

# **Sticky SUCCEs Checklist**

## **Simple**

- Find the Core
- Share the Core
- Simple = Core + Compact

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## **Unexpected**

- Get Attention: Surprise
- Hold Attention: Interest
- The Gap Theory of Curiosity

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## **Concrete**

- Help People Understand and Remember
- Help People Coordinate
- Talk About People, Not Data

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## **Credible**

- Help People Believe
- External Credibility: Authority & Anti-authority
- Internal Credibility
- Make Statistics Accessible
- Find An Example That Passes The Sinatra Test
- Use Testable Credentials

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## **Emotional**

- Make People Care
- Use The Power Of Association
- Appeal to Self-Interest [and not just base self-interest]

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## **Story**

- Get People to Act
- Stories as Simulation [Tell People How To Act]
- Stories as Inspiration [Give People Energy To Act]

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