047 The Arc Youre Already Running

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/047-the-arc-youre-already-running-2/

The Demand

Before service, name the expectation your Guests are arriving with tonight. Not the experience you plan to deliver — the expectation they formed before they got here. Price point, reputation, last visit, what they told their friend when they recommended you. That expectation is the first beat of every [Trust Arc] in your dining room tonight. Design the experience to close it.

The Work

Name the expectation your Guests are arriving with tonight — not the experience you plan to deliver, the expectation they formed before they got here:
Where did that expectation come from?
☐ Your reputation
☐ Your price point
☐ A friend's recommendation
☐ A photo or review they saw online
☐ Their last visit
Trust Extended — what did they walk in already believing?
Trust Tested — where in tonight's service will that belief get tested?
Trust Verdict — what you will do to make sure the arc closes in your favor: