2715 The Guest Who Becomes Your Marketing

Product Fieldbook · https://kb.jeffreysummers.com/docs/2715-the-guest-who-becomes-your-marketing-2/

The Demand

Before your next shift, identify one Guest relationship in your building strong enough that the Guest would bring someone with them next visit — not because you asked, but because they genuinely want to share something they love. Then identify one Guest relationship that is still transactional, a Guest who comes back but has never brought anyone. Name the specific difference between the two relationships. The data says 78% of Guests find restaurants through friend recommendations — decide this week which relationship you are actually building toward.

The Work

Guest 1 — the one who brings people with them:

What you built with them that makes them an advocate, not just a repeat visitor:

Guest 2 — the one who returns but has never referred anyone:

What is missing from that relationship that the first one has:

Rate how often you currently treat Guests as co-creators — asking what they value instead of assuming it, 1-5:

One review, comment, or host-stand remark from this week that told you something true about what Guests actually value:

The one thing you will do this week to turn a repeat Guest into an advocate: