

The Challenge of Starting A Successful Restaurant

What Happens after Restaurant Impossible Leaves Town?



The Search for Restaurant Diners

Owning a restaurant is a dream for many people. Startup is the easy part. But hopefuls often fail to properly investigate and evaluate what the realities of day to day management and marketing will entail, according to New York Times profile of the popular *Food Network TV's Restaurant Impossible*.

Major takeaway: Unless would-be restaurateurs' hone their skills and knowledge beforehand, sometimes, not even chef Robert Irvine can save the day.

Since restaurant ownership continues to be an American Dream, this behind the scenes look at some of the participants will give some budding entrepreneurs a glimpse of reality.

[Nytimes.com/7/2012](http://nytimes.com/7/2012)

After the Cameras Leave the Kitchen

<http://tinyurl.com/noostsa>

Dee Adams is the author of

Finding Your Niche: Discover...

<http://wp.me/P3Kr4S-Uz>