2120 FirstVisit Why vs ReturnVisit Why

Product Fieldbook · https://kb.jeffreysummers.com/docs/2120-firstvisit-why-vs-returnvisit-why-2/

The Demand

Before your next marketing or operations review, separate your two doors: is your problem that new Guests aren't discovering you (first-visit why, a positioning problem) or that Guests who already came aren't returning (return-visit why, an execution problem)? Pull whatever data you have — reservations, repeat visit rate, new-versus-returning covers — and name which door is actually stuck. Commit one specific action to that door this week, not both at once.

The Work

New Guest volume over the last month — growing, flat, or declining:

Repeat visit rate over the same period — growing, flat, or declining:

Which door is actually the problem right now — the door not opening (first-visit) or the door revolving (return-visit):

If first-visit: what a stranger encounters in your discovery-phase positioning that is unclear or uncompelling:

If return-visit: what a Guest actually experienced at the table that did not match the promise made in discovery:

The specific, single action this week aimed at the door you identified as broken:

The number you will check in 30 days to know if it worked: