Tips for Powerful Messages
From the book
Made to Stick by Chip and Dan Heath*

**Principle 1: Simplicity.** How do we find the essential core of our ideas? A successful defense lawyer says, "If you argue 10 points, even if each is a good point, when they get back to the jury room, they won't remember any."

**Principle 2: Unexpectedness.** How do we get our audience to pay attention to our ideas, and how do we maintain their interest when our ideas take time to understand? We need to violate people's expectations. We need to be counterintuitive.

**Principle 3: Concreteness.** How do we make our ideas clear? We must explain our ideas concretely, in terms of what people do and what they can see and touch.

**Principle 4: Credibility.** Give an idea believability

**Principle 5: Emotions.** How do we get people to care about our ideas? We make them feel something.

**Principle 6: Stories.** Hearing stories acts as a kind of mental flight simulator, preparing us to respond more quickly and effectively.

* Authors: Chip Heath and Dan Heath
The above summary and more information can be found at: [http://www.asaecenter.org/Resources/ANowDetail.cfm?ItemNumber=24350](http://www.asaecenter.org/Resources/ANowDetail.cfm?ItemNumber=24350)