2445 Signature Items

Product Book · https://kb.jeffreysummers.com/docs/2445-signature-items/

A signature item isn't your most popular dish. It's the dish — or the experience, or the ritual — that only you do, that you do better than anyone else, and that exists for a reason rooted in who you are.

Most operators have popular items. Far fewer have signature ones. The difference is intentionality. A popular item sells well. A signature item defines you.

Build at least one thing that is so distinctly, unmistakably yours that it becomes the reason someone chooses you over every other option they have. That reason is the story. The story is the marketing.