2725 Sampling

Product Fieldbook · https://kb.jeffreysummers.com/docs/2725-sampling-2/

The Demand

Before your next sample goes out the door, ask whether it is a delivery or a sampling. A box of food dropped at a neighboring business with no packaging thought, no note, and no one who can speak to the food is a delivery — it is calories, not marketing. Redesign your next sample to encapsulate the entire experience: the right packaging, a handwritten note, and someone who can speak to what makes this restaurant worth experiencing. Decide before it leaves the building whether it communicates your values or just your product.

The Work

The last sample you sent out — who received it and what was included:

Rate whether it communicated your values, craft, and story, or just handed over food, 1-5:

Did it include a handwritten note — yes or no:

Did it include someone who could speak to what makes the restaurant worth experiencing — yes or no:

The one change you will make to your next sample so it is marketing, not a delivery: