2525 Product Relationship Arbitrage

Product Fieldbook · https://kb.jeffreysummers.com/docs/2525-product-relationship-arbitrage/

The Demand

Before your next platform renewal or Guest touchpoint audit, list every confirmation, reminder, loyalty point, and review request currently sent by a third-party platform instead of by you. Name what [Relationship Arbitrage] is charging you to reach a Guest your experience and cast already earned. Then build one direct-relationship touchpoint this week — a text, a note, a direct loyalty enrollment — that pulls one platform-mediated relationship back into your own hands.

The Work

List the Guest touchpoints currently owned by a third-party platform rather than by you:

Confirmation message — owned by platform or by you:

Reminder — owned by platform or by you:

Loyalty points or recognition — owned by platform or by you:

Review request — owned by platform or by you:

Next recommendation or re-engagement — owned by platform or by you:

How many of the five above are currently platform-owned:

Rate how special or recognized your loyalty program actually makes Guests feel, 1-5:

The one touchpoint you will convert from platform-owned to Guest-relationship-owned this week:

How you will do it — the specific tool, message, or moment you will build: