097 Be Number One or Number Two

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/097-be-number-one-or-number-two-2/

The Demand

Ask honestly tomorrow whether you're the clear #1 or #2 choice in your category in your market, or whether you're fighting for scraps in third through fifth place. If you're not in the top two, the fix isn't more marketing — it's building the relationships that are the only moat an independent actually has.

The Work

In your category, in your market, are you the clear #1 or #2 choice — or are you fighting for third through fifth place?
When a Guest thinks of your category, is your name one of the first two that comes to mind?
What specific position do you currently own that nobody else occupies?
If you're not in the top two, the fix isn't more marketing — it's the relationship. What relationship-based moat will you build?
The one action this week that moves you toward owning that position: