

Ideas that are Made to Stick

What Sticks:

- Your success isn't based on them mimicking your message – it's whether you've achieved your goals
- Studies show 63% remember stories in speeches, 5% remember individual statistics – USE STORIES!
- *All messages have 2 stages and CANNOT be mixed:*
 1. *Finding Answers: use expertise to arrive at the answers*
 2. *Telling Others: turn answers into sticky ideas and present them in sticky ways*
- The Communication Framework:
 1. Pay attention : Unexpected
 2. Understand & Remember : Concrete
 3. Agree / Believe : Credible
 4. Care : Emotional
 5. Be able to Act on it : Story

6 Principles of Successful Ideas:

1. **Simple : find the idea's core**
 - a. Core + compact = simple = proverbs, not sound bites
 - b. Reduce more = more sticky
 - c. Start with something they know and turn it into your idea
 - d. Good metaphors create behaviors and ideas
2. **Unexpected : break a pattern**
 - a. Surprise gets attention (< 3s); interest keeps it (> 3s)
 - b. Our minds are made to guess; break the guessing machines and fix with your core message
 - c. Show the **uncommon** sense parts of your message - "What isn't already happening?"
 - d. Make people curious – highlight knowledge they are missing and then fill the gap
 - e. Ask, "What questions do I want my audience to ask?"
3. **Concrete : specific people doing specific things**
 - a. Find the universal language that everyone speaks – go meta
 - b. Sometimes you have to forget the facts battle and fight the motivational one
4. **Credible : helping people believe the ideas**
 - a. Using real people that the audience finds authoritative or similar to themselves
 - b. Use localized, vivid, and specific details – Texas-sized Darth Vader toothbrush!
 - c. Statistics are only input – use them to output human and tangible
 - d. Let the audience do the work – use testable credentials – "Where's the beef?!"
 - e. Sinatra Test – if it could be done that way and win, then this can, too
5. **Emotional : people have to care to take action (Mother Teresa)**
 - a. Left brain cancels right – logic and numbers kill feeling
 - b. Connect something they don't yet care about to something they do
 - c. People matter to themselves most - Appeal to who they are AND want to be
 - d. What's in it for them? - People buy ¼" holes – not ¼" drill bits
 - e. Ask 'How or Why?' 3 times to get to the point
 - f. Empathy comes from the particular – not the pattern
6. **Story : part entertainment, part instruction**
 - a. Stories are mental practice – 66% as good as the real thing!
 - b. People actively listen and put themselves in the story – they aren't passive
 - c. 3 Basic Story Plots:
 - i. Challenge: David vs. Goliath – underdog, rags-to-riches, sheer willpower wins
 - ii. Connection: Good Samaritan – develop relationships that bridge a gap (race, class, social, etc)
 - iii. Creativity: MacGyver – someone making a mental breakthrough