2710 Word of Mouth Is Still the Most Powerful Marketing

Product Fieldbook · https://kb.jeffreysummers.com/docs/2710-word-of-mouth-is-still-the-most-powerful-marketing-2/

The Demand

Before your next shift, name the last three Guests who told a friend about your restaurant without you asking them to. Word of mouth is not a channel you buy — it is a channel you earn, one experience at a time, by people who genuinely care. If you cannot name three, that is your answer about whether the experience you are delivering is currently earning advocates or just transactions. Decide what one thing you will change this week to make the next experience worth repeating out loud.

The Work

Name the last Guest you know told someone else about your restaurant:

What specifically did they experience that made it worth repeating:

Rate how consistently your operation delivers that same experience, 1-5:

Name one experience element you deliver today that is not yet worth talking about:

What would make it worth talking about:

The one change you will make this week to earn word of mouth rather than buy attention: