Start Here

Where To Start · https://jeffreysummers.com/docs/start-here/

You have landed on a site that works differently from most consultant sites. Understanding how it is built first will save you a lot of hunting.

Everything I Have Written Is Free

Not a sample. Not three chapters and a form. The entire framework — hundreds of Dictionary terms and seven Book-and-Fieldbook pairs — sits open at the Knowledge Base with nothing gated and no email required to read it. If you never contact me and never buy anything, you can still run my complete framework against your operation.

That is deliberate, and the reasoning is published: Everything I've Written Is Free. The short version is that the writing is not the product. The read of your specific operation is.

Where Everything Lives

Five surfaces, and each one does exactly one job.

This site is the hub — who I am, how the work runs, what an engagement looks like, and the articles that treat the industry's real issues at full length. The Knowledge Base is the framework itself, the Dictionary and the books. The Operator's WorkShop is where the paid work is listed with its prices in the open. Restaurant Physics teaches the architecture of how restaurants actually work. Hacksterism prosecutes the patterns hollowing operators out.

If you have seen therestaurant.ceo, restaurantphysics.com or hacksterism.com referenced anywhere, those are old addresses. The five above are the whole publishing operation.

Where To Begin

Take The Operator's Assessment first. It costs nothing but your name and email, and it returns your scores by fundamental, your gap map, your pattern, and the specific reading in my framework that speaks to what it found. Reading the framework without that read means starting at page one of a body of work built to be entered at your own gaps.

Then read what the assessment pointed you at. Then, if you want the read applied to your actual operation by someone who has been doing this since 1982, let's talk.

What This Site Will Not Do

It will not sell you a system, because your operation does not have a systems problem. It will not give you seven tactics for slow Tuesdays. It will not tell you the industry is hard and margins are thin and you are doing your best.

It will tell you what is actually true about how your operation is built, in language specific enough to act on, whether or not you like the answer. That is the whole offer, and most of it is free.

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