



JOSHUA CLIFTON MEDIA KIT

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'WE ARE THE CUSTOMER
ENTERTAINMENT INDUSTRY AND
YOUR SOLE PURPOSE IS TO SELL
TICKETS TO YOUR SHOW.'

Joshua is committed to facilitating the growth of the hospitality industry. His knowledge, passion and dedication to the industry has allowed him to dive deeper and truly uncover what it takes to be successful and create a business that customers love.

Joshua's 20+ year career in the hospitality industry has seen him delve deeper into team management, customer psychology and marketing. Following a successful career working in award-winning bars and restaurants, franchise and boutique style cafes and businesses, Joshua quickly gained momentum and respect in the industry as a trusted consultant and support network.

Joshua is an experienced customer service coach who provides clients with promotional and marketing knowledge to propel their businesses. His expertise includes business improvement, maximising staff potential, productivity, formulating successful client outcomes, client relationship development, in-house training/staff development, strategic promotion and client marketing.

With the combination of his degree in Business Marketing and experience in the hospitality industry, Joshua created MasterHost Coaching. This business was created around the analogy of a host at a dinner party and what it takes to truly entertain and deliver an exceptional experience.

The business formula allows operators not only to achieve their business goals but to also create businesses that truly capture customers and create powerful word-of-mouth marketing.

BIO

The hospitality industry has been my second home. I was drawn to this industry from a young age. On a core level I have always enjoyed making others happy and to me this industry represented that.

It's the greatest workplace in the world because it represents so much of us. It's about creativity, dedication, resilience, communication and family. Through the course of my career in cafe, bar and restaurant management, I knew I could do more to propel this industry forward and shed light on the amazing operators that risk so much for a chance to express themselves.

Over the past five years I have combined my knowledge and experience to not only create programs, resources and education tools to help hospitality operators understand and grow their businesses, but ultimately educate them on the most important factor of this industry - the customer.

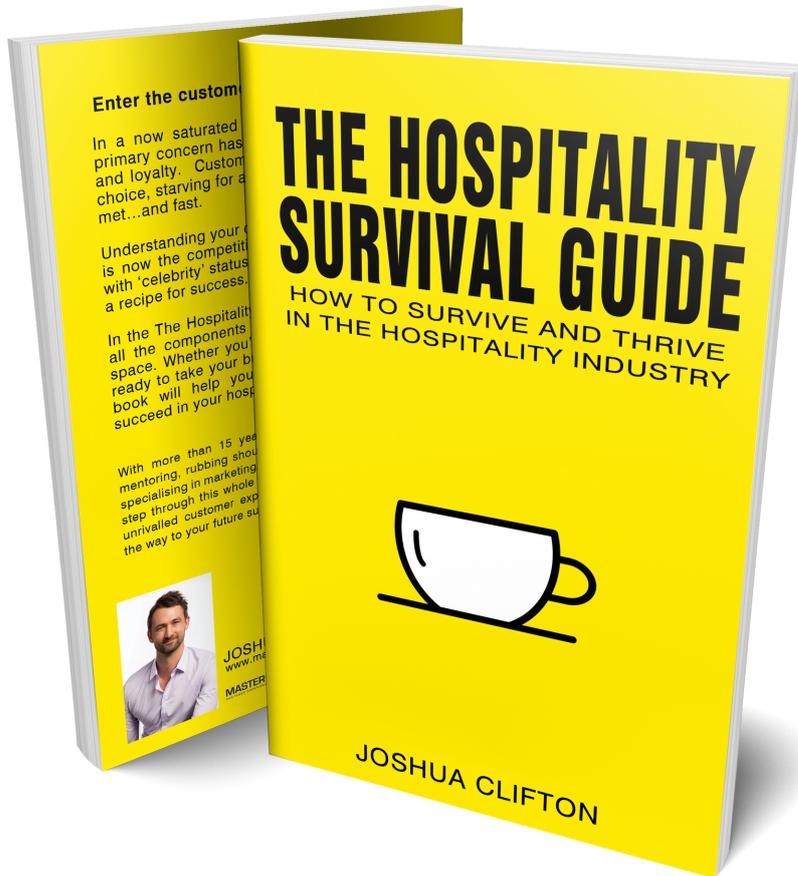
I've designed a three-step process to ensure hospitality professionals enter this industry with confidence and continue to maintain and grow their businesses – businesses that will attract customers faster by moulding a team hungry to deliver an exceptional customer experience each and every time.

I have consulted with exceptional operators, rubbed shoulders with industry icons and professionals through podcasting and created online groups to support hospitality operators throughout Australia.

If you struggle with managing your team, attracting customers, inconsistent cash flow or simply want to know what customers really want in today's industry, then lets connect and build your business.

A man in a dark shirt is smiling behind a bar. The bar is well-stocked with various bottles of alcohol. The background is slightly blurred, showing more bottles and bar equipment.

INTRODUCTION



ENTER THE CUSTOMER EXPERIENCE REVOLUTION

In a now saturated market, a business owner's primary concern has turned to customer attention and loyalty. Customers these days are spoilt for choice, starving for attention and want their needs met... and fast.

Understanding your customers' needs and desires is now the competitive playground. Back this up with 'celebrity' status team members and you have a recipe for success.

In The Hospitality Survival Guide we give you all the components to thrive in this competitive space. Whether you're just starting out or simply ready to take your business to the next level, this book will help you establish, operate and succeed in your hospitality business.

With more than 15 years industry experience, business mentoring, rubbing shoulders with the industry greats and specialising in marketing,

Joshua Clifton guides you step by step through this whole process. He details how to create unrivalled customer experiences in hospitality and paves the way to your future success.

Author: Joshua Clifton

Category: Business, Hospitality and Leadership

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RRP: \$24.99

BOOK BIO

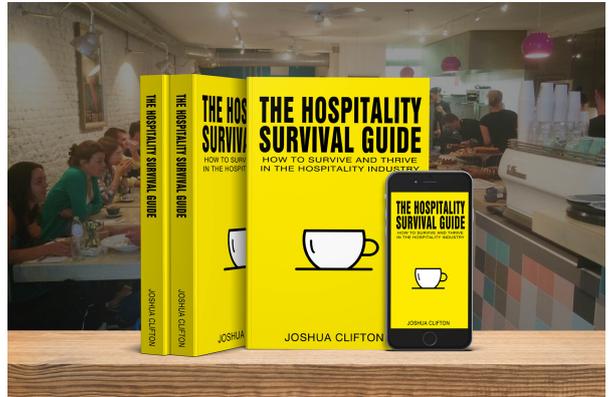
It started like any other day; unpack the chairs, get the coffee machine calibrated, fill the cake cabinet with the day's specials, and get ready for the early rush of parents on their way to drop their kids off to school. When I went to the back room for supplies, I saw the shop owner, Sally, in tears.

“Josh, I can’t do this anymore. I need to close the doors.”

My first thoughts were just pure sadness: How can a lady like this, who created, still to this day, some of the most amazing boutique cakes I have ever seen, ever have to be in this position? Sally had invested everything into this cake shop cafe. Everything. The house, savings, blood, sweat, and now her last tear.

I don't know if you have been in this industry long enough to experience the pain of closing your doors, but it's utterly devastating. It's devastating because so much of you is in that place. You took on this journey with the hope of creating something magical that would make people happy and create a life to support you and your family. It's an expression of you and you're putting yourself out there to the world, bare bones and all, hoping the world will share that journey and vision with you.

This wasn't the first time I had been in a hospitality business that had to close its doors. There have been a few, but this one really hurt. I had honestly had enough. By this stage, I had worked for several businesses across the hospitality spectrum from some very dodgy operators, plain arseholes, and others who just had no idea. On the flip side, I had worked with some amazing individuals—hospitality crusaders, if you will—who knew the game inside and out and played every card in their deck perfectly. From the horrible to the hero operators; I've learnt a lot.



—
BOOK
EXCERPT

TESTIMONIALS

MASTERHOST.COM.AU

'Having been in the industry for so long, I have come across so many useful blogs and books presented about Hospitality and the Coffee industry, but I must say following Joshua Clifton on his eponymous Facebook on his page and his second page, "The Australian Cafè Owners Network" and the icing on the Cake is his concise book publication, "The Hospitality Survival Guide." In an already hard industry to navigate, you will find the book a great compass to help you navigate through the industry terrain to leverage a better success and satisfaction in your business.'

Dimitri Piliouras - The Artisan Coffee Roaster'



'The Hospitality Survival Guide is not only everything your staff and customers want to tell you about your business but never do, but also a blue print in overcoming these shortcomings. So often we are told what we need to do but we're left to our own devices on the 'how'. Josh's Survival Guide was an enjoyable read and even with my many years of experience in the industry with my own cafes and consulting I found his processes and methods fresh and easy to apply. A necessary read for both new and experienced café owners.'

Peter Giannakis - The Hospitality Coach & Founder of the HG Coffee School

'Josh has a special combination of deep hospitality knowledge, practicality and a big love for the industry. He has taken his years of experience working with cafe owners, staff and customers, and combined them into a terrific guide for both the experienced and the beginner. We need more people like him to make the industry stronger!'

Ken Burgin - Profitable Hospitality & Silverchef Events and Special Projects



'Josh has always had a great talent for getting to the very heart of problems... and solving them! His words are beautifully eloquent, easy to follow and effective.'

Raihaan Esat -International Coffee Traders.

'The presentation material was eye catching and informative. In every word spoken, the passion for the industry and education for future hospitality stars that Josh holds was clear and inspirational. The messages contained in just this presentation conveyed the very essence of success in this industry. Josh was incredibly open and responsive to the questions students put forward during his appearance, answering all questions honestly and with a little motivational note in each answer. I am personally looking forward to finally being able to get my hands on a copy of Josh's upcoming book and the wisdom it contains. I will definitely be encouraging students and hospitality professionals alike to view and listen to Josh's other works available, such as his MasterHost website and it's plethora of valuable advice articles and podcast. The Educators from Southbank hope to have Josh back soon to continue inspiring the future hospitality graduates'

Ashleigh Smith- TAFE Queensland!



- CAFÉ, BAR AND RESTAURANT OPERATORS
- HOSPITALITY MANAGEMENT AND SUPERVISORS
- RETAIL MANAGEMENT AND SUPERVISORS
- EDUCATIONAL INSTITUTIONS (TAFE & UNIVERSITIES)
- BUSINESS STARTUPS AND ENTREPRENEURS



TARGET MARKET

Working in this fast-paced industry Joshua has development methods and strategies to deal with and minimise high-stress workloads, managing multiple teams and conflict resolutions. His background in marketing also makes him a key person of influence to create strategies to attract customers through social media and strategic partnerships.

He will undoubtedly help you handle your toughest workplace situations, create unbreakable work culture and engage with your customers on a whole new level.

SPEAKING CATEGORIES

HOSPITALITY SPECIALIST
CUSTOMER SERVICE
SALES & MARKETING
COMMUNICATION SKILLS

TOPICS

Understanding Your Customers

Having a clear-cut understanding of who your current customers are and potential new ones is the backbone of your business. Joshua highlights how understanding your customer's demographics, psychographics, and buying behaviour all play a part in how customers share their money with you. Identifying these aspects of your customers sets the foundation for your advertising campaigns, workplace culture, and business direction and strategy.

Conflict Resolution in a Fast-Paced Environment

After almost 15 years in the hospitality industry conflict resolution for Joshua was a day-to-day occurrence. Combined with a workplace that never sleeps, how you deal with problems defines not only you but the entire business model. Whether you can handle conflict or not, Joshua emphasises why you must have a clear-cut plan in place to handle the unexpected both systematically and emotionally. How you handle conflict will directly affect your colleagues, customers, and business brand.

Stress Management in the Workplace

Whichever business type you are, Joshua's stress management techniques allow you to handle the day-to-day grind and manage doubt and uncertainty. Handling stressful situations is incredibly empowering and necessary in today's business climate. Handling your team, customers, paperwork, suppliers or simply business uncertainty in the future all trigger our fight or flight mode. Joshua shares his emotional routine and steps in order to become grounded, clear and focused for any setback



SPEAKING AND
TRAINING

- WHAT DREW YOU INTO THE HOSPITALITY INDUSTRY?
- WHAT HAS BEEN THE GREATEST HIGHLIGHT?
- WHAT CHALLENGES DO HOSPITALITY OWNERS AND MANAGERS FACE TODAY?
- HAS THE HOSPITALITY INDUSTRY EVOLVED OR DO THE SAME PRINCIPLES EXIST?
- WHAT HAVE BEEN SOME OF YOUR KEY LESSONS LEARNT FROM YOUR EXPERIENCES IN BUSINESS?
- WHAT WOULD YOU SAY TO SOMEONE LOOKING AT OPENING A CAFÉ, RESTAURANT OR BAR?
- WHAT MOTIVATED YOU TO WRITE THIS BOOK? WHY NOW?
- WHO IS THIS BOOK WRITTEN FOR?
- HOW DO YOU THINK THIS BOOK WILL HELP HOSPITALITY BUSINESSES?
- WHAT ARE THE MAJOR TIPS FOR PEOPLE WHO READ THIS BOOK?
- AT TIMES YOU ARE QUITE DIRECT WITH THE READER, WHY IS THIS?
- WHAT'S NEXT FOR JOSHUA CLIFTON?



INTERVIEW QUESTIONS

FEATURED WITH

The Courier Mail



Westfield



MAKE GREAT HAPPEN

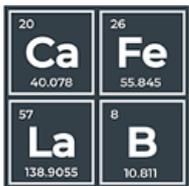


BARTENDER[®]
The Voice of Bar Professionals

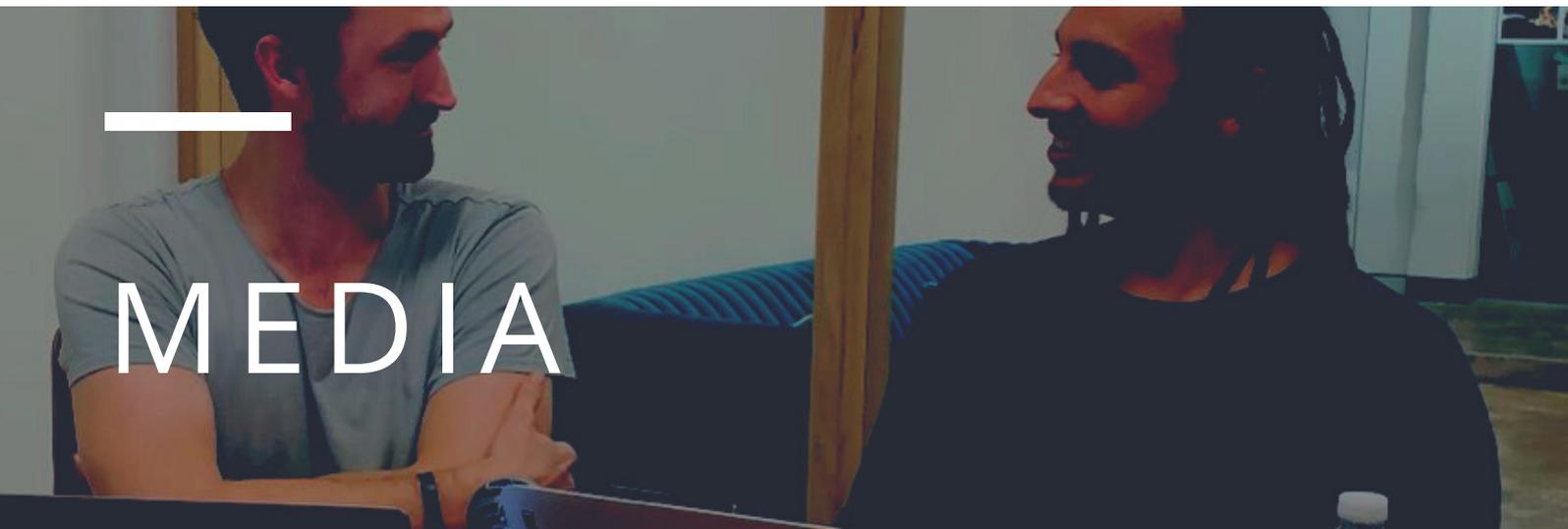


PODCAST HOST SLAMMED
HOSPITALITY TALK

CREATOR OF THE AUSTRALIAN CAFÉ
OWNERS NETWORK



MEDIA



Trusted Partners

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My focal point is to not only support the hospitality industry and offer solutions, guidance and strategies for success but include supplier recommendations that I feel share the same vision.

I'm very excited to launch my Trusted Partner Program. Below are businesses I have officially teamed up with to offer potential supplier solutions to hospitality business.

EAST FORGED
• est 2017 •

TANDA



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PHOTOS AVAILABLE ON REQUEST

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