

# Achieving Market Share Authority

*Defeat Sameness - Be the only one that does what you do*

## 1. Be ready to build a “big-idea”

- The status quo pisses you off
- Reject the belief that “hipster” branding is the answer; PURPOSE is the BRAND
- Clients are experiencing an annoyance, ripe for solving, and no one is addressing it

## 2. Market Share Authority Notes

- You have something HUGELY VALUABLE that no one else has
- Always pretend you are in fierce competition
- All players that earn MSA have a history of starting with a small market and then expanding

## 3. Happy companies do something unique; unhappy companies are trapped in competition (sameness)

- Value durability versus growth
- Vertical integration is an unexplored model of technological progress
- Go around the narrow door to the gate that no one is taking

## 4. Every great business is built on a private mission

- Who can we transform by our product?
- What complacency can we disrupt
- What frustration can we transform into a movement

## 5. Search out Small Villages

- Inventing an attractive category captures the complete attention of an overlooked village
- MSA built on small villages can fly under the radar continually improving exceptional value
- You become ordinary when you chase \$\$

