left in the tank to get back home.

My feelings about dining at restaurants, whether five star or other type..., are as follow:

- The object of going out to eat is to have a peaceful and fulfilling meal.
- At some five star restaurants, you pay more so for the reputation than for the food.
- I feel that having a full stomach and a full wallet is a win, win situation.

I am not one to always go for fancy when it comes to certain things, particularly restaurants and food.

I have patronized fancy restaurants where the food has ranged from terrible to mediocre, at best. I have been to places where the servings were small but the prices were exorbitant. I recall paying a rather tidy sum at one of those so called downtown fancy, upscale restaurants for a dinner that included a piece of baked salmon that could have easily fit between two hamburger buns, two scoops of mashed potatoes with a gravy, a modest helping of steamed green beans (about six full length or uncut) and a soft drink. Besides that, the restaurant was crowded with very little room to move and very noisy due to the open space acoustics, and parking was another \$20.00. My former girlfriend, who was much more miserly than me when it came to money, did not seem very happy about the experience although I thought that I was

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doing something special for her. She just sat there sunken amid the clamor of the packed in crowd which reminded me of lunchtime back at my high school cafeteria.

Much later on, the same girlfriend asked me to get some fellows together one Saturday to help move her furniture into her new apartment. After working hard all morning and into the early afternoon, she insisted on treating all four of us moving guys to dinner at Shakey's Buffet Restaurant, and she called up her grandmother, aunt and uncle to join us on location with her picking up their tabs too. The difference this time was there she sat full of joy and laughter and obviously enjoying every moment.

No worries if whomever you invite is a picky eater or on a special diet. There is plenty of food to be enjoyed by vegans, vegetarians, meat lovers and others. I myself recently became a vegetarian, and there is still several items on the menu that I like.

Also, none of those embarrassing moments you may have had in the past while out with a date when you became uncomfortable after the waiter or waitress brought you the tab, and you tried not to change facial expression while sneaking a peak at it.

THE VOTES, REVIEWS AND OPINIONS ARE IN

Of course I do not want you to just take my word for it:

- Shakey's Buffet Restaurant has a four and half star rating on www.Urbanspoon.com by customer reviewers.
- It has a four star rating out of five by customers on its FaceBook page.
- Though I have not personally seen him, a certain famous TV judge is said to dine there often.
- As a former youth leader, on two separate occasions I took over 60 teenagers there at one time along with several adult chaperones and two bus drivers. No one complained.
- It is a place where every day hard- working people, business professionals, community leaders, and the affluent all bump shoulders in a very homey atmosphere.

TAKE AN ENJOYABLE TRIP TO SHAKEY'S VERY SOON!!

Take an enjoyable trip today and experience the pleasures of the present and the nostalgic family moments of the past—where there were always good food and wonderful people. Take along someone with you in order to double the pleasure.

The restaurant is uniquely accessible from within ten miles of four major interstates— interstates 57, 80, 294 and 394 as well as four major thoroughfares. There are also plenty of

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places nearby for shopping and for recreation. Take it from me; your trip will be well worth it.

Again, I PROMISE you will enjoy your dining experience at Shakey's. See you there soon!!

Sincerely,

Floyd Bibbs

Loyal and Happy Customer

PS

During the December **Your Friend Eats Free** dates, two door prizes will be awarded to diners every thirty minutes beginning at 4:30 pm, and ending at closing time. I wish to again emphasize that although reservations are not usually necessary, we recommend that you RSVP at 312-001-1000 in order to secure the first possible date. **Do not delay! Call today to assure that you will be among the very first in line!**

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