



## UPCOMING SEMINARS

Longview Group and the Society for Marketing Professional Services announce a NEW national seminar:

**Recruit and Retain Great A/E/C Talent: The Business Development Approach**

**San Francisco, CA  
November 30, 2007**

**Boston, MA  
February 15, 2008**

**Philadelphia, PA  
March 28, 2008**

**Tampa, FL  
April 25, 2008**

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May 30, 2008**

**Essentials & Proposals  
Attend just one day or both**

DAY 1 - A/E/C Essentials: An Introduction to the Design and Construction Industry  
DAY 2 - Powerful Persuasive Proposals

**Charlotte, NC  
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December 6 & 7, 2007**

For more information, go to:  
[www.longview-group.com/seminars.html](http://www.longview-group.com/seminars.html)

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## Sticky Stuff

by Dennis Schrag



Shortly after publishing their book, *Made to Stick*, the two authors and brothers, Chip and Dan Heath, explained that they “wrote this book to help you make your ideas stick. By ‘stick,’ we mean that your ideas are understood and remembered, and have a lasting impact – they change your audience’s opinions or behavior.”

If you are presenting a proposal to a client, or interviewing for a project, it is critically important your ideas and solutions stick – that they have staying power.

Those Heath boys suggest six principals to make your position stick with people: simplicity, unexpectedness, concreteness, credibility, emotion and stories – in other

Here are the six:



“It’s hard to make ideas stick in a noisy, unpredictable, chaotic environment. If we’re to succeed, the first step is this: Be simple. Not simple in terms of ‘dumbing down’ or ‘sound bites.’ What we mean by ‘simple’ is finding the core of the idea. ‘Finding the core’ means stripping an idea down to its most critical essence.” After weeks of complex and chaotic testimony in the first O.J. Simpson trial, Jonny Cochran made it simple: “If the glove does not fit, you must acquit.”



“Figure out what is counterintuitive about the message, i.e., what are the unexpected implications of your core message? Communicate your message in a way that breaks your audiences’ guessing machines.” Dorothy Parker, the caustic writer and poet, made an eternal impression by saying the unpredicted: “If you can’t say something nice, come sit next to me.”



Speaking concretely is the only way to ensure that our idea will mean the same thing to everyone in our audience. Proverbs in every country make the point in memorable terms. “Both your friend and your enemy think you will never die,” says the Irish proverb. What a complex concept – and so easily digested.

There was the anti-nuclear campaigner who wanted to make a point about the 5,000 nuclear warheads. As he gave lectures, he took along a metal bucket and thousands of BB pellets. He dropped one pellet into the bucket and told his audience: “This is the Hiroshima bomb.” Later, he poured 5,000 pellets into the bucket. “This was the world’s current nuclear capability.” Complex to concrete.



How do we make people believe our ideas? Help people believe. Honesty and trustworthiness should be glorified. Those of us who market invisible services know that the message-carrier is the product. We can build trust by explaining in detail how we will provide superior service. Vivid fine points boost credibility.



“We show how our ideas are associated with things that people already care about. We appeal to their self interest, but we also appeal to their identities – not only to the people they are right now but also to the people they would like to be.” We are wired to feel things for people, not for abstractions. Making a point in very human terms makes sense.

I tell my seminar participants how important it is to have emotional covers on their proposals; covers with people who are enjoying the benefits of your services. One participant explained she sells wastewater design systems. She quizzed how to make that emotionally connect with an audience. Place a picture of a granddaughter fishing in a clean stream with her granddad. That says it all.



“A story is powerful because it provides the context we need to make things real... a story provides a framework that is more lifelike, more true to our day-to-day existence. Stories are almost always concrete. Most of them have emotional and unexpected elements.”

For example: A state trooper was driving through a rural area one day and as he passed by a farm, the farmer yelled “pig! pig!” at him while shaking a pitchfork. The trooper wasn’t the sensitive type and began yelling out the window “Redneck! Redneck!” as he ran into the large pig crossing the road.

**Read *Made to Stick*. Enjoy it. Learn from it.**

## WHAT IS THE LONGVIEW GROUP, LLC?

Seeking more efficiency and effectiveness in your professional service business? The Longview Group, LLC provides you INSIGHTS through training, on-the-job coaching, expert counsel, and extra-hands services.



INSIGHTS...IN SIGHT

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