2140 You Cant Be All Things to All People

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

Market share is irrelevant. The entire market is not the object of your effort — and chasing it produces the same result as trying to appeal to everyone: you dilute everything that makes you worth choosing.

Your target market is the specific community you serve. Depth of relationship with that community beats breadth every time.

All marketing must be local to be effective. Not the city. Not the metro area. Your Guests live within a 3-mile radius of your restaurant. That's your market. That's your community. Own that 3-mile radius completely before you think about anything beyond it.

The operator who designs their concept, menu, atmosphere, and marketing to appeal to everyone ends up compelling to no one. Broad appeal is the enemy of genuine connection. When everything is for everyone, nothing resonates with anyone in particular. You become the restaurant that's fine. And "fine" doesn't generate word of mouth. "Fine" is where businesses go to slowly disappear.

The narrower your focus, the stronger your position. Not narrow as in small — narrow as in clear. Who is this restaurant for? What does it stand for? Who is it not for? Those three questions are the foundation of every marketing decision you'll ever make.

The independent operator's greatest marketing advantage is the ability to stand for something specific. The chains can't do this. Their scale requires the kind of broad appeal that sands down every edge, softens every statement, and produces a product that offends no one and moves no one. You don't have to make that trade. You can be exactly what you are, for exactly the people who want that, and be irreplaceable to them.

Use it.