114 Why Marketing Lives Here

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/114-why-marketing-lives-here-2/

The Demand

Stop treating marketing as the first move. It is the last one — the one you earn by getting everything before it right. Tomorrow, before any marketing dollar goes anywhere, run one question: is what I am about to amplify worth amplifying? If the answer is yes, spend. If the answer is no, build first.

The Work

Before any marketing dollar goes anywhere tomorrow, run the one question:
Is what I am about to amplify actually worth amplifying?
What has the Perspective work in this fundamental taught you about who is actually walking through your door?
Name one thing you know now about your Guest, market, or competitive position that you didn't know before this fundamental:
☐ Spend — the architecture is ready
☐ Build first — the architecture isn't ready yet
The one thing you'll build first, if the answer was build: