

NEW YORK TIMES BESTSELLER

Why Some Ideas Survive  
and Others Die

MADE

to

STICK

Chip Heath & Dan Heath

With ADDED MATERIAL (now extra sticky!)

# ZACK'S FIVE FAVORITE QUOTES AND LESSONS

## Made to Stick

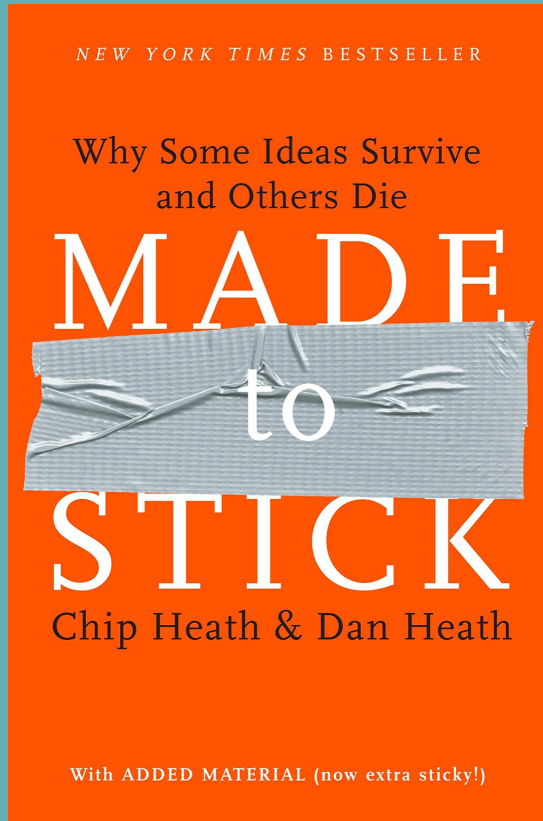
Chip Heath & Dan Heath

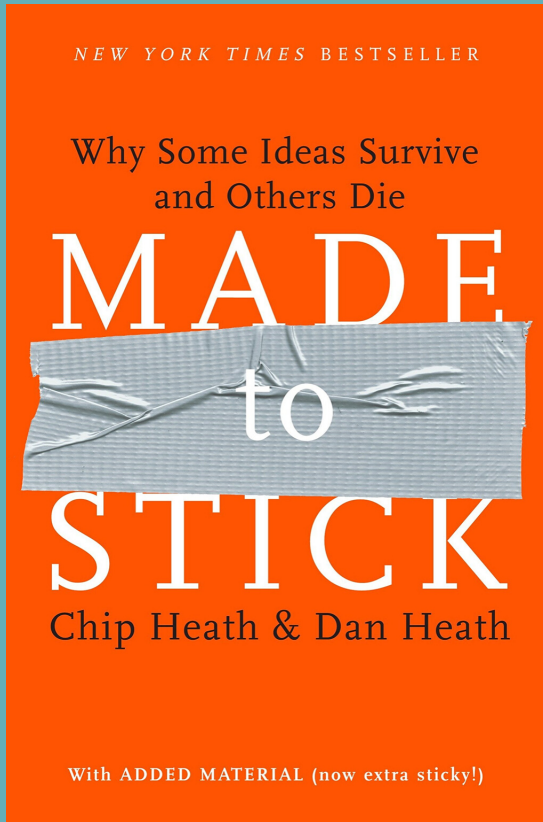


## How to get people's attention:

*The most basic way to get someone's attention is this: **Break a pattern.** ... Our brain is designed to be keenly aware of changes. Smart product designers are well aware of this tendency. They make sure that, when products require users to pay attention, something changes.*

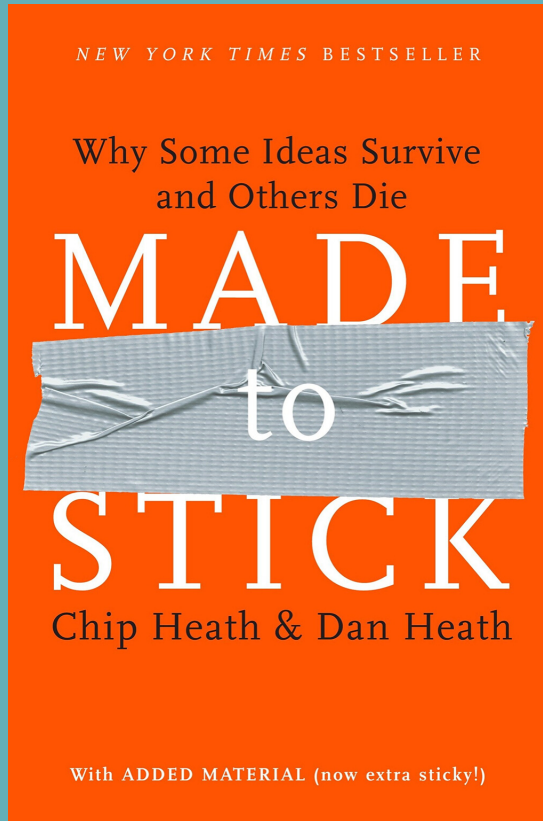
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## Making an idea surprising and satisfying:

*To be surprising, an event can't be predictable. **Surprise is the opposite of predictability.** But, to be satisfying, surprise must be “post-dictable.” The twist makes sense after you think about it, but it's not something you would have seen coming.*



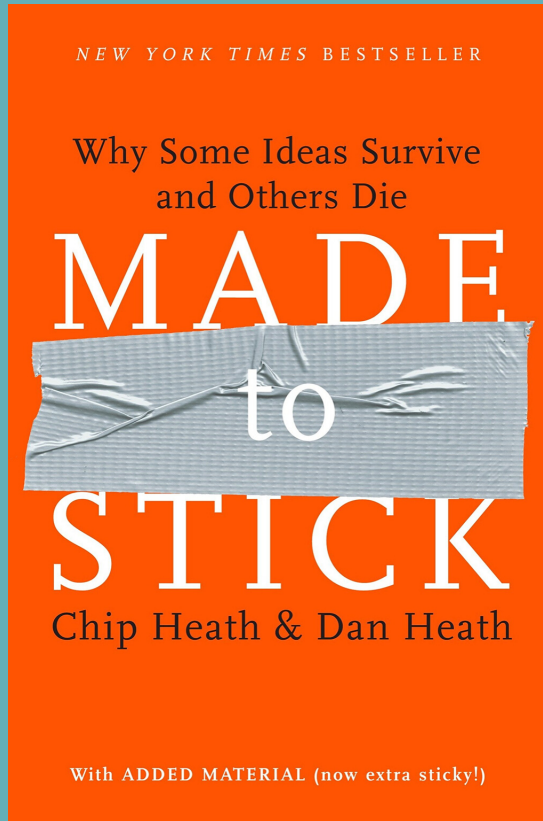
## Always being on the lookout for stories:

*Stories have the amazing dual power to stimulate and inspire. And most of the time we don't even have to use much creativity to harness these powers – we just need to **be ready to spot the good ones** that life generates every day.*



## Why an idea spotter > a creator:

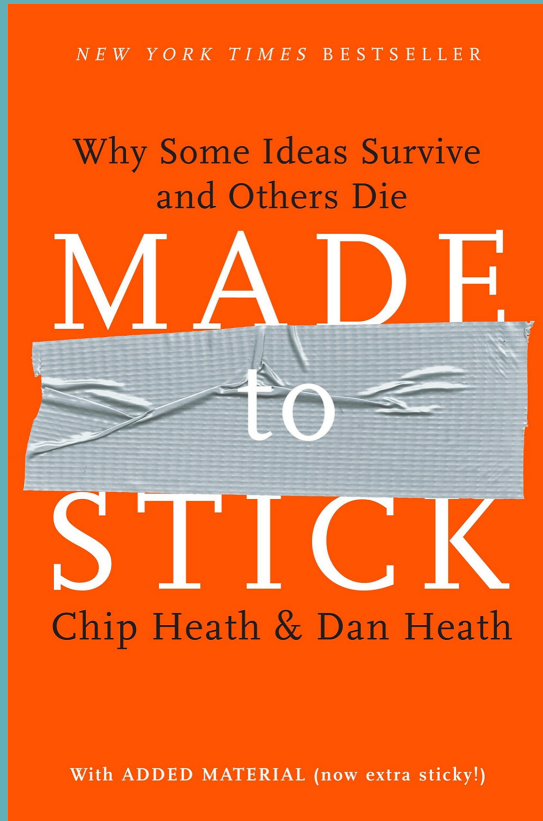
*If you're a great spotter, you'll always trump a great creator. Why? Because **the world will always produce more great ideas than any single individual**, even the most creative one.*

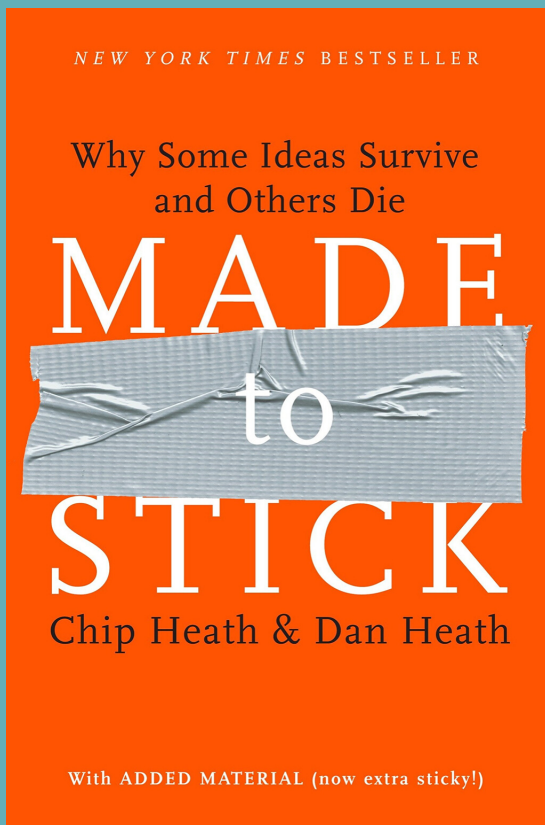




## Why many speakers can't make their ideas stick:

- 1) *The natural tendency to bury the lead - to get lost in a sea of information. ...*
  - 2) *The tendency to focus on the presentation rather than on the message.*
- All the charisma in the world won't save a dense, unfocused speech.***





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should check out this book.**



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