121 Whats Useful for the Independent

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/121-whats-useful-for-the-independent-2/

The Demand

Stop the next marketing spend you were planning — the promotion, the ad, the campaign, whatever it is. Ask one question first: is the architecture ready to deliver what this spend will promise? If the answer is yes, spend it. If the answer is no, invest that money in the architecture instead. Fix one standard. Develop one cast member. Improve one touchpoint. The marketing will work when there is something real behind it. Build that first.

The Work

What are you selling? If the answer is food and service, name what emotion you actually sell instead:

☐ Stature

☐ Community

☐ Nostalgia

☐ Speed

☐ Fun

☐ Belonging

☐ Other:

Is your current positioning a claim (forgotten) or a position (remembered)?

The position you want to own completely — in the brand, environment, cast, menu, and marketing:

What you will align this week to own that position more completely: