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made of?) Before your message can stick, your audience has to want it. To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. (A man on the moon) Remember the Velcro theory of memory try to hook into multiple types of memory. Ideas can get credibility from outside (authorities or anti-authorities) <http://ebookslibrary.club/download/MADE-to-STICK-SUCCEs-Model-heathbrothers-com.pdf>

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In Made to Stick, accomplished educators and idea collectors Chip and Dan Heath tackle head-on these vexing questions. Inside, the Heath brothers reveal the anatomy of ideas that stick and explain sure-fire methods for

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