

Day #12

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

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clip of the day

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figures of speech

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lists, catalogs

easy way to deliver specificity,  
concreteness, vividness

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triad: simple list using three-word phrasing

wine, women, and song  
liberte, egalite, fraternite  
sex, drugs, and rock 'n roll  
content, clarity, correctness

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I came; I saw; I conquered.

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

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descriptive catalogs

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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 head.  
--Joseph Conrad

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it had color, noise, huge, clashing  
armies, sound and fury, and not a single  
believable character.

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the hike was painful, agonizing, arduous,  
and the most fun i've ever had.

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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.

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synathroesmus (si na TREES mus):  
a piling up of adjectives for dramatic,  
hyperbolic effect

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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, scrannelpiestic--  
tongs and boniest--doggerel of sounds I ever  
endured the deadliest of, that eternity of nothing  
was the deadliest, as far as its sound went." John  
Ruskin describing a performance of Wagner's Die  
Meistersinger

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review

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knowing what to say and not say

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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 . . .

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. . . you have to say only enough  
to deliver the insight.

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content rehearsal

coursepack p. 56

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Crux, Freewrite, & Frame

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crux  
energy center for your message

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freewrite

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frame

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

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pathos frames  
ethos frames  
logos frames

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pathos frames:

defined by audience's fears & desires,  
attractions & aversions—what it really  
wants, or wants to avoid

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ethos frames:

defined by group beliefs, virtue & vice,  
values, decorum—its sense of  
'rightness'

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logos frames:

defined by facts, analytical prowess,  
competency, practicality, results

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rock, scissors, paper

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frame for persuasive talk and business plan pitch?

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why should i care? (pathos)  
why should i believe you? (ethos)  
how will it work? (logos)

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resistance frames & counter frames

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frame for persuasive talk and business plan pitch?

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why should i care? (pathos)  
why should i believe you? (ethos)  
how will it work? (logos)

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find a punchline idea, a mantra that makes the insight pop for you and your audience.

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just do it  
i want to put a ding in the universe  
democratize design  
kill your darlings

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and repeat this mantra throughout your talk

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sticky ideas

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SUCCES

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simplicity  
unexpectedness  
concreteness  
credibility  
emotion  
story

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**“Simplicity is about  
subtracting the obvious,  
and adding the meaningful.”**

— John Maeda



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## Simplicity

if everything is important, then nothing is important

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# Simplicity

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

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you must be willing . . .

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to kill your darlings

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## Simplicity

maximum effect, minimum means

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maximum signal, minimum noise

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

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unexpectedness

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

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intrigue them

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abstractions are not memorable, nor do they  
motivate--so . . .

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be concrete . . .

. . .down to earth

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## Concreteness

use natural speech, and give real examples  
with real things--not abstractions

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1 gigabyte = 10,000 songs

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## Concreteness

Speak (and write) from your experience

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make it personal

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tell stories

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make it visual

66 grams of fat =  
**Concreteness**

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credibility

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ethos, 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.

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emotions

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pathos, pathos, pathos

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

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story

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information soaked in emotions and wrapped in  
visualization

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# Stories

create a movie in audience's mind

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stories integrate simplicity, unexpectedness,  
concreteness, credibility, and emotion

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Takehome Midterm: The Persuasive Talk

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cicero's big 5

- invention
- arrangement
- style
- memory
- delivery

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invention = analysis  
arrangement = content  
style = clarity & correctness

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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

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a word about openings

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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

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Sets the tone & energy level

Establishes business model/concept

Gives quick overview & introductions

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