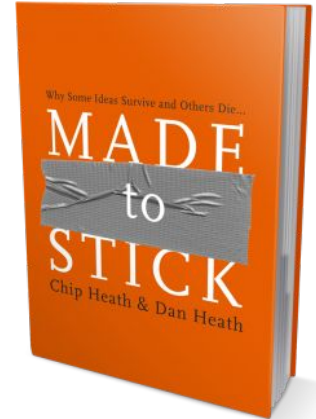

Making Presentations That Stick

A guide by Chip Heath & Dan Heath

Selling your idea

Created in partnership with Chip and Dan Heath, authors of the bestselling book *Made To Stick*, this template advises users on how to build and deliver a memorable presentation of a new product, service, or idea.





1. Intro

Choose one approach to grab the audience's attention right from the start: unexpected, emotional, or simple.

- **Unexpected**
Highlight what's new, unusual, or surprising.
- **Emotional**
Give people a reason to care.
- **Simple**
Provide a simple unifying message for what is to come