# 2635 Belonging Is the Loyalty Driver

Product Fieldbook · https://kb.jeffreysummers.com/docs/2635-belonging-is-the-loyalty-driver-2/

## The Demand

Before your next shift, pick one Guest your cast has stopped treating as a discovery and ask the favorite-versus-best question the article draws: are you competing to be their best option, or building toward being their favorite? Name one behavior your cast can deliver this week — remembering a coffee order, marking an occasion unprompted, greeting a returning Guest by name — that moves that Guest from evaluating you to claiming you. Decide which behavior you will coach on this shift, not someday.

## The Work

Name a Guest or Guest segment you want to move from best to favorite:

**Best versus Favorite:**

What would make you their best option — the comparison they are running:

What would make you their favorite — the relationship they cannot get elsewhere:

Rate, 1-5, how much of your current marketing and ops energy chases best instead of favorite:

**The seen-and-remembered check:**

Name one specific behavior — a name, an order, an occasion — your cast could deliver unprompted this week:

Who on your team currently models this best, and how will you spread it:

**Metric check:**

Are you tracking Guest Lifetime Value as a relationship metric when it is really a spend ledger — yes or no:

What you will track instead this month — return visit rate, referral behavior, or frequency growth:

The one coaching conversation you will have this week to build the behavior that makes a Guest say "my favorite":