

Made To Stick

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The 6 Principles to Make Your Ideas Stick | by James Le ...
One of the most interesting books I read this year is Chip and Dan Heath's "Made To Stick" — a fast-paced tour of idea success stories.
Chip Heath - Made to Stick - YouTube
Made to Stick empowers anyone with the right insights and the right message to make any idea "stick." The book proceeds linearly through the sticky blueprint: the acronym S.U.C.C.E.S.

Hence, in order to make an idea sticky it has to be simple, unexpected, concrete, credible, emotional, and tell a story.

Book Summary - Made to Stick: Why Some Ideas Survive and ...

Made to Stick was concrete, useful, understandable and to the point. The authors did a good job of structuring their material by setting up their formula for "sticky ideas" and then dedicating a chapter to each ingredient.

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If you make use of these traits in your communication, you'll make your ideas stickier. (You don't need all 6 to have a sticky idea, but it's fair to say the more, the better!)

Made to Stick - Heath Brothers Heath Brothers

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Summary of Made to Sticky by Chip & Dan Heath

Make effective or permanent, as in They tried to appeal but our lawyers made the verdict stick. This idiom uses stick in the sense of "adhere." [First half of 1900s]

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In this posting, Litemind reader Johan Dhaeseleer shares with us a mind map summary of the 2007 bestseller Made to Stick. The book presents the common traits of successful ideas, turning them into a simple formula we can use to make our own ideas stick. From Great Ideas to Sticky Ideas.

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About The Author Although millions of people visit Brandon's blog each month, his path to success was not easy. Go here to read his incredible story, "From Disabled and \$500k in Debt to a Pro Blogger with 5 Million Monthly Visitors." If you want to send Brandon a quick message, then visit his contact page here.

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"Made to Stick" provides a practical and systematic way to create ideas that are understood, remembered, and have a long-term impact. In this summary, we'll briefly outline the 6 principles to identifying and creating sticky ideas, and explain how to put it together to drive successful strategies.

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Together, Chip and Dan have written three New York Times bestselling books: Made to Stick, Switch, and Decisive. Their books have sold over two million copies worldwide and have been translated into thirty-three languages, including Thai, Arabic, and Lithuanian.