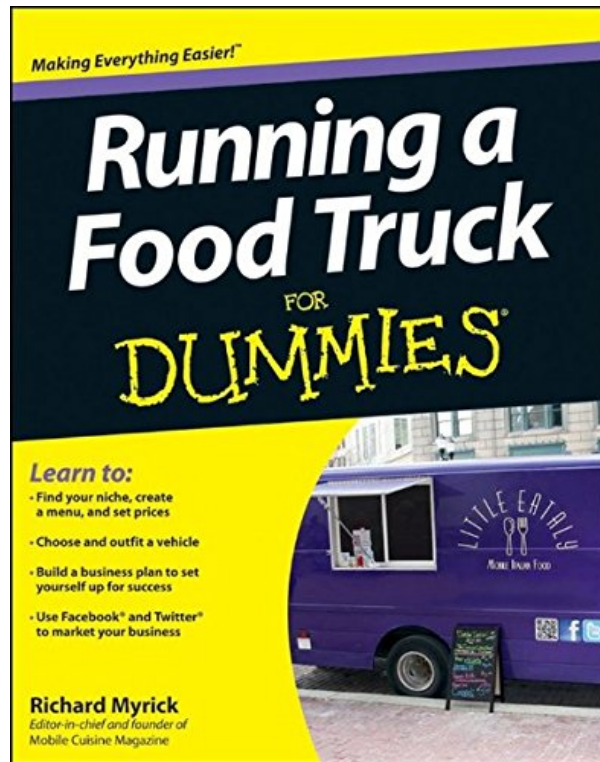


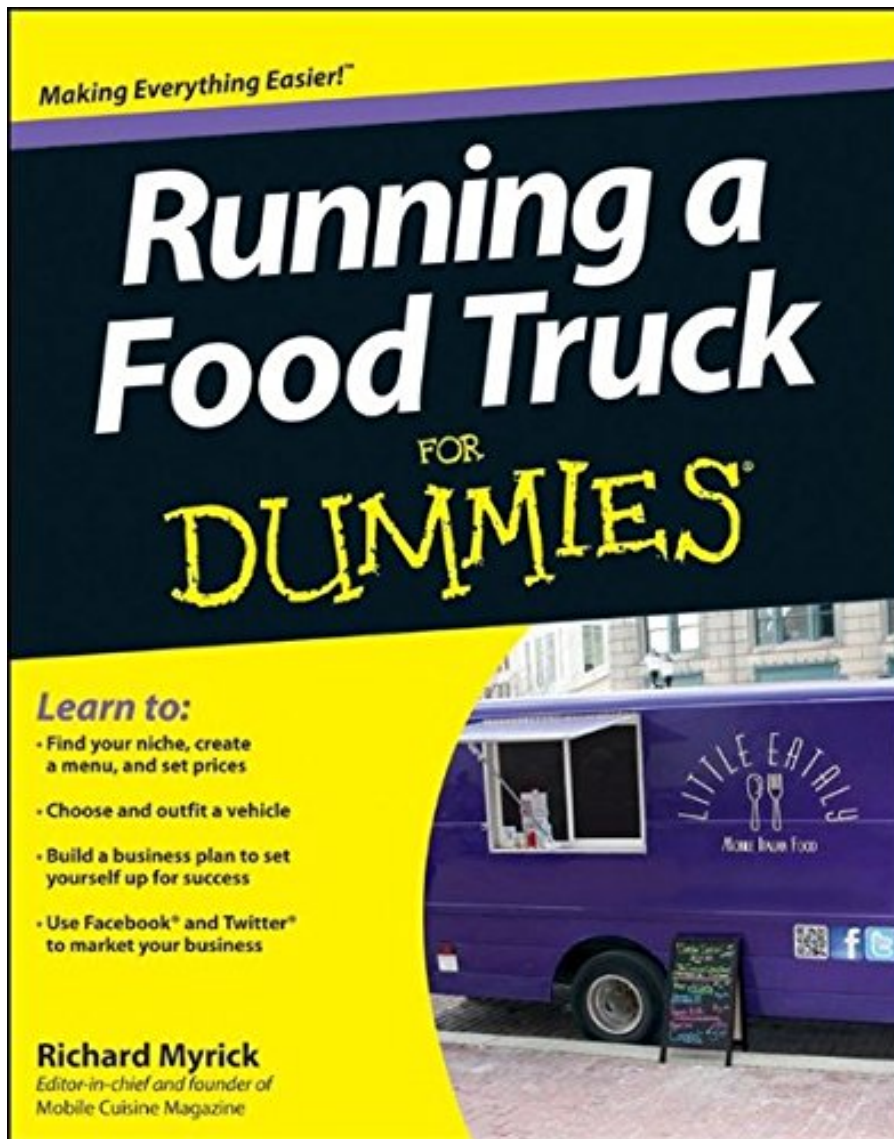
RUNNING A FOOD TRUCK FOR DUMMIES

BY MYRICK



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From the Back Cover

The easy way to drive your food truck business to success

Whether you're the owner of an existing food truck business or a chef, foodie, or gourmand interested in starting your own mobile restaurant endeavor, **Running a Food Truck For Dummies** helps you find your food niche, follow important rules of conducting business on the road, outfit your moving kitchen, meet safety and sanitation requirements, and much more.

- Meals on wheels — get a crash course on starting your own food truck business, with advice on deciding which kind of truck to run and researching your local marketplace
- Drive your business forward — discover all the steps of developing your idea and turning it into a reality, from writing a business plan to presenting your truck — and everything in between
- Start your engines — create your menu, stock your truck, find (and train) the best employees, and set up an office that'll keep your business running
- Hit the road — keep your business running smoothly with advice on maintaining a clean, safe truck and using feedback effectively
- Honk for social media — find out how to harness public relations and social media to share your message and build your following

Open the book and find:

- Advice on choosing the type of food truck to run
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- Legal information to help you play by the rules
- Tips on finding a location to park your truck and sell your food
- Guidance on logo design and vehicle presentation
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- How to build and retain a following

Learn to:

- Find your niche, create a menu, and set prices

- Choose and outfit a vehicle
- Build a business plan to set yourself up for success
- Use Facebook® and Twitter® to market your business

About the Author

Richard Myrick is one of the foremost thought leaders on the mobile food industry. He is editor-in-chief and founder of Mobile Cuisine Magazine (www.mobile-cuisine.com), a central resource for mobile street food information.

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RUNNING A FOOD TRUCK FOR DUMMIES BY MYRICK PDF

The easy way to drive your food truck business to success

A new generation of street food lovers are lining up at food trucks and food carts. Though the idea is a long-standing part of American and world culture, the street food industry has never enjoyed so much popularity or publicity. With lower start-up costs than traditional "store front" restaurants, food trucks offer a unique opportunity to entrepreneurs in a business climate where credit is tight and capital is scarce. In *Running a Food Truck For Dummies*, you'll get all the delicious details needed to start your own food truck business quickly, affordably, and successfully.

Whether you're one for the nearly 3 million owners and operators of existing food truck businesses or a chef, foodie, or gourmand interested in starting your own mobile restaurant endeavor, *Running a Food Truck For Dummies* helps you find your food niche, follow important rules of conducting business on the road, outfit your moving kitchen, meet safety and sanitation requirements, and much more.

- Help starting and creating a business plan
- Advice on creating a mobile menu, choosing and outfitting a vehicle, setting prices, and hiring help
- Everything you need to know about licenses, permits, zoning, parking, and other considerations
- Coverage of using Social Media advertising, such as Facebook and Twitter, to market your food truck business

From choosing and outfitting a business vehicle to franchising and everything in between, *Running a Food Truck For Dummies* shows foodies everything they need to know to get their business moving toward success!

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- 360 pages

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Most helpful customer reviews

5 of 5 people found the following review helpful.

A must have

By Patrick Woolweaver

I bought this book to really see if this business was right for me. It had everything you need to know about the business. It's step by step info has put me into the drivers seat, literally, of a new business. I keep the book with me all the time for reference.

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On the right path

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This Publication allowed me to get the foundations of my business started. Sometimes first starting out, you don't know what you don't know until you are told what you are suppose to know.

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an awesome book for your money

By .

I only knew certain aspects of this industry before reading up on it. This is actually my first "For Dummies" book. I'd never buy a "For Dummies" book in my life, I used to say...but after reading some free pages online, I had to get it. It doesn't cover "everything" but it covers enough overall stuff to keep you from being "in the dark" about what's going on.

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