2110 Brand Before Marketing

Product Fieldbook · https://kb.jeffreysummers.com/docs/2110-brand-before-marketing-2/

The Demand

Before you spend another dollar on marketing, answer this in one sentence: why would a Guest who has never been here drive past three competitors to get to you, and why would they come back? If you cannot answer cleanly, stop the ad spend and the promotions this week and put that money and time into the moat instead — the felt, personal experience a chain cannot buy at any price. Marketing without that answer is a promise you can't keep.

The Work

Your one-sentence answer to why a Guest drives past three competitors to get to you:

Rate how confident you are that this answer is true versus aspirational, 1-5:

Road 1 or Road 2 — are you currently competing on price, proximity, and promotion, or on the felt experience only you can deliver:

The last time a Guest raised a price objection — what you actually did (discount, hold firm, explain value):

What that Guest was really asking (is it worth it), and how you would answer that differently next time:

One Guest who returned and brought someone else with them, and what specifically produced that:

The marketing spend you will pause until the brand answer above is actually true:

The one experience investment you will make instead this month: