


I'm not robot  reCAPTCHA

Continue

Stick run 2019

March 18, 2015 6 min read This story originally appeared on KISSmetrics There's a saying that goes: Simple ideas, execution is difficult. Everyone can create ideas for new businesses, new companies, new products, and new marketing campaigns. But implementing the idea - not just making it a reality, but making it successful, is a difficult part. In 2007, Heath Brothers helped all of us by publishing *Sticky*. In the book, they described six things needed to make the idea sticky. It's called their SUCCES framework: Simple, Unexcited, Concrete, Credible, Emotional, Stories. You don't need all of this in a sticky idea, but you need a few of them. The more of them you have, the better your message chances will stand out. Co-author Chip Heath gave a presentation in which he outlined 5 of the 6 points in the book. This blog post serves as a review of his talk. And if you haven't read the book yet, we highly recommend you take a copy. SimpleA's simple message means prioritizing the core of your ideas. If you say 10 things, you say nothing. This requires a bit of constraints, since most marketers and companies have a lot of things they want to say. Prioritize the most important things you want to come across. Be sure to get the first most important thing before the 2nd, 3rd, etc. A good and simple message means that you can decide from the idea. Here are some simple messages that get an idea in the right way: Dead Hard movie pitch on the bus. Film: Speed Business pitch Blockbuster with no late fees. Business: Netflix What you need to do: Find a look from your concept. Unexpected Ideas Unexpected is a shock that prevents us and makes us hear the idea. To surprise people, you need to break a pattern or break the schema. Each of us has a pattern of how things work or the way something works. We have a mental schema of what diet should be, or the way the market operates. The burger industry is one of America's treasures, but the issue for companies is that it becomes difficult to stand out. There are dozens of burger joints in each city, so how do you make you stand out? The Heart Attack Grill is a company that has broken market patterns. Burger names - single shortcuts, double shortcuts, triple bypasses, and quadruple bypasses explain that they are not trying to hide how unhealthy their food is. They embrace it and use it as a variation. There are also unexpected ideas or phrases attached to people, such as: You only use 10% of your brain. This is complete nonsense, but it sticks around because it is unexpected, as well as maintaining some within the SUCCES framework. All you have to do: Find a pattern in your industry, and break that pattern. Concrete to is concrete, use sensory language. Perhaps the best example of concrete statements comes from President Kennedy: This country should do it yourself to achieve goals, before this decade out, land a man on the moon and return safe to earth. What do we do? Landed a man on the moon. When do we do it? Within a decade. This is a bold and concrete idea. If Kennedy says he wants people to space someday, it won't be concrete. By sticking to concrete, the idea of going to the moon gets stuck in people's minds, and maintaining a goal in place at NASA. All you have to do: So specifically with the idea of your Emotional Ideas should have emotions, but they shouldn't have negative emotions. Showing negative emotions will cause people to be closed and adaptable. Showing this Vine to smokers will not help, because it is negative and does not help them quit. They already know smoking is detrimental. From something like this, you should create hope in your message. Car wash has a loyalty program that provides free car wash. After you buy eight car washes, your ninth is free. They created two cards and distributed them evenly to customers. One card has eight parts, and after each part of the car wash will stamp one of the parts. The other card has 10 parts, but two of them have been stamped. It's the same amount of car wash needed, but someone gives them the illusion of having the beginning of the jump. Result? Cards that already have two stamped parts get almost double customer loyalty than those that don't have any stamped. This is because it gives customers a kind of emotional hope. They are more likely to complete loyalty cards knowing that it has been started. Get one car wash and you already have three stamped parts! All you have to do: Connect emotions to the idea of making it more sticky. The Storys People bond by telling each other's stories. They are not just entertainment, they are a way to implement our abilities. Listening to the story, we often think how we can act if we are the people in the story. The story is a flight simulator for our brain. One of subway's most successful marketing campaigns, in which they tell the story of Jared Fogle, which weighs more than 400lbs. After eating the Subway for 15 years, Fogle lost over 200lbs. This story implements people's own abilities - eating subways, walking a lot, and losing weight. Even if you are not interested in losing weight, you will still get a healthy sub. This story stuck with people and led to a 20% sales jump for the Subway after its first national commercial. All you have to do: Add a story to your idea. Curse Ilmu The curse of knowledge is what works against you. If you are an expert in your field, you will have a hard time sticky idea. You think in an abstract and complex way, which makes it difficult to prioritize and create simple ideas. Talking abstractly helps when you talk to other experts - but if you talk to non-experts, you will lose them quickly. Crossing the border from experts to beginners becomes a challenge. To defeat the curse of knowledge, follow the principles in the framework of SUCCES. This will help align and concentrate your ideas makes it more sticky. Our editors independently research, test, and recommend the best products; you can learn more about our review process here. We may receive commission on purchases made from our preferred link. From teenagers playing in high school to adulthood to finding the MVP awards league rec, Bauer Senior Vapor X700 LITE Griptac Ice Hockey Stick is an excellent option. This attack-oriented wood will help you gain the goals and help needed for success on the ice inside the rink or in the pool. LITE in this carbon fiber stick refers to 20 grams of weight that this stick has spilled from other Bauer varieties, giving it a faster sense of zip and movement. In addition, Quick Release Taper Technology allows players to get shots quickly and suffer a minimum back slides. This sported BiMax 3K carbon fiber knife sticks with AeroFoam Core and Max Balance Technology for lighter, faster, and more even performance. The 448-gram, 60-inch wood is available in both hands orientation and has multiple concave walls, two-piece construction, and GRIPTAC for better grip. There are plenty of old school hockey fans out there who will tell you that you don't need synthetic, carbon fiber sticks popular in the NHL today to have fun on the ice. Traditionalists will tell you that all you need is a great wooden stick. Sher-Wood Senior 5030 Heritage Wood Hockey Stick is this tool. Sher-Wood 5030 Heritage wood sports wood 85 flex and very low price tags. Made with Aspen's core and birch exterior of various naminous, this wood is durable and reliable just like carbon fiber wood. The blade is made with the exterior of the ash and hand fibers, which makes it resistant to the high effects of each slave shot. This 60-inch wood delivers great passes and shots. It may seem old, but its performance is ideal for the 21st century. CCM Youth 252 hockey sticks are great for children due to durability and versatility. Flex 35 wood is best suited for youth and allows for the right type of shot capabilities. These woods can be used on ice or street-perfect for hockey kids who love to spend their summer on their footpaths and winter in the pool. The construction of various 15-ply lams makes this wood strong and resilient to any damaged youth can come forward. The blade is made with ABS core, ash veneer, and fiber reinforcement. This wood has spacious and rounded legs and only comes in straight hand orientation. Simple and cheap, Mylec Eclipse Flo Stick is a great option for just about any floor hockey league. Popular in high school gym classes as well as adult rec ed leagues, floor hockey allows unristant people skaters to enjoy hockey balls in the gym. Mylec Eclipse Flo Stick is an easy-to-approach and easy to use way to enjoy floor hockey wherever you can. This sported two-piece wooden solid wooden dashes with plastic blades connected by screws. Available with A 48-inch, or 53-inch, this option suits the highest people from children to adults, males or girls. Sporting the Classic Knife sticks the Flo Jets handle well and can be easily replaced if needed. Available on the right side of the left orientation, this wood is also a great option to practice in the basement, playing around the road, or any other number of casual uses. Street hockey was created to allow people to play hockey at times and in areas where it was too warm to play on the ice. Believed to have started in the United States in the early 1900s, street hockey has become a very popular sport around the world. Some people play in the game being screened on official outdoor courts with official boards and goals, but most of the games are still played by children in shoes on their streets and local parks. Just like with ice hockey, it is very important that you have a big stick for street hockey. CCM Senior Ultimate ABS Street Hockey Stick is an excellent option. The wood has 85 flex and multi-snapped daci-after construction for extra strength. The 60-inch street hockey stick uses the ultimate ABS core blade, designed for rough surfaces such as concrete and asphate. These high-quality wood also have low prices. If you don't have a great stick, you won't be the best ice hockey player on the ring. Wood clearly requires skilled operators to lead to goals, steals, and help, but it can make the process easier. Warrior Senior Alpha QXS-1 Hockey Stick is a great choice for teenagers or adults. QXS-1 is a synthetic hockey stick with 85 flexes, found in hand orientation. The 60-inch, 560-gram wood has a flat carbon composite construction with extended mid-range arc taper on blades with saber tapping stiffness. This Warrior ice hockey stick also has fast-strike technology to help move energy more efficiently through wood, providing better power and control. The blades are also strengthened for better follow-up. Expert hockey players want wood that does everything to improve their existing skills handle. Arsenal Envy Carbon Fiber Ice Hockey Stick is a tool that allows skilled ice hockey players to put the puck exactly where they want, either between the competition legs or teammate blades. The wood has 85 flexes and an A92 curve on blades for quick release, optimal control, and a simple pass. The 60-inch wood has a perfect walling point and has a balanced composite construction. This wood has a sporty design and is suitable for any ice hockey player who wants the best handling possible with their stick. Stick.

