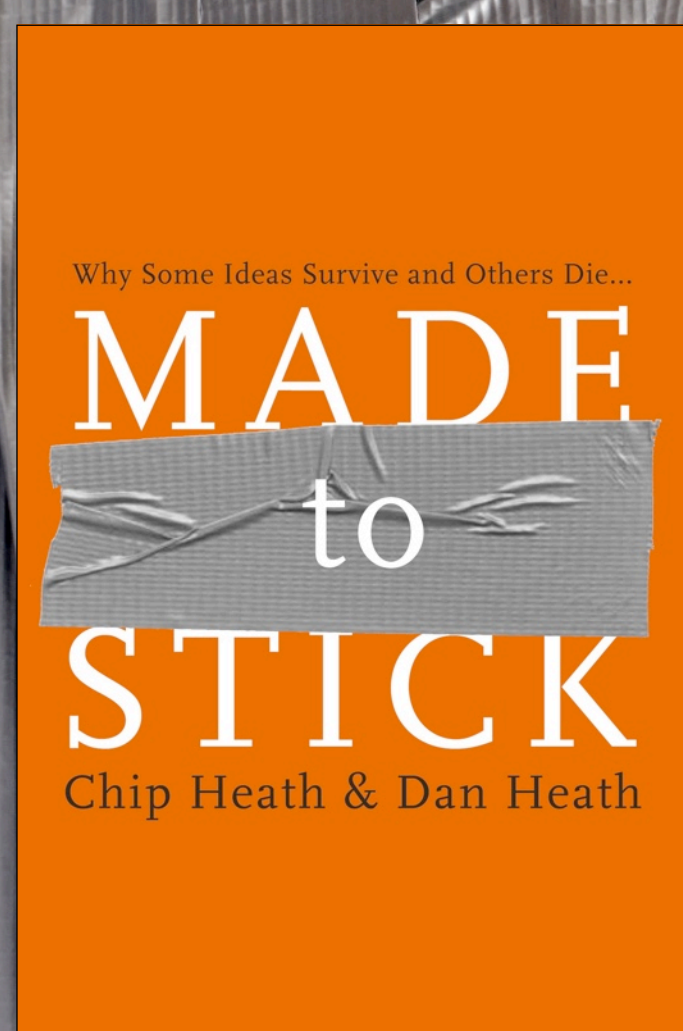


Make Sticky Media

Infographic by
Tony Vincent
 learninginhand.com



Chip and Dan Heath wrote about what makes messages, stories, and ideas sticky.

Made to Stick was published January 2, 2007

A sticky idea is one that we can...



understand

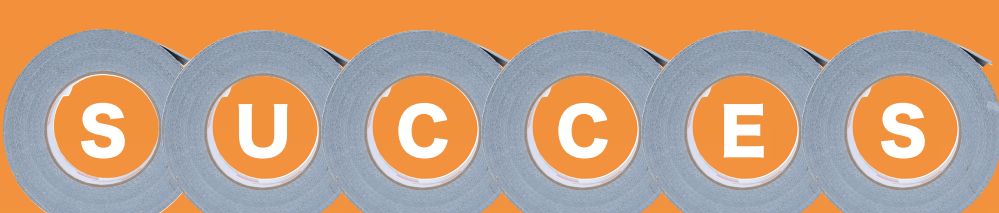


remember



retell

THE HEATH BROTHERS IDENTIFIED SIX TRAITS FOR STICKINESS.



Chip & Dan's SUCCESES model does not successfully spell the word success, but it can contribute to a successful project.

The more traits used in a production...

...the stickier the communication.



Simple

Determine the single most important thing or central idea and communicate it succinctly. Repeat this core message throughout your media.

Got too much to share in one product? Divide it up into multiple products.

"A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away."
 Antoine de Saint-Exupery



Surprise your audience to grab their attention.



Unexpected

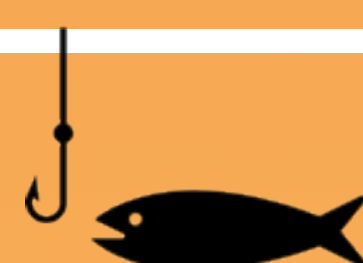
Build a mystery to hold your audience's attention.



Concrete

Hook into your audience's 5 senses and background knowledge to make your information less abstract.

Make the concepts in your media real by putting people into the story.



Credible

Use convincing details to make your point.

When using statistics, put them into perspective.



LARGE NUMBER MADE MORE ACCESSIBLE:

The national debt of the United States is nearly 18 trillion dollars. That is \$56,500 for every citizen.

Emotional

Make your audience care by appealing to their feelings, self-interest, and identity.

"If I look at the mass I will never act. If I look at the one, I will."
 Mother Teresa



Stories

Tell your message through a story. Consider including an interview (real or mock) so that people, places, and things in your media can tell a narrative.



The authors of *Made to Stick* offer free resources online. Go to tonyv.me/mts for a SUCCESES poster and their booklet, *Teaching that Sticks*.

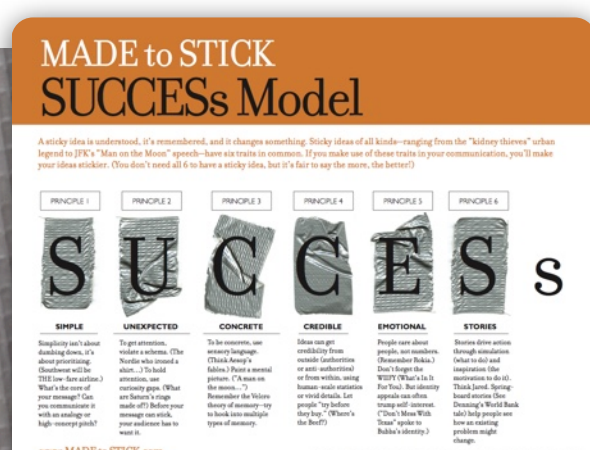


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