117 Marketing Is Amplification

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/117-marketing-is-amplification-2/

The Demand

Pull the last three pieces of marketing content your operation sent — email, social post, promotion, anything. Run each one through the test: did it engage the Guest in trust or push a transaction? If the honest answer is push, that piece of content was not marketing. It was noise the Guest learned to ignore. Name one piece of content that would genuinely give to the relationship before asking anything in return. That is where your marketing architecture starts.

The Work

Pull the last three pieces of marketing content your operation sent — email, social post, promotion:

1. — Engaged trust or pushed a transaction?
2. — Engaged trust or pushed a transaction?
3. — Engaged trust or pushed a transaction?

If the honest answer was "push" — that content was noise the Guest learned to ignore. Which piece?

One piece of content that would genuinely give to the relationship before asking anything in return: