2140 You Cant Be All Things to All People

Product Fieldbook · https://kb.jeffreysummers.com/docs/2140-you-cant-be-all-things-to-all-people-2/

The Demand

Before your next marketing decision, draw the actual 3-mile radius around your restaurant and answer three questions in writing: who is this restaurant for, what does it stand for, and who is it not for. If you cannot answer the third question — who it is not for — you have not actually narrowed anything, and you are still building for "everybody," which is the same as building for no one.

The Work

Who this restaurant is for, specifically:

What it stands for, in one sentence:

Who it is explicitly not for:

Rate how narrow versus broad your current menu, atmosphere, and marketing actually are, 1-5 (1 = trying to please everyone, 5 = clearly for someone specific):

One recent marketing or menu decision made to avoid offending anyone rather than to resonate strongly with your actual Guest:

Have you fully owned your 3-mile radius before looking beyond it — yes or no, and the evidence:

The one edge you will sharpen this week instead of sanding down: