Day #12 • return Q3	
• clip of the day	
<ul><li>more figures of speech</li><li>more on business plan content (sticky ideas)</li></ul>	
the persuasive talk	
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clip of the day	
	<del>-</del> 

figures of speech	
lists, catalogs easy way to deliver specificity, concreteness, vividness	

triad: simple list using three-word phrasing wine, women, and song liberte, egalite, fraternite sex, drugs, and rock 'n roll content, clarity, correctness	
l came; I saw; I conquered.	
r came, i saw, i conquereu.	

"with malice toward none, with charity toward all, with firmness in the right" Lincoln, Second Inaugural	
descriptive catalogs	

catalog with a twist  she strode like a grenadier, was strong and upright like an obelisk, had a beautiful face, a candid brow, pure eyes, and not a thought of her own in her headJoseph Conrad	
it had color, noise, huge, clashing armies, sound and fury, and not a single believable character.	

the hike was painful, agonizing, arduous, and the most fun i've ever had.	
it was your typical downtown, fair-trade kind of coffee shop, with a dog chained out front, students inside chained to their laptops, and a long line of hipster types waiting for their coffee.	

synathroesmus (si na TREES mus): a piling up of adjectives for dramatic, hyperbolic effect	
Of all the bete, clumsy, blundering, boggling, baboon-blooded stuff I ever saw on the human stage, that thing last night beatas far as the story and acting wentand of all the affected, sapless, soulless, beginningless, endless, topless, bottomless, topsyturviest, tuneless, scrannelpipiest-tongs and boniestdoggerel of sounds I ever endured the deadliness of, that eternity of nothing was the deadliest, as far as its sound went." John Ruskin describing a performance of Wagner's Die Meistersinger	

Lipsmackin'thirstquenchin' acetastin,motivatin'goodbuzzin' cooltalkin'highwalkin'fastlivin' evergivin'coolfizzin'Pepsi.	
Developing Content	

review	
knowing what to say and not say	

it's about giving just enough exposition to deliver an insight	
signal vs. noise	

why is it easier to answer questions during the q & a?	
questions during the q & a?	
you have a limited, focused goal	

you know you don't have to say everything you know	
you have to say only enough to deliver the insight.	

content rehearsal coursepack p. 56	
Crux, Freewrite, & Frame	

crux energy center for your message	
freewrite	
L	

frame	
a frame determines the terms on which any topic is going to be discussed or argued	
is going to be discussed or argued	

pathos frames ethos frames logos frames	
pathos frames:  defined by audience's fears & desires, attractions & aversions—what it really wants, or wants to avoid	

ethos frames:  defined by group beliefs, virtue & vice, values, decorum—its sense of 'rightness'	
logos frames:  defined by facts, analytical prowess, competency, practicality, results	

rock, scissors, paper	
frame for persuasive talk and business plan pitch?	

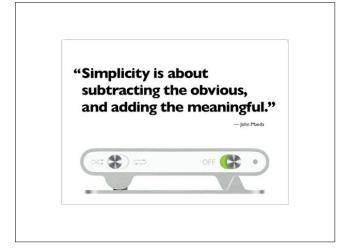
why should i care? (pathos)	
ny should i believe you? (ethos)	
,,	
how will it work? (logge)	
how will it work? (logos)	
	•
resistance frames & counter frames	
resistance marries & counter marries	

frame for persuasive talk and business plan pitch?	
why should i care? (pathos)	
why should i believe you? (ethos)	
how will it work? (logos)	

find a punchline idea, a mantra that makes the insight pop for you and your audience.	
just do it i want to put a ding in the universe democratize design kill your darlings	

and repeat this mantra throughout your talk	
sticky ideas	

SUCCES	
0000L0	
simplicity	
simplicity unexpectedness	
simplicity unexpectedness	
concreteness	
concreteness credibility	
concreteness credibility	
concreteness credibility emotion	
concreteness credibility emotion	
concreteness credibility	
concreteness credibility emotion	



## Simplicity

if everything is important, then nothing is important

## Simplicity

you must be ruthless in your efforts to simplify — not dumb down — your message to its absolute core

you must be willing . . .

to kill your darlings	
O' '' ''	
Simplicity	
maximum effect, minimum means	

maximum signal, minimum noise	
don't be satisfied with the obvioustry to give your audience	

unexpectedness	
surprise people violate their expectations stimulate their curiosity deliver insights	

intrigue them	
abstractions are not memorable, nor do they	
motivateso	

be concrete	
down to earth	
Concreteness	
use natural speech, and give real examples with real thingsnot abstractions	

1 gigabyte = 10,000 songs	
Concreteness	
speak (and write) from your experience	

make it personal	
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tell stories	

make it visual

## Concreteness



credibility	
ethos, ethos  does your audience trust you and connect with you and your message?  if there's no natural connection, you have to create one.	

emotions	
pathos, pathos, pathos if your audience isn't feeling it, it isn't going to care about or remember what you say	

story	
information soaked in emotions and wrapped in visualization	

Stories	
Stories	
create a movie in audience's mind	
stories integrate simplicity, unexpectedness, concreteness, credibility, and emotion	

Takehome Midterm: The Persuasive Talk	
cicero's big 5  invention arrangement style memory delivery	

invention = analysis arrangement = content style = clarity & correctness opening--ethos body—logos primary; pathos secondary narration (pathos): establish motivating problem division(logos): solution concept proof (logos): primary & secondary benefits prolepsis (logos): anticipate & neutralize counterargument close--pathos: make compelling plea for action

a word about openings	
Openings:	
Ethos, Ethos, Ethos	
<ol> <li>Use identity strategy: jokes, code, trust, likability,</li> <li>Surprise or shock: defy expectations</li> </ol>	
3. Ask questions: Simon Sinek	
4. Tell a story: make it personal	
	<u>-</u>

Sets the tone & energy level Establishes business model/concept Gives quick overview & introductions	