
Made to Stick Summary PDF Cheatsheet —

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? 1. The SUCCEs Model: Your ideas need six key principles to stick – keep it Simple, add something Unexpected, be Concrete, show it’s Credible, make it Emotional, and tell it as a Story

- Follow the SUCCEs model: Keep it simple, surprise people, be clear, be believable, make it emotional, and tell a story.

? 2. The Curse of Knowledge: Talk about your ideas in a way that’s easy for everyone to get, like you’re explaining it to a beginner

- Overcome the “Curse of Knowledge” and make your ideas resonate with everyone by simplifying complex, abstract ideas into relatable, impactful stories.

? 3. Keep it Simple: Find the core of your idea and connect it to things people already know

- Identify the most important part of your message by removing any details that don’t directly support the main point.
- Make it compact by using flags — connecting new information to familiar concepts or “schemas,” making it easier for your audience to understand and remember.

? 4. Add Something Unexpected: Get attention by breaking expectations and keep interest by creating a “curiosity gap”

- Surprise your audience using unexpected twists, like the ending of the minivan ad, to grab attention immediately. Break a pattern.
- Make them guess and ask questions, reveal a gap in knowledge then slowly fill it in, to keep their interest alive through curiosity.

? 5. Be Concrete: Make your idea clear using real, vivid examples people can easily understand and remember

- By grounding your ideas in concrete examples and vivid details, you ensure they are communicated in a clear way that sticks. This approach makes a wider audience resonate with and remember your message.

? 6. Show it’s Credible: Get them to believe your ideas with solid proof or expert opinions

- Credibility isn’t just about having the facts; it’s about presenting them in a way that connects with your audience, so your ideas are not only heard but also believed.
- By combining external validation with internal evidence, and making statistics relatable and personal, you can turn skepticism into trust.

? 7. Make it Emotional: Make people care about your idea by connecting on a personal, emotional level

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- In short, making your idea stick is about touching hearts as much as it is about engaging minds. When your message makes people feel something—whether it's empathy, outrage, pride, or belonging—they're not just more likely to remember it. They're more likely to act on it.

? 8. Tell it as a Story: Get people to act on your idea by bringing it to life in a compelling narrative

- In essence, telling your idea as a story transforms it from a flat concept into a simulated living experience, encouraging deep understanding, and inspired action.
- It's not just about sharing knowledge; it's about delivering it in the most engaging way – and that's through stories.

This is just a sample!

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