Homework 8: Reading Assignment only (no submission required)
Target reading date by May 2, Monday

Read the article on “Made to Stick” available on the web at:
http://www.madetostick.com/excerpts

Understand the six principles of articulating an idea:
1. S (Simple)
2. U (Unexpected)
3. C (Concrete)
4. C (Credible)
5. E (Emotional)
6. S (Story)

Strive to craft your message with the following principles:
1. Simple
2. Concrete
3. Credible

Strive to convey your message in 30 seconds to capture the attention of your audience!

If you can add the quality of “Unexpected”, that would be great! The other principles will be emphasized later in bringing your message to a larger audience later.