



Office Hours



Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/users/PaulHoyt



The Reasons

- Being a successful small business owner can be a great experience!
- But it's tough - you need Education, Training, Tools, and Team to be successful
- I want you to get to know me



The Reasons

- First and most importantly, I want you to know that I **care** about you.
- I want you to **succeed** in every area of your life, whatever that means to you.
- I want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then **remember** it, **embrace** it, and **live** it every day.



My Vision...

... To help millions of CEOs and Entrepreneurs accelerate their business growth and enjoy greater harmony and balance in their lives



Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A



Join Us!

- Facebook Brilliant Business Group
- <https://www.facebook.com/groups/BrilliantBusiness/>
- Make comments, ask questions, share insights and “takeaways”
- “Like” my business page on Facebook
- I am Posting Energy of the Day and Business Lesson of the Day to the group
- New! **LinkedIn Brilliant Business Group, too!**



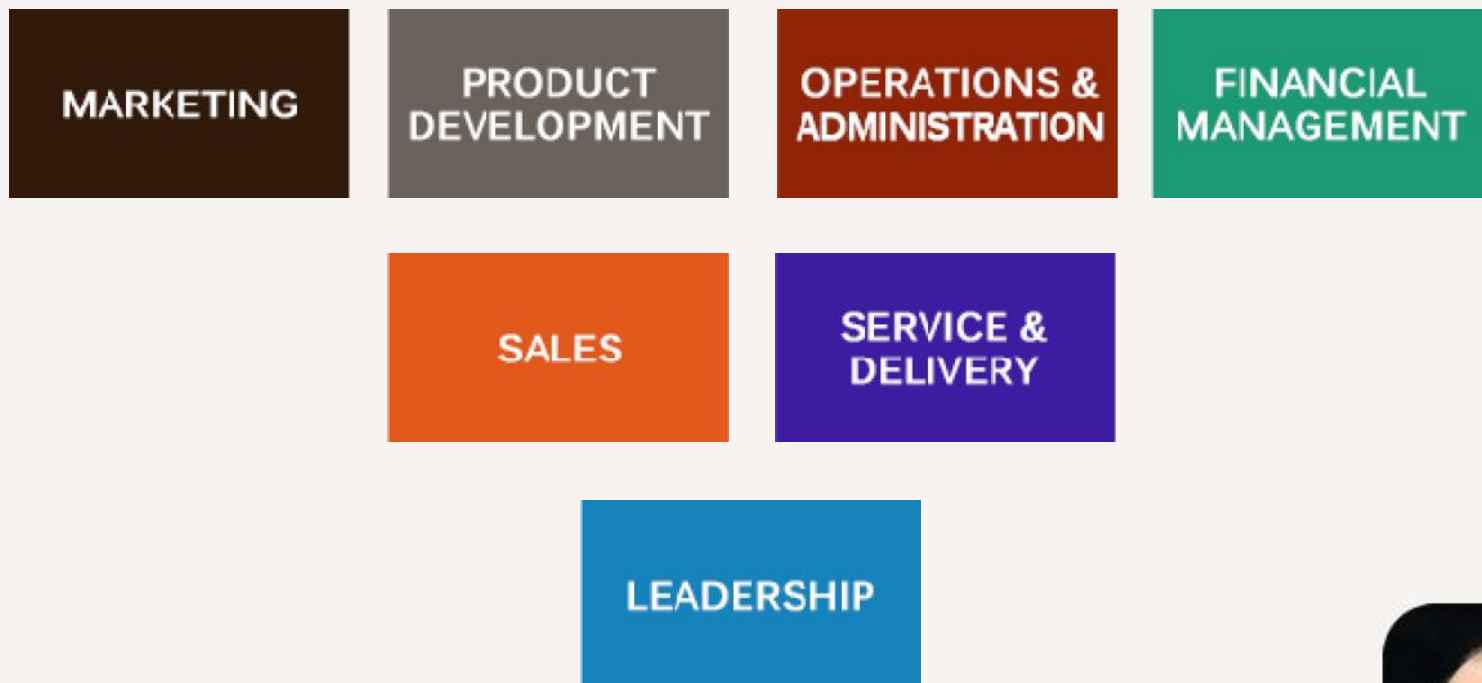
Today's Topic:

Made to Stick: Why Some Ideas Survive and Others Die

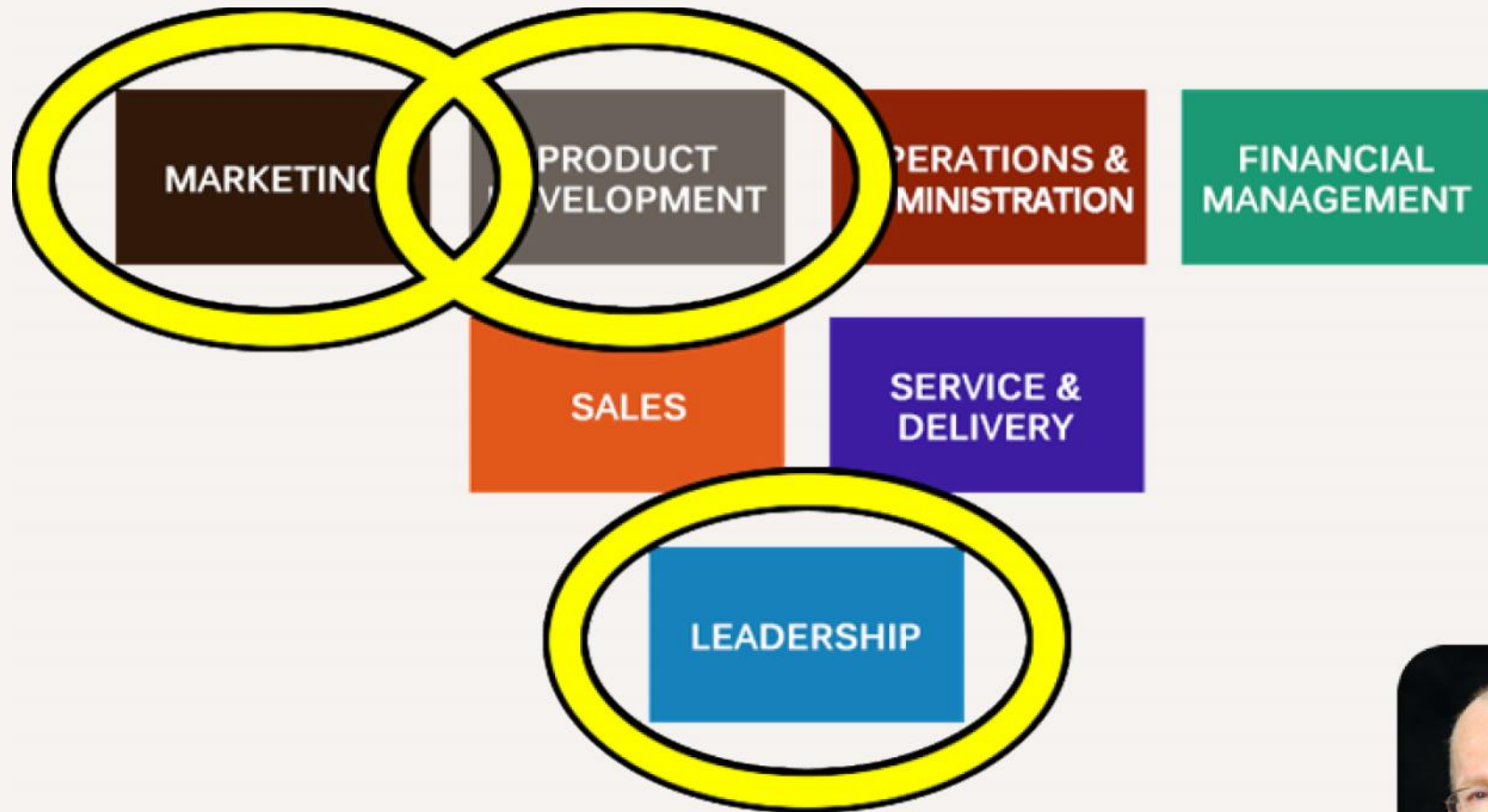
By Chip and Dan Heath (2007)



The Key Performance Areas



The Key Performance Areas



Agenda

- The Authors
- An Overview of The Six Principles of Stickiness
- Details on Each Principle
- Example
- The Bottom Line



The Authors

- Chip Heath: PhD Psychology and professor at Stanford
- Dan Heath, Founder of Thinkwell Publishing, professor at Duke University
- Two other bestselling books:
 - Switch: How to Change Things When Change is Hard (2011)
 - Decisive: How to make better choices in life and work (2013)



Overview

- Six Principles of “Stickiness”
 - Simple
 - Unexpected
 - Concrete
 - Credible
 - Emotional
 - Stories



Simple

- What is the One Thing you want people to remember?
- What is the One Thing you want people to do?
- Simple = Core and Compact
- You have to avoid the Curse of Knowledge
- Keep asking Why until you get there
- Target a very young and impatient audience



The Pomelo

- The pomelo (*Citrus maxima* or *Citrus grandis*) is a citrus fruit native to Southeast Asia. It is usually pale green to yellow when ripe, with sweet white (or more rarely, pink or red) flesh and a very thick, spongy rind. It is the largest citrus fruit, 15-25 cm in diameter, and usually weighing 1-2 kg.
- A pomelo is basically a super-sized grapefruit with a very thick and soft rind.



Simple

- “A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”

Antoine de Saint-Exupery

- It's hard for many smart people to be simple



Unexpected

- You have to get their attention
- People have to be shocked out of complacency and unconscious
- Methods
 - Break a pattern
 - Challenge people to predict the outcome
 - Open a knowledge gap
 - Pose a question or puzzle
 - Use a mystery story



Unexpected

- The Gap Theory of Curiosity
- Every “aha!” moment must be preceded with a “huh?”
- Tease them with information
- Close one gap while opening another
Solve one problem while posing another



Enclave Mini-Van



Concrete

- Your message must be clear and memorable
- Connect the unknown to the known



Credible

- The message must be believable
- Social proof
- Authorities / celebrities
- Peers / Normal folks
- Lots of detail, especially statistics



Emotional

- Touch them in some way
- Make them care
- Fears or tears are best
- Must be resonant example – must be relevant to them



Stories

- Cause people to lose track of time
- Let them see themselves in the story
- Use rich detail to touch them in some way, or in many ways
- Use a well proven plot
 - Challenge plot
 - Creativity plot
 - Connection plot



Scorecard

Criteria	Rating	Notes
Simple		
Unexpected		
Concrete		
Credible		
Emotional		
Stories		



Example: The GirlyGoGarter

- The GirlyGoGarter® is a sexy, lacey garter with pockets that adheres to your upper thigh with patented GentleFlex™ Grippers. There are two types of pockets on the GirlyGoGarter®: easy-access (on the outside, just within the lace) and lock-flap (on the inside, against your thigh). Both types of pockets keep your money, I.D., lip gloss, mobile phone, keys, passport and all of your essentials safe, secure and right at your fingertips.



Example: The GirlyGoGarter

- Women have struggled for years with "I don't want to lug a purse," "I need more pockets," and "I wish I had a safe place for this" dilemmas; especially when traveling or going to a wedding, concert, nightclub/dancing, prom, parade, festival or just shopping. Even during daily running around the house, who doesn't want a convenient place to put her mobile phone? With the GirlyGoGarter®, you'll never lose your phone OR miss a call again!



Scorecard

Criteria	Rating	Notes
Simple	5	Very easy to understand
Unexpected	5	Novel
Concrete	5	I get it! A thigh purse
Credible	5	Good details, I believe it will work
Emotional	4	Could have a little more angst
Stories	2	I would like to see one



The Bottom Line

- Just a little analysis, followed by a little action, can pay off a lot
- You can improve your marketing messages – a little or a lot – with the SUCCESS formula



Agenda

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Homework / Exercises

- Get the book “Made to Stick” and read it
- Take your marketing messages and analyze them with the Stickiness Scorecard
- Work with your marketing / messaging team to improve your messages
- Get coaching and support to accelerate your growth and progress



Open Q & A – in a minute

- Comments and questions on the topic of the day
- Any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on



My Distinctions

- I focus on the “**whole person**”
- I don’t want a lot of your money. I just want you to get the support you **want**, **need**, can **use**, and can **afford**
- I want you to **learn to swim** before you jump into the deep end
- I believe that Belief and Persistence are necessary, but not sufficient – you also need a **viable business model** and **a lot of support**



Our Support Services

- Education
- Training
- Consulting
- Coaching
- Growth Management
 - A “Do it With You” service!



Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



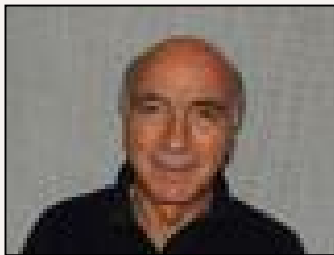
Sign up for our Business Growth Acceleration Kit

- www.PaulHoyt.com/CEOBonus
- “Five Choices of Winning CEOs”
- Article on “10 Things You Should Know about Raising Capital”
- Samples of inspirational works
- Free Business Clarity Session
- Surprise bonuses
- The value is enormous!



Purchase My CEO Training Program

- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”
- “This program is worth at list 20 times more than the current price. I finally understood what I need to do to succeed.”



Nick Catricala



Next Office Hours: Dec. 22nd

- Topic is: **TBD**
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





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