

“Being a restaurateur means being a self-starter and being independent. It is synonymous with being an entertainer. You have to perform to market your idea to ensure other people will also like it as much as you do.” —Jack Rasmussen (Fine Dining, Chapter 11: Embrace Adversity)

“There is always high pressure to please customers while dealing with a perishable product. The product’s life cycle occurs over one day (receive, prep, and serve within a day), and most people are trying to dine at the same hour every night.” —Jack Rasmussen (Fine Dining, Chapter 9: Service Matters)

“For a restaurant, this testing phase could be in your kitchen with family and friends, or it could be a temporary pop-up restaurant or food truck that allows for efficient access to customers without investing too much capital into a full-blown restaurant.” —Jack Rasmussen (Fine Dining, Chapter 2: Incorporate a Business Model Canvas ASAP)



“One of the great forces that balances our two poles is meditation, self-love, and compassion for others and the world.” —Jack Rasmussen (Yin Yang, Chapter 2: Introduction to Yin and Yang: Darkness and Daylight)

“To fully step into self-love and acknowledge the intricacies of love, we must be aware of who we are, what we want, and the positives and negatives of the love we have in our lives.” — Jack Rasmussen (Yin Yang, Chapter 12: Love Is a Game)

“A great leader realizes this dichotomy of utilizing his platform while placing others on this platform as well. They know mutual respect and how to listen to words and body language.” —Jack Rasmussen (Yin Yang, Chapter 18: Empathetic Leadership: Learn to Listen)