2535 Product Third Party Vendors

Product Fieldbook · https://kb.jeffreysummers.com/docs/2535-product-third-party-vendors/

The Demand

Before signing or renewing any third-party agreement this week, ask the one question that matters: does this platform share my values, or does it simply share my revenue. Review every third party currently sitting between you and your Guest — delivery, reservations, review aggregation, loyalty — and name what you are trading for each one. Decide, for the weakest alignment among them, whether the trade is still worth it, and commit to converting that platform's traffic into your own relationship every time it arrives.

The Work

List every third-party vendor currently sitting between you and your Guest:

Vendor 1, and what you are trading for their reach:

Vendor 2, and what you are trading for their reach:

Vendor 3, and what you are trading for their reach:

For each, does this platform share your values or only your revenue — name the weakest alignment:

Is the trade still worth it for that vendor — Yes or No, and why:

Your current system for converting that vendor's traffic into your own relationship — describe it, or admit there isn't one:

What you will do this week to make sure every Guest that vendor sends you becomes a Guest you actually know: