053 The Dead Zone Is a Choice

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/053-the-dead-zone-is-a-choice-2/

The Demand

Pull your hourly transaction data before tomorrow's shift. Not the daily report — the hour-by-hour breakdown of covers and revenue across every daypart. Find your dead zone. Then ask the one question the P&L never asks: is the fixed cost structure running during that window producing proportional revenue — or have you accepted a gap you've never actually examined? You don't have to fill it tomorrow. You have to stop treating it as fixed.

The Work

Pull your hourly transaction data — covers and revenue across every daypart:
Your dead zone (the specific hours):
The fixed costs still running during that window — labor, lease, utilities, equipment:
Is the fixed cost structure running during that window producing proportional revenue, or have you accepted a gap you've never examined?
☐ This is a genuine structural constraint — the neighborhood empties out
☐ This is an accepted gap that has never actually been tested
What you will do this week to stop treating it as fixed, even without filling it yet: