2655 Its OK to Play Favorites Here Too

Product Book · https://kb.jeffreysummers.com/docs/2655-its-ok-to-play-favorites-here-too/

The Guest who comes three times a week deserves more of your attention than the one who shows up once and complains about the bread.

The Guest who brings eight people to celebrate a birthday, refers their friends, and tells your story to anyone who will listen has a lifetime value that is categorically different from the Guest who visits once during a promotion and never comes back. Pretending those two relationships carry equal weight isn't fairness. It's operational naivety.

A Guest who visits twice a week at a $50 average check is worth over $5,000 a year to your business — before you count the people they bring or the ones they send. That Guest deserves to be known. Remembered. Recognized in a way that tells them you understand who they are to your business.

Every Guest gets your standard. But your most valuable Guests — the ones who've earned it through loyalty, frequency, and advocacy — get more. More attention. More personalization. More of everything that makes them feel like insiders rather than transactions.

That's not favoritism. That's smart.