2740 There Has to Be an ROI on Everything

Product Book · https://kb.jeffreysummers.com/docs/2740-there-has-to-be-an-roi-on-everything/

Every dollar out should bring more than a dollar back. That's not cynicism — that's stewardship.

Every decision in your business is an investment. Every dollar you spend, every hour your team puts in, every experience you create — all of it needs to return more than it costs. Marketing is no different.

The operator who views marketing as an expense will always underspend when they need it most and overspend when they need it least. The operator who views marketing as an investment asks a different question before every dollar goes out: what is this expected to return, and how will I know if it did?

Accountability is the part most operators skip. They run the promotion, buy the ad, sponsor the event — and never look back to ask whether it worked. Without that feedback loop, you can't optimize. You can't learn. You can't build toward anything. You're just spending.

Measure everything. Cut what doesn't work. Double down on what does. That's not complicated. It's disciplined.