106 The Fight for Traffic

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/106-the-fight-for-traffic-2/

The Demand

Name one Guest who chose your operation deliberately last week — not out of habit, not because you were the closest option, but because the relationship gave them a reason. Now name one Guest who came out of habit and has no particular reason to return over any other option in your market. The gap between those two Guests is the gap in your relationship architecture. Every shift is an opportunity to close it. Start tonight.

The Work

The Guest who chose deliberately — who chose because the relationship gave them a reason:
What specifically made their choice deliberate — what did the relationship produce that nothing else in the market does:
The habit Guest — who came out of convenience with no particular reason to return:
What would it take to move them from habit to relationship — what is the one thing that would make the next visit feel different from every other option:
The 1.01 question — what is one specific thing that would make their next visit incrementally better than their last one. Not a new menu item. Not a promotion. One moment of recognition, one detail remembered, one element that moves past what they expected:
Are you competing on the relational field or the transactional field right now — what tells you that:
What is the one move this week that shifts the ratio: