

# How To Go To Market

a Dangerous Kitchen primer



A group of people with a common PROBLEM who reference each other is a MARKET.



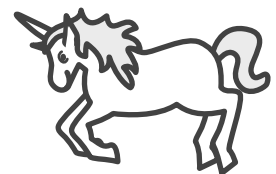
The deliberate and systematic attempt to own a MARKET is called MARKETING.



MARKETING works to create DISPARITY between your product and all others. DISPARITY



means you produce unique functional, emotional, and transformative OUTCOMES. To produce



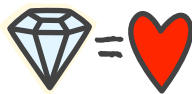
unique OUTCOMES, rethink the entire user experience to create a NEW CATEGORY.



When you create a NEW CATEGORY, you will enjoy category DOMINANCE. Competitors will



copy your outcomes and experiences, so defend your DOMINANCE by ascribing MEANING



to them. The MEANING the market associates with the outcomes and experiences



of owning and using your product — both good and bad — is your BRAND. When a



BRAND acts as a cultural leader for the people in its market, it's a KILLER BRAND.



KILLER BRANDS enjoy category exclusivity...



...in PERPETUITY.