SPECIALIST TRACK: MARKETING FOR CATERERS, BARS AND FOOD TRUCKS

Your truck season plan

Lesson: Food trucks: festivals, offices and social · about 15 minutes

Plan a season that balances risk, reliability and reach.

Your business (name, service, main city):

1. List last season's events by market type, with revenue, fees and costs for each, and rank them by contribution.

2. Run the good-weekend and rainy-weekend numbers for one festival you are considering.

3. Write your private booking packages: minimum spend, per-person options, service window and extras.

4. Draft a pitch to one office or property manager, with your identification and unsubscribe line.

5. **Plan your weekly schedule post and daily location post: day, platform, wording and what you will pin.**

Check: can you now

- Compare festival, office and private booking income using revenue, fees and guaranteed minimums
- Build a season calendar that mixes high-risk festival days with guaranteed bookings
- Write private booking packages and location posts that bring in reliable revenue

One change you will make this week