

What Makes An Idea Sticky?

Is your audio logo
sticky or murky?

Sticky Ideas are **SUCCESS**ful

- Simple
- Unexpected
- Concrete
- Credentialed
- Emotional
- Story

Tell Your Story in **8** Words

Tell us:

- **Who** You Work With
- The **Challenges** They Face
- The **Results** They Can Expect

For Example

I help struggling solopreneurs
get more clients

How do you
do that?

Less is More

“Let your discourse with men of business be short and comprehensive.”

— *George Washington, U.S. President*

Recommended Reading

- ***Made to Stick*** by Chip and Dan Heath
- **Neuromarketing** by Patrick Renvoise and Christophe Morin
- ***The Infoguru Marketing*** by Robert Middleton