

**MADE TO STICK by Chip & Dan Heath**

Intro	Core					Stories	Conclusion
	Powerful						
	Plausible						
What Sticks	Simple	Unexpected	Concrete	Credible	Emotional	What Sticks	What Sticks
AIM: Ways to make important ideas memorable Block = curse of knowledge 6 Principles: S.U.C.C.E.S.	-Execute with intent -core of idea -has to be relevant -prioritize	-get & keep attention through surprise	-easily visualized -memorable: Velcro theory -not dumbing down -distilling the essence	What makes people believe? -authority -localized detail -testable credentials	Key = Care -associate with someone they care about -Maslow's basement -engage feelings "Don't Mess with Texas!"	-Stories contain wisdom -effective teaching tools -mobilize people to act	Villains: -Bury the Dead -Decision Analysis -Curse of Knowledge