102 Location Is a Context Decision

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/102-location-is-a-context-decision-2/

The Demand

Name the context your operation is embedded in. Not the address — the context. What message reaches every potential Guest before you do because of where you live? That message is part of your identity whether you chose it or not.

The Work

The address of your location:

The context your location sits inside (the mall, the corridor, the neighborhood, the shopping center, the district) and its current identity:

The message that context sends to a potential Guest before you send them any of yours:

Whether that message is compatible with the identity you are trying to build — and where it fights you:

The signal that context is trending — up, flat, or declining:

If it is declining, the specific ways the decline is bleeding into your operation's identity:

The context-level narrative you are currently competing against without naming it:

What you are going to do about a context you cannot move (differentiation inside it, marketing that reframes it, exit plan):