

Restaurants Gone Wild

A daily content account that runs itself. AI scrapes the weirdest restaurants on the internet, posts to 9 platforms, pays in affiliate revenue.

CRAZY LEVEL · LIKELY

The Idea

Borrowed model. Zillow Gone Wild proved that a single niche-mocking account with no human face can hit millions of followers on a stack that costs less than your cell phone bill. Apply that exact pattern to restaurants — weirdest menus, themed gimmicks, viral plates, signs gone wrong. AI does all of it: scraping, picking, captioning, posting. Affiliate revenue from OpenTable, food delivery, restaurant SaaS.

The wedge: Zillow Gone Wild is a content business worth millions on a model that costs ~\$200/mo to run. Same model. New vertical. Wide open.

The AI Stack

TOOL	FUNCTION	COST	AFFILIATE
Apify	Daily scraping — Reddit, Yelp, TikTok, Google Maps	\$49/mo	Yes
OpenAI gpt-4o-mini	Score content + write captions	~\$15/mo	—
Blotato	Schedule to all 9 platforms	\$49/mo	Yes — Cody is one
ChatGPT image gen	Visuals when source image is bad	included	—
OpenTable / Resy	Primary affiliate revenue	\$0/mo	Yes

How AI Runs It — 5 Steps

- 1 AI scrapes daily** — Reddit r/StupidFood, Yelp 1-star reviews, viral food TikToks, Google Maps for "weird/themed restaurant" tags.
 - 2 AI scores each item** — on the WILD factor (uniqueness × shock × humor) and ranks the top 3-5 for the day.
 - 3 AI writes the caption** — in the Gone Wild voice — mocking but not mean, hooks + reactions baked in.
 - 4 AI sources or generates the image** — and formats for each platform: vertical (IG/TT), square (FB), horizontal (LI/X).
 - 5 Blotato schedules posts** — to all 9 platforms at platform-optimal times. Affiliate link in bio + Linktree-style hub.
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Path To Revenue

MONTH 1

Account goes live. 5k followers from launching with 10 banger posts back-to-back. \$0 revenue. Building.

MONTH 3

50k followers. First OpenTable affiliate deal signed. \$500-2k/mo from clicks alone.

MONTH 6

200k+ followers. Sponsored posts available at \$500-1,500 each. \$5-15k/mo total.

The Math

At 100k+ followers, 1 affiliate post/day at industry-standard ~0.3-0.5% conversion drives **\$3-8k/mo**. Sponsored posts at scale fetch \$500-1,500 each. **Net ~\$5-12k/mo by Month 6.**

YOU DO

~3 hours/week

Final approval of the AI's daily picks.
Negotiate one affiliate deal a month.

AI DOES

Everything else

Scraping, scoring, captions, images, scheduling, comment replies. 24/7.

Why Now (2026)

- The Gone Wild model only exists in a handful of verticals (Zillow, Costco, AITA). **Restaurants is wide open** and the largest service category in America.
- Scraping costs dropped **80%** with Apify's free tier expansion. The whole stack runs under \$100/mo.
- AI captions in 2026 are indistinguishable from human-written. The voice problem that killed AI-content accounts in 2023 is solved.
- Algorithm shift: TikTok and IG reward niche "weird stuff" feeds over personalities. **The faceless account is the advantage.**

12-18 month window before someone replicates this in every food category — cuisines, drinks, ethnic markets, food trucks. The operator who moves first owns the category.

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— Cody Keegan

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