Day #12

- return Q3
- clip of the day
- more figures of speech
- more on business plan content (sticky ideas)
- the persuasive talk
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

I came; I saw; I conquered.
"with malice toward none, with charity toward all, with firmness in the right..." Lincoln, Second Inaugural
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 head.

--Joseph Conrad

catalog with a twist

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.

camera pan

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 beat—as far as the story and acting went—and of all the affected, sapless, soulless, beginningless, endless, topless, bottomless, topsyturviest, tuneless, scrannelpiest—tongs and boniest—doggerel 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'
acetasin, motivatin' goodbuzzin'
cooltalkin' highwalkin' fastlivin'
evergivin' coolfizzin' Pepsi.
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?

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
a frame determines the terms on which any topic is going to be discussed or argued
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)
why should i believe you? (ethos)
how will it work? (logos)

resistance frames & counter frames
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
SUCCESS

simplicity
unexpectedness
concreteness
credibility
emotion
story
“Simplicity is about subtracting the obvious, and adding the meaningful.”
— John Neale
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

Simplicity

maximum effect, minimum means
maximum signal, minimum noise

don’t be satisfied with the obvious--try to give your audience . . .
unexpectedness

- surprise people
- violate their expectations
- stimulate their curiosity
- deliver insights
intrigue them

abstractions are not memorable, nor do they motivate—so . . .
be concrete . . .

down to earth

Concreteness

use natural speech, and give real examples with real things—not abstractions
1 gigabyte = 10,000 songs

Concreteness

speak (and write) from your experience
make it personal

tell stories
make it visual

66 grams of fat = Concreteness
credibility

does your audience trust you and connect with you and your message?

if there’s no natural connection, you have to create one.

ethos, ethos, ethos...
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

create a movie in audience's mind

stories integrate simplicity, unexpectedness, concreteness, credibility, and emotion
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:
making compelling plea for action
a word about openings

Openings:
Ethos, Ethos, Ethos

1. Use identity strategy: jokes, code, trust, likability.
2. Surprise or shock: defy expectations
3. Ask questions: Simon Sinek
4. Tell a story: make it personal
Sets the tone & energy level
Establishes business model/concept
Gives quick overview & introductions