

Welcome to Unforgettable Hospitality: The No More Fuckery Guide to 5-Star Service (and 5-Star Tips)

PART 1: INTRO & MINDSET RESET

A Message from Mark

Let's get one thing straight—I didn't make this guide because I thought it'd be cute to slap some hospitality tips on paper. I created this because I've spent over 20 years in this industry watching people burn out, sell themselves short, stay broke and settle for being replaceable. That shit ends here, but it's all up to you!

This guide is for the ones who know they've got more in them. It's for the ones who want to make more money, leave work feeling energized instead of drained, and build real connections with guests and coworkers alike. This is for the ones that understand that this environment is a critical stepping stone to the next chapter of their life and if used properly it can provide the necessary skills and funds to create what ever it is that their soul desires. And with the skyrocketing of product prices, this training system will ensure guests keep coming back—and this is exactly how you stand out against the competition.

Why This Matters

Restaurants don't run on food and drinks—they run on energy. And your energy is your power. Every shift is a chance to either get swallowed by the chaos or step up and own the floor like a pro. You're not just taking orders—you're creating an experience.

When you walk into a shift with presence, clarity, and confidence, you change the whole damn vibe of the room. That's what Unforgettable Hospitality is about. Not perfection—but energy, intention, and consistency.

My Story

I used to feel ashamed about being just a server. Anytime I met a girl, I'd hope the question "So what do you do for work?" wouldn't come up. I thought being in this job made me less-than.

But then I realized something. I was working 20 hours a week, making great money, and had the freedom to travel and build my other businesses—while most of my friends were stuck in 40+ hour grinds they couldn't escape.

Then something even bigger clicked: when I stopped just chasing tips and started creating unforgettable experiences for my guests, something shifted. People—families—started telling me I was the highlight of their week. That their kids asked to sit in my section. That they came back just to see me. And my friend Heather said something that stuck: "You're not just waiting tables—you're bringing joy into people's lives." I mean you can go check my 5 star google reviews at Booty's Wings Burgers and Beer if you want that proof!

Now, my guests follow my travels online. They celebrate my wins with me. They know my time as a server has come to an end—but they're rooting for me like family. That's the power of presence and passion in this work. That's why I created this guide.

The No More Fuckery Framework™

This isn't about sugarcoating or faking nice. This is about:

Knowing your worth
Holding boundaries
Leading with joy
Flipping chaos into clarity
Growing through the hard stuff , not around it

You'll see this framework woven throughout the training, helping you:

- Identify your triggers (and not let them run your shift)
- Recognize where you give away your power
- Choose presence over panic
- Show up with excitement, even when the shit hits the fan

Your Invitation

This training isn't here to fix you—because you're not broken. It's here to help you remember who the fuck you are. To remind you that you don't need to be perfect to be powerful.

You're already enough. This just helps you show it.

Welcome to the shift. Let's FN Go!

Workbook Activity

Reflection Prompt:

What made you want to work in this industry?
What's one guest interaction you'll never forget—and why?

Belief Buster:

Write down a limiting belief you've had about your job (example: "I'm just a server"). Now rewrite it into a power statement.

Example:

"I'm just a server" → "I'm a vibe shifter. I set the tone, make people feel seen, and walk out with heavier pockets."

"This is a worthless job" → "This job provides me with money and the necessary skills to be successful with my true passion"

Check-In:

On a scale of 1–10, how satisfied are you with how you show up at work right now?

What would it take to bump that number up by 1?

Next: We'll dive into mastering the steps of unforgettable service.

PART 2: MASTERING THE BASICS — STEPS OF UNFORGETTABLE SERVICE

From Clock-In to Check Drop: 10 Steps to Solid Service

This section is about mastering the classic foundation of unforgettable service — with clear structure, a grounded mindset, and just a touch of humor to keep it real. These are the basics that every strong shift is built on. Learn them. Practice them. Make them yours.

1. Greeting the Table (within 1 min)

The guest experience starts the second they see you.

Smile with presence and intention

Make eye contact, greet confidently, and introduce yourself “What up y'all my name is Mark and I will be pissing you off today, have you been here before?”

Read the table's vibe—are they chatty, private, celebrating?

Match energy without losing your authenticity. When you master

this skill you can take their wallets to the cleaners 😏.

2. Taking the Drink Order

Fast drinks = happy guests = higher tips.

Prioritize getting drinks in right away (especially for families, large parties)

Offer something fun or unique, not just "water for the table?"

Suggest your favorite cocktail, list out sodas, or local favorite—be specific “Can I start you off with a Pepsi, Dr, Bud light, 805, Captain Diet, or a shot of tequila?”

What's on HH? What's the drink special of the day?

Appetizers can be recommended at this stage also (be specific)

“Would you like to start off with some of our hand battered zucchini, mushrooms or pickle chips?”

3. Guiding the Menu Experience

Your job is to make the menu easy and enjoyable. Remember people make hundreds of decisions daily—do them a favor, help them not have to think so much while in your section.

Know your menu inside and out—ingredients, flavor, portion, vibes

Share recommendations with personality and passion

Ask great questions: "Are you in the mood for something comforting or adventurous?"

Let guests know about the specials of the day “right now all apps are half off”

4. Taking the Food Order

Taking the order is a moment of trust—own it. Make a recommendation!

- Repeat orders clearly to avoid mistakes

- Ask clarifying questions (sides, temps, allergies, mods)

- Make it smooth, respectful, and confident—not rushed

- Write everything down

5. Delivering the Food

The moment the food hits the table is part of the experience—don't just drop and dash.

- Deliver each item with confidence and clarity: “Here's your Booty

- Burger, medium, with sweet potato fries.” Sing it out if you want to. This is your stage!

- Double-check for missing sides, sauces, or modifications before leaving the kitchen.

- Place plates in front of the correct person—especially important with allergies or dietary preferences.

- Use this moment to build excitement: “You're gonna love that

sauce—let me know what you think and if you don't well that's on you I gave you my recommendation and you didn't listen 😂

6. Doing the Check-Back (2 bites or 2 min)

Go beyond the robotic "How is everything?"

- Ask specific questions about what they're eating or drinking "How about them pickle chips?"
- Address issues quickly without defensiveness
- Be visible without hovering—anticipate guests needs

7. Maintaining the Table

Great servers move with control—not chaos.

- Pre-buss quietly and effectively like a mutha luvin ninja
- Keep drinks full, napkins cleared, and clutter minimal
- Always scan the room for what's needed before it's requested
- Help your co-workers' tables also—hospitality is a team sport

8. Offering Dessert

The final opportunity to shine—and boost that check.

- Describe dessert like it's a reward, not an afterthought
- Use storytelling: "This brownie killed someone last week. No joke."
- Know who's celebrating, and tailor the offer

9. Dropping the Check

End with intention—not autopilot.

- Drop the check with warmth, timing, and clarity
- Read back the name on the card "Thank you Mr. Dick"
- Never ask if they need change! (NEVER) instead say "I will be right back with your change" this gives them the opportunity to say "keep it" you can't assume they want to tip you.
- Offer a to-go drink or box before they ask—and don't forget a bag
- Give a compliment, a thank-you, or a well-wish ("See you next Taco Tuesday!")

10. Saying Goodbye

Your goodbye is your legacy.

- Smile, make eye contact, and offer a genuine farewell ("Peace out trouts") even if it's not your table.
- If they had a great time, invite them back (or to your socials if appropriate) let them know your schedule so they know when to come back and who to ask for.
- Ask for a 5-star review
- Make them feel like more than a table number

⇒ **Workbook Practice**

Reflection: Which of these steps do you crush? Which ones could use some fine-tuning?

Challenge: Pick ONE step to level up this week. Write how you'll show up differently and track how it feels.

PART 3: PRE-SHIFT RITUALS — SETTING YOUR INTENTION BEFORE YOU CLOCK IN

You don't walk into a shift—you step into it with intention. How you start your shift sets the tone for everything that follows. Most people just clock in and react all day. Not you. You're walking in with a vibe, a vision, and a plan.

The Hype + Ground Routine (5 Minutes or Less)

Do this in the car before you enter the building.

1. Center Yourself

Take three deep breaths. In through the nose, out through the mouth.

Plant both feet on the ground. Stand tall. Own your space.

Shake that ass, dance it out.

Repeat a mantra like: "I create ease, flow, and fat tips."

Listen to something uplifting (podcast or music).

2. Visualize the Shift You Want

Imagine a smooth, easy shift.

Visualize tables vibing with you, great convos, big tips, and a full section, food coming up on time.

Picture yourself moving with confidence and calm.

3. Decide How You'll Show Up

What energy are you bringing? Fun? Focused? Grateful? Bold?
Ask: “How do I want people to feel after talking to me today?”
What will I say no to today? Gossip? Complaining? Being taken advantage of?

4. Check Your Tools

Pens, sharpie, apron, water bottle, bank, hair, makeup—get your shit together now so you're not scrambling later.

5. Connect With Your Team

Give a high-five, compliment someone's fit, crack a quick joke.
Start the shift as part of the crew, not just a body on the floor.

Workbook Practice

Reflection:

What kind of energy do you usually walk into work with?
How would it feel to show up more centered and intentional?

Pre-Shift Ritual:

Write your own 3-step hype ritual below:

Challenge:

Try your pre-shift ritual before your next 3 shifts. Notice what changes.

PART 4: CLOSING RITUALS, TEAM ENERGY & TRACKING YOUR GROWTH

This work isn't just about what you do—it's about how you grow while doing it. Strong shifts come from strong systems, both internal and external. When you reflect, support your team, and celebrate your wins, you level up faster and lead harder.

Before You Clock Out

1. End With Intention

Take a moment to check in with yourself—what worked, what didn't?
Ask: “What kind of energy am I taking home?”

2. Gratitude Check

Shout out a coworker who had your back

Send a quick thank-you to a guest who made your night better

Recognize your OWN effort and growth

Thank the cooks even if they sucked today 🙄

3. Energy Reset

Before you head out: stretch, breathe, or move your body

Mentally unplug from the shift so it doesn't follow you home

Support the Squad

A strong team makes every shift easier.

Offer help during close-down—even if it's not "your side"

When you clock in notice what side work needs to be done and help

Celebrate team wins ("Damn, you crushed that big party")

If someone's off their game, check in. Don't just talk about them—talk to them.

⇒ Workbook Practice

Reflection:

What did you learn about yourself this week?

Who supported you—and who did you support?

What are 3 things you're proud of from this week?

Shift Review:

Rate your last 3 shifts 1–10. Why those numbers?

What would make your next shift feel like a 10?

Be honest and don't hold back.

Challenge:

Give one genuine compliment to a teammate every shift this week.

Watch what shifts.

PART 5: REAL-TIME CHECK-INS & TEAM GROWTH CHALLENGES

Great teams don't just wing it—they check in, lift each other up, and grow on purpose. Keeping energy high and accountability flowing is how you go from a group of coworkers to a real-deal crew.

Shift Check-In Huddles (2–5 minutes max)

Use these quick moments before or after the shift to align, reset, and hype each other up.

Pre-Shift Prompt Ideas:

"What's one thing you want to work on today?"

"How are you showing up for yourself and the team?"

"What's your energy word for today? (Ex: focus, flow, chill, beast mode)"

Post-Shift Prompt Ideas:

"What was your favorite moment of the shift?"

"Who made your shift easier? Give 'em a shoutout."

"What's one thing you're taking with you into the next shift?"

Weekly Growth Challenges

Keep things fun, competitive, and intentional. Ways to challenge yourself and/or your teammates.

Sample Challenges:

Connection King/Queen: Most personalized guest connections in one week

The Upsell Wizard: Most successful upsells of the week (tracked by POS or peer report)

Vibe Lifter Award: For the teammate who helped shift the mood when things got tough

Welcome to Booty's: Who can say it better than Mark?

Keep the Momentum Going

Use a group chat to drop daily wins, funny moments, or uplifting messages

Create a rotating "Team Lead for the Day" who runs the pre-shift check-in

Host a monthly Team Night (bowling, drinks, or even just tacos and chill)

📖 Workbook Practice

Reflection:

How would it feel to be part of a crew that hypes each other up and grows together?

What kind of teammate do you want to be?

Mini Challenge:

Come up with your own weekly challenge for your team—write it here:

Weekly Challenge:

Accountability Tracker:

Did you give someone a shoutout today?

Did you check in with yourself before/after the shift?

Did you try one challenge this week?

What Now?

You've got the tools. You've got the mindset. Now it's time to live it on the floor, one unforgettable shift at a time. I promise if you follow these steps and add your own personal touch you will experience a rise in your energy, mood, and your tip percentage guaranteed.

If you would like some guidance on how to get the most out of this training manual feel free to book a strategy call with me. It's on the house 😊. [Book Here](#)

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