



Controversial Report Released by Vance Morris: Breastruants, Disney and Your Business

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Vance Morris, a Disney Service and Marketing Consultant from the Eastern Shore of Maryland has released a controversial new report titled "Breastruants, Disney and Your Business".

Morris created the report after discovering a news story about a secret internal memo from the Twin Peaks Restaurant Chain and noticed its similarities to Disney and his own Direct Response Marketing business. For the uninitiated, breastruants are those restaurants who cater mostly to men and employ scantily clothed young, female servers. Recently, Twin Peaks was in the news for the horrific shootings in Texas.

The leaked internal memo divulged the restaurants process for identifying their target market and how they design, market and deliver their service to the mostly male clientele. They are eerily similar to how Disney goes about the scientific method of identifying their target market, including both demographic and psychographic profiles. This is a process that Morris' company, Deliver Service Now coaches other businesses on.

Morris was quoted "The similarities in method are striking and telling. Twin Peaks knows their target market

intimately and seems to have employed the same methodology to discover it as Disney has with theirs.?

Breastaurants, Disney and Your Business illustrates two very vital direct response marketing lessons that are applicable to all businesses large and small. And these two lessons demonstrate how Disney and Twin Peaks implement their marketing strategy and extract maximum value from their guests.

About Deliver Service Now and Vance Morris

Vance Morris is the only Disney service and direct response marketing coach on the planet. He is the 2015 GKIC Marketer of the Year and the author of Systematic Magic, how to Disnify any business and profit. He has been featured on NBC, CBS, FOX and Nation's Restaurant News. For more information on working with Vance or having him speak at your event, email him at vance@deliverprofitsnow.com

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Deliver Service Now

*Vance Morris is the founder of the Deliver Service Now institute (DSNi), a Disney Service & Direct Marketing firm.
Vance spent 10 years as an operations executive in the Disney Resorts in Orlando, FL*

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