

YOU DON'T KNOW JACK
Jack McGarry, that is...

Lucky for you, we do!

THE BAR BUSINESS IS **F#!@ING HARD!**

So how does a guy like Jack McGarry go from working in a bar at age 15 in Ireland, to being the Best Bartender in the World at 24, AND co-owner of the WORLD'S BEST BAR at 26?

Well, persistence is definitely one SUCCESS FACTOR, but come along with us for the rest of our interview with Jack & soak up some of his knowledge!



“Persistence pays off.”

Jack McGarry

CO-OWNER~WORLD'S BEST BAR



1 PERSISTENCE OVER TALENT

***The bar business is crawling with talented people...
but talent isn't enough to rise to the top.***

*People like Jack surround themselves with more talented
people all the time, ON PURPOSE.*

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"Talent and experience are nothing if you don't have dedication and persistence."

Jack McGarry






2 HIRE CHARACTER

Don't stress over hiring the most experienced or skilled worker.

TARGET PEOPLE WHO

- ✔ **Are Curious**
- ✔ **Want to be the best**
- ✔ **Are Motivated for growth**
- ✔ **Have personal values in line with your biz values**

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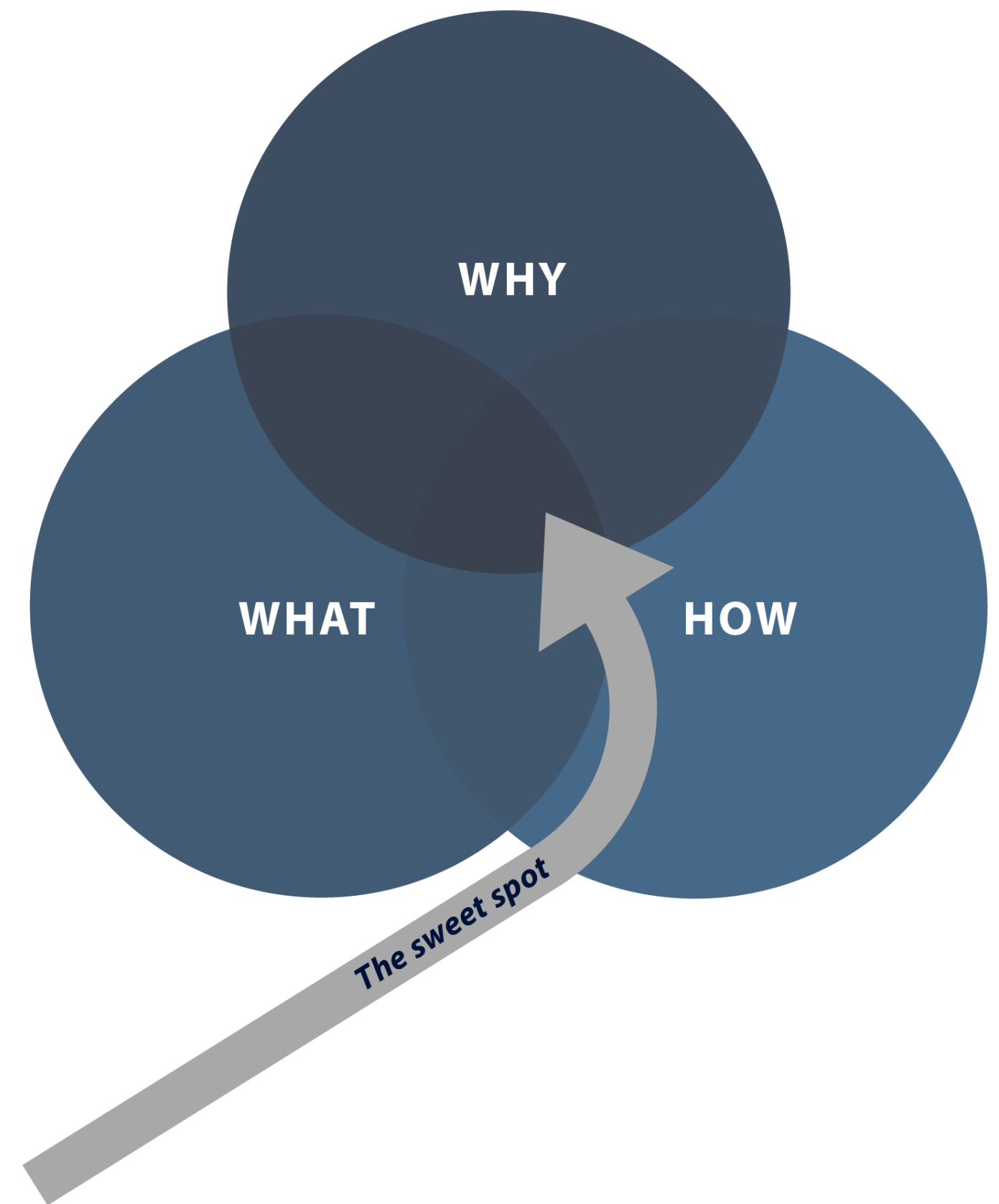


We want to challenge
the status quo.

We're messy operators~
destructive operators.

*Jack
says*

3 KNOW WHY



*Knowing **WHY** you're doing what you're doing is the most important question to ask yourself.*

*The intersection of the **WHY**, **WHAT** & **HOW** you'll do it is the sweet spot for success.*

WHAT DOES "SUCCESS" BRING TO MIND?

"I'm inspired by Richard Branson, not only by his secondary greatness in his business philosophy, but by his primary greatness in his personal life & what he does for his community and for charity."



CHECK THIS OUT

In case you had **ANY** doubt about Jack's rockstar status...

Jack and his biz partner, Sean Muldoon have just launched a venture with Richard Branson & Virgin Atlantic.

READ ABOUT THIS EPIC COLLABORATION HERE

www.barandrestaurantcoach.com

HOW JACK APPLIES RICHARD BRANSON MANTRAS

"Screw it. Let's do it!"

"WE CAME FROM ADVERSITY -
IT'S JUST A MATTER OF TURNING
A '**NO**' INTO A '**YES**' "

"If it's not broke, we're gonna fix it anyway."

"WE'RE **CONSTANTLY** UNDER CONSTRUCTION HERE.
WE APPLY THIS **EVERYDAY** AT DEAD RABBIT AND BLACKTAIL.
WE'RE ALWAYS TRYING TO **BE BETTER**"



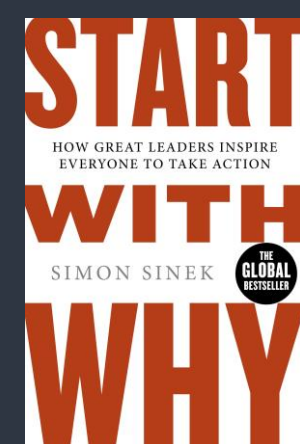
4 JACK'S MUST READS



The Virgin Way
Richard Branson



Setting the Table
Danny Meyer



Start with Why
Simon Sinek



5 BEST BUY UNDER \$200

"I spent \$30 checking myself into an out-patient rehabilitation center... my drinking was getting out of hand & I was off target... now I'm focused."

"It's completely changed how I approach my life and my business...
the best \$30 I've ever spent in my life"



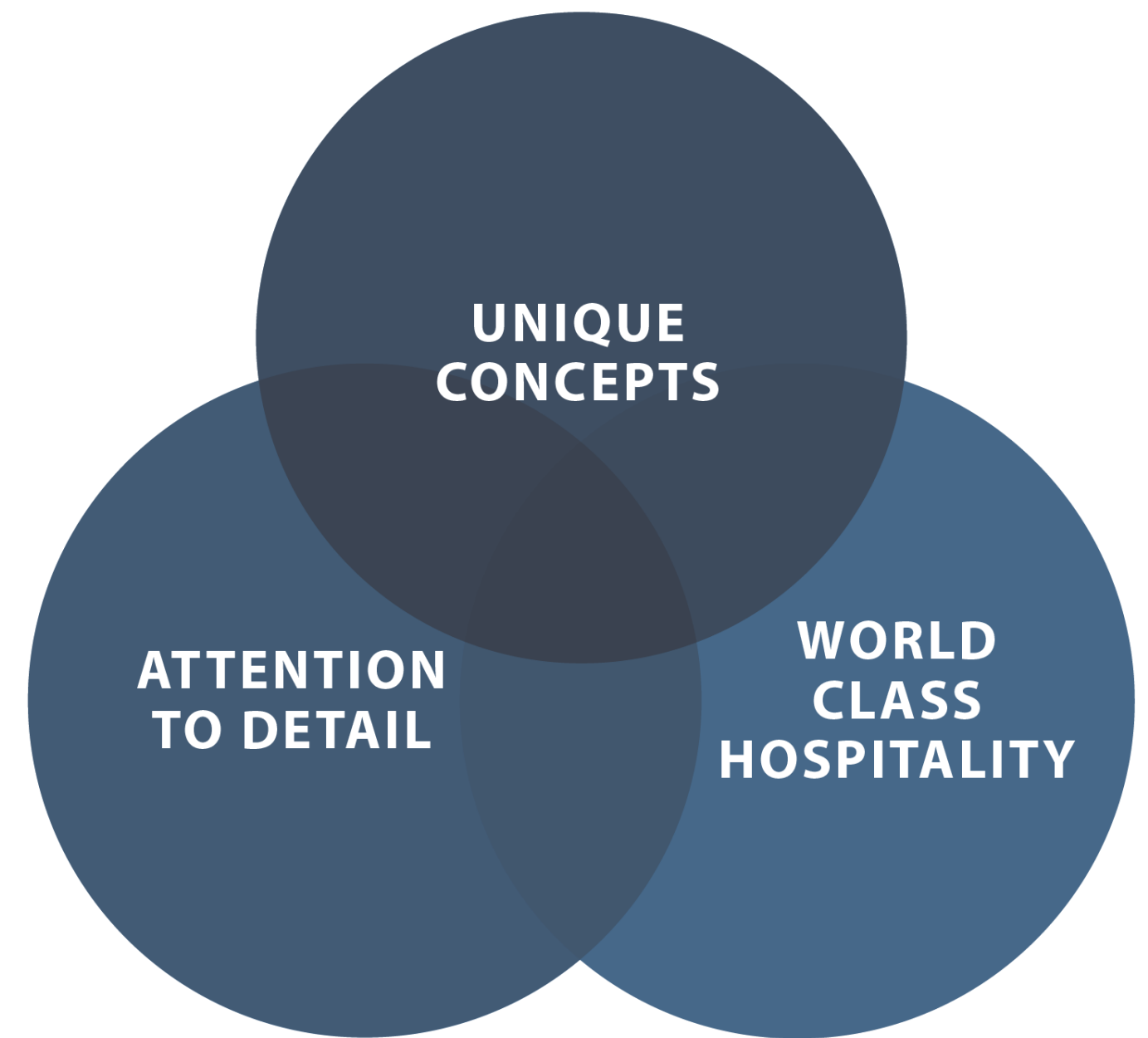
6 BE OBSESSIVE & BE THE BEST

"I was always the guy up front, obsessively taking notes trying to be the best that I could be."

"My collection of cocktail books is extensive...600- 700 books and tens of thousands of dollars worth."

"I wanted to be the best bartender in the world...now I want to focus on owning and operating world-class bars."

7 VISION & PURPOSE



Jack & his teams fuse together the authentic look, feel, and taste of "actual" Irish pubs. Their main focus is on creating a world-class experience for everyone, which includes every minor detail from door knobs to drink menus.



NOW, THAT'S A BUSINESS PLAN!

*"We want to bring the Irish bar into the 21st century..
We want to make Irish Whiskey sexy again."*



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THE SECRET

Start With the End in Mind

"We let people know that we were here and we meant business. We didn't come to New York to look at the Statue of Liberty and chase American women. We came here with a very specific goal of doing something special."

SET AN INTENTION & ANNOUNCE IT



"We want our bars to be recognized as the best in the world."

9 CHALLENGE

You want to be
WORLD-CLASS,
one of the 1%?

You want to
be the best?

Don't take the easy road, accept the challenge!

*Challenge yourself *Challenge your team *Challenge the status quo

10 HOW TO BE MESSY



"We make a lot of noise and we're very disruptive"

Put high expectations on yourself and your team.

Ask questions. Lean in. Everyday is day 1 for us.

Be vocal. Be demanding. Don't be afraid to make mistakes.

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**11 JACK SAID THIS.
TAKE NOTE.**

"A lot of operators have a mantra that they're a master-builder, and are all knowing and all conquering..."

"We're in DAY ONE. We've not even scratched the surface of what we want to accomplish... the only way to get there is to find areas that need improvement..."

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“There are plenty of people in this business who are more talented, but have failed.

The reason is because they don't have a clear sense of **purpose** and they're not fully committed to bringing it to life.”

Jack
says



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HOW TO
GROW

Shift your focus from hiring and training staff or employees to
HIRING AND TRAINING LEADERS.

JACK'S ADVICE FOR A HEALTHY WORK ENVIRONMENT

- An intensive, supportive training program
- Consistency from management
- Consideration of ideas and input
- To work no more than 5 days in a row (usually 4)
- To have 2 consecutive days off each week
- Staff dinners
- Activity days
- To be able to build a life around work
- Full support when personal/professional issues come

WHAT'S NEXT

After such incredible accomplishments in record time, what's on the horizon for Jack?

- ✓ Keeping Dead Rabbit Relevant
- ✓ Building and Expanding Blacktail
- ✓ New Venue in 2018!



RIGHT NOW, JACK & TEAM ARE ON A WORLD TOUR... IN THIS BUS!

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BONUS TIPS

WHERE DO YOU START BUILDING A COCKTAIL MENU?

Keep in mind you're selling a story with the venue and the menu, so make sure the story & the drinks are consistent. Include your staff in the creative process and the research & development.

THIS MIGHT BE OUR FAVORITE QUOTE FROM JACK...

"Your message is won or lost at the staff level. When you include your staff and team members in all aspects of the business, everyone wins."

TAKE OFF



Want to Acceler8 Your Progress Even Further?

Apply to join our exclusive coaching group, where we work with you personally to clarify your business goals and coach you to close the gap. We already do this with some of the worlds best bars – and you can be a part of this too.

Coaching Group Members



[FIND OUT MORE...](#)