Make Sticky Media

MADE to STICK
Why Some Ideas Survive and Others Die...
Chip Heath & Dan Heath

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.

S U C C E S

Chip & Dan's SUCCES 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 production? Divide it up into multiple productions.

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

Unexpected

Surprise your audience to grab their attention.

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.
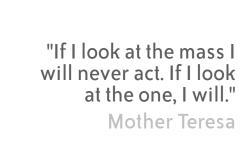
When using statistics, put them into perspective.

LARGE NUMBER MADE MORE ACCESSIBLE:
The national debt of the United States is over 18 trillion dollars. *That is $58,000 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.
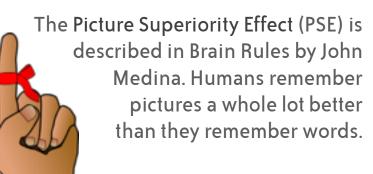
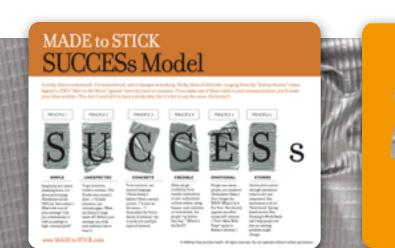## TONY VINCENT ADDS A 7TH TRAIT FOR STICKINESS...

Seen

Use photos, images, or videos to illustrate your ideas.

If your media is text or audio only, try using words to paint a mental picture for your audience.

The Picture Superiority Effect (PSE) is described in Brain Rules by John Medina. Humans remember pictures a whole lot better than they remember words.

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

MADE to STICK
SUCCESs Model
S U C C E S s

TEACHING that STICKS
Chip Heath & Dan Heath