

Your Horeca kit

Reservation mail answered, menu texts and allergen list, specials posts and a staff schedule draft, all drafted for your OK. You run the kitchen, your team runs the admin.



TIME

10 minutes

FOR

Cafés, restaurants,
lunchrooms, bakeries and
food trucks

VERSION

v1.0

Your Horeca kit

01 Your kit team

These three join Michael and the Basics team when you click **Add 3 team members** on the **Horeca team** card in **Settings → General**.

02 What this kit does

Everything below lands as a draft. You read it, change what you want, and send or post it yourself.

03 Connect first

04 Your first week

Day 1 is the same for every kit: fill in your business profile with Michael. Then, one request a day.

05 Good to know

■ BEFORE YOU START

- ☐ Locally set up with the Basics team (guide 01)
- ☐ Support mailbox connected (guide 03)
- ☐ Optional, Moneybird or Stripe connected for offers and invoices (guide 03)

Your kit team

These three join Michael and the Basics team when you click **Add 3 team members** on the **Horeca team card** in **Settings → General**.



Fleur HOST

Drafts replies to booking, group and event mails, writes group-menu and event offers and drafts replies to the reviews you paste in.



Mats KITCHEN AND MENU

Writes menu texts, builds the allergen overview from your own menu, drafts specials posts and supplier order lists.



Daan FLOOR MANAGER

Makes the weekly plan with holidays and season moments, drafts the staff schedule and prepares catering offers to local businesses.

reasons, unanswered questions in your chats, and save and win-back drafts for members who leave. Jade makes members feel at home: welcome DMs, a first-week path, a weekly calendar of prompts, events and wins threads, and reply drafts for member questions. Rio grows the community: affiliate program and swipe copy, honest launches and promos, and Content Rewards (clipping) briefs with the budget math. They only read Whop and Discord; every post, DM, email, promo code and campaign is a draft you check and post yourself. Works together with the Business basics team that comes with every kit.

- ☒ **Kai** — Member pulse & retention: daily numbers, Monday churn report, unanswered questions, save and win-back drafts
- ☒ **Jade** — Member experience: welcome DMs, first-week path, weekly engagement calendar and reply drafts for member questions
- ☒ **Rio** — Community growth: affiliate program and swipe copy, honest launches and promos, Content Rewards clipping briefs

Team folder (shared files, plans and drafts): ~/Documents/Locally [Change](#)

- Needs Whop (optional) — strongly recommended: read members, cancellations and reasons, payments, reviews, affiliates and Whop chats/forums
- Needs your Discord server (optional) — if your community is on Discord: find unanswered questions and quiet channels (read-only, the bot never p
- Needs your mailbox (optional) — to read member emails and leave reply and win-back drafts [Connect](#)
- Needs Kit (optional) — so onboarding and win-back emails can wait in Kit as draft broadcasts [Connect](#)
- Needs Klaviyo (optional) — so onboarding and win-back emails can wait in Klaviyo as draft campaigns [Connect](#)

Add 3 team members

READY-MADE TEAM Trading & picks community team

Three AI colleagues for the busywork of a paid trading-education or sports-picks community. Owen checks your posts and sales pages for risky claims and turns your own trade/pick log into honest stats (every loss included). Clara writes pre-market or slate recaps from public sources and builds your lesson library and glossary. Felix drafts answers to member questions, plans AMAs and challenges, and tells you every Monday who left and why. They never write signals, picks or trade calls, and nothing is posted without you — Whop and Discord are read-only. Works together with the Basics team that comes with every kit.

- ☒ **Owen** — Compliance & honest numbers: checks posts and sales pages for risky claims, and turns your own trade/pick log into honest stats
- ☒ **Clara** — Education writer: pre-market or slate recaps from public sources, the weekly recap, and your lesson library and glossary
- ☒ **Felix** — Community manager: welcomes new members, drafts answers to member questions, keeps the FAQ, plans AMAs and challenges, and reports every Monday who left and why

Team folder (shared files, plans and drafts): ~/Documents/Locally [Change](#)

- Needs Whop (optional) — so Felix can read memberships, cancellations, reasons and member questions on Whop for support rounds and the churn

Settings → General: your kit card. Untick anyone you do not need yet, then Add 3 team members.

What this kit does

Everything below lands as a draft. You read it, change what you want, and send or post it yourself.

- **Reservation mail answered.** On each inbox round Fleur leaves a reply draft for booking, group, event, exclusive-hire and cake pre-order requests, and adds each one as "pending" to your agenda file. Allergies in a request are copied word for word and flagged for you.
- **Group and event offers.** Fleur drafts a group-menu or event offer using only dishes and prices from your menu file. Totals and the 9% / 21% VAT split come from a calculator, never from mental maths. Alcohol is always 21%.
- **Review replies.** Paste reviews from Google, Tripadvisor, TheFork or delivery apps and Fleur drafts a reply for each.
- **Menu texts and allergen list.** Mats writes texts for the card, chalkboard, website and delivery apps, and an allergen overview per dish. Allergens come only from your own menu file. Unknown is written as unknown.
- **Specials posts.** Give Mats this week's specials and prices and he writes the posts, Story texts, chalkboard lines and a Google Business Profile update.
- **Supplier order lists.** From your par list and the stock you give him, Mats drafts the order list before each supplier's cut-off. He never places an order.
- **The weekly plan and staff schedule.** Daan sends at most eight lines: what is on this week, which bookings still need your confirmation, and the season moments of the coming eight weeks with the one action due now. From your staff file he drafts the schedule and flags gaps and rest-time questions.
- **Catering offers.** Daan prepares lunch, Christmas-dinner and food-truck offers to local businesses, in small batches and only after you approve the list.

IMPORTANT Everything is a draft. The kit never confirms a table, never places an order and never messages staff or guests on its own. Availability comes only from your agenda file or what you told Fleur, so you confirm every booking yourself.

Connect first

APP	WHY	GUIDE
Support mailbox	Fleur reads reservation mail here and leaves her replies in your Drafts folder. Supplier orders and catering mails land there too, as drafts.	03
Moneybird (optional)	Group offers, catering quotes and invoices go into Moneybird as drafts. Finn watches unpaid invoices there.	03
Stripe (optional)	Finn reads what came in and makes invoices as drafts.	03

No mailbox yet? Fleur says so once and drafts replies for mails you paste into the chat.

Your first week

Day 1 is the same for every kit: fill in your business profile with Michael. Then, one request a day.

1 Day 1, the profile

Click **Get to know my business and fill in the profile** in Michael's panel and answer his questions. Or type: "Vera, set up my business profile, including my opening hours, area and prices." Mention the type of place, opening hours, your menu and your capacity. The team also keeps a few house files (menu, agenda, staff). When someone asks for one, a few lines are enough.

2 Day 2

Type to Fleur: "Fleur, draft replies to booking, group and event mails." Each reply lands in your Drafts folder and each request appears as pending in your agenda file. This runs every day from now on. Her report starts with what needs you personally: allergies, money, complaints.

3

Day 3

Type to Mats: "Mats, write menu texts and an allergen list from my menu: [paste or photo]." Paste your menu or point him to a photo in your business files. You get the texts and an allergen overview per dish, with the source and check date for each line.

4

Day 4

Type to Daan: "Daan, make this week's plan with holidays and a staff schedule." Put your staff list in **Documents** → **Locally** → **horeca** as `staff.csv` first, or let Daan ask you for it. You get the eight-line plan and a schedule draft that flags gaps.

5

Day 5 to 7

Type to Mats: "Mats, draft this week's specials posts." Give him the real specials and prices. On Monday, paste the weekend's reviews and type: "Fleur, draft replies to the weekend's reviews."

TIP

Requests that work well for this kit: "Fleur, make a group-menu offer for 20 people on Saturday.", "Mats, draft the order list for my vegetable supplier.", "Daan, which local businesses could we offer a Christmas lunch?"

05

Good to know

WATCH OUT

VAT in horeca has exceptions. Food and non-alcoholic drinks are 9%, alcohol is always 21%, and the rule is unclear for things like venue hire, event staff and no-show fees. There the team writes "VAT: check". Confirm those lines with your accountant. The team never says a dish is safe for an allergy, and only uses allergen claims you wrote yourself.

- After you add the team, Fleur's inbox rounds and Daan's weekly plan switch on by themselves. See them in **Triggers** → **Schedules**; toggle one off there or ask Michael to pause it. The computer must be on and Locally open.
- Files land in **Documents** → **Locally** → **horeca**: the agenda, reservations and offers, menu texts and allergen list, posts, order lists, plans and catering offers.
- Staff data is personal. It stays in your team folder and the team never messages staff. Daan flags contract hours, minors on late shifts and rest-time questions but gives no labour-law advice.
- The kit never changes prices, gives discounts or free items, or promises anything on your behalf. Prices come only from your menu file.

- General questions, complaints and supplier mail go to Nina or to you. Fleur only handles bookings, groups and events.

Stuck? We help.

Send us a message with a screenshot of what you see. A real person answers.

SUPPORT

Whop chat: whop.com/locallyai · Email: info@locallyai.nl

WEBSITE

locallyai.whop.site

WHOP

whop.com/locallyai

LINKEDIN

linkedin.com/company/locallyaiorg

INSTAGRAM

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COMPANY

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