2665 Three Visits One Habit

Product Book · https://kb.jeffreysummers.com/docs/2665-three-visits-one-habit/

The goal of the first visit isn't a return visit. It's the third visit.

Three positive experiences creates a behavioral pattern. Three visits is where a Guest stops evaluating you and starts expecting you. Before the third visit, every return is a decision — they're still weighing you against alternatives, still asking whether you're worth the habit. After the third visit, the habit is forming. You're in their consideration set. By the fifth or sixth visit, you're the default — and displacing a default requires a significant failure on your part or a significant pull from a competitor.

The conversion goal isn't just the second visit. It's the third.

The first visit is discovery. The third visit is habit. The second visit is the decision.

The Guest who came back for a second visit already answered yes once. They liked something enough to return. But they're still evaluating. Still deciding whether you're worth the habit. The second visit is where the relationship either deepens or stalls.

On the second visit, you prove it wasn't a coincidence. You remember them. You're glad they came back. The experience confirms what the first visit promised.

If the second visit delivers below the first — food inconsistent, nobody acknowledges they've been in before, the experience feels like a fluke — they don't come back for a third. The habit never forms. The platform keeps the Guest.

The third visit closes the loop. The second visit earns it.

This is why consistency isn't just a quality standard. It's a relationship strategy. Three positive visits in a row is how you win. One inconsistent visit at the wrong moment is how you lose the relationship you spent two visits building.

Loyalty members now represent 39% of all restaurant visits — up from less than 20% five years ago. The Guests who come back are not a niche. They are the business. The operator who understands the three-visit arc isn't just building repeat traffic. They're building the asset that compounds — a Guest base that shows up by habit, refers by instinct, and stays because the

relationship is real.

Research suggests the average regular stays with a restaurant for approximately three years. That is the lifetime you are building toward with every interaction — not the one-hour experience, but the three-year relationship. Count the visits. Count the referrals. Count the people they brought with them. Run that number and then ask yourself whether the decisions you made tonight were building toward it or eroding it.