096 Different Is Better Than Better

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/096-different-is-better-than-better-2/

The Demand

Stop competing on 'better' tomorrow — better burger, better service — and instead redefine the problem your Guest is actually solving by choosing you. Your structural advantage as an independent is speed and flexibility a chain can't match. Use it on one decision this week.

The Work

Name the dimension you are currently competing on:
Is it a "better" claim — better burger, better service — or a genuinely different one?
Can the Guest actually perceive the difference in a blind comparison, or are they choosing on convenience, price, or habit instead?
The structural advantage you have as an independent — speed, flexibility — that a chain can't match:
One decision this week where you will use that advantage instead of trying to be a better version of the same thing: