095 Meaningfully Differentiated Value

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/095-meaningfully-differentiated-value-2/

The Demand

Tomorrow, name the one thing about your operation that's genuinely worth choosing on an axis no competitor can reach — not your menu or your neighborhood, both of which are copyable, but something rooted in who you specifically are. That's your Meaningfully Differentiated Value. If you can't name it, that's the work.

The Work

Name what you currently tell people makes your operation worth choosing:
Check it against the surfaces that can be copied:
☐ Menu — copyable
☐ Concept — imitable
☐ Neighborhood — enterable by anyone with a lease
☐ Price point — matchable
☐ Vibe — approximable
What sits underneath the surface that cannot be bought — a cast tenure, a Guest relationship, a specific story:
Your Meaningfully Differentiated Value, named in one sentence:
What you will do this week to build more of it, on purpose: