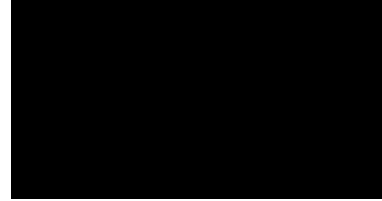


# S.U.C.C.E.S

## Workshop Your Writing

Print this document before class.



### Simple

#### Find the core – What is the essential statement that you are trying to make?

*Think of your core as the mission of your document. Ex. Southwest Airlines uses the mission, “To be THE low-cost air carrier.” This statement outlines Southwest Airlines guiding principle. What is the guiding principle of your document/presentation? What is the indispensable point that you are trying to make?*

### Condition

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### Unexpected

#### Break the pattern – What is counterintuitive about your message?

*Try to predict what your audience already knows about the message and break their assumptions. Human beings are if anything predictable in their thinking in that we look for predictable patterns. When stating your core message, try to violate those patterns. Give them a vision or a challenge that they have not considered. Ex. JFK’s “Man on the Moon” speech.*

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## Concrete

**Remove abstractions – What examples, analogies, or metaphors can you use to clarify your message?**

*Try to convey your information using real-life examples, analogies, or metaphors. Ex. Stating that a large movie popcorn has 2200 calories and 47 grams of fat can be too abstract for people who have no frame of reference. Instead, compare this the equivalent of a Big Mac, fries; eggs and bacon; and a full steak dinner with a baked potato and sour cream combined.*

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## Credible

**Support your message – How will you bolster your credibility using (1) anti-authority, (2) concrete details, (3) statistics, (4) Sinatra test and (5) testable credentials?**

- (1) *Anti-authority - Use an example of someone affected by the issue. Ex. You can use a dying smoker to make the point that smoking isn't good for you.*
- (2) *Concrete details - Use internal credibility by using specific details. Ex. Urban legends use rich details to force the audience to overlook its plausibility.*
- (3) *Statistics - Use statistics to demonstrate relationships. Focus on the implications of the statistic rather than the number.*
- (4) *Sinatra test - Look at a previous example or test case.*
- (5) *Testable credentials – Encourage your audience to test the idea for themselves; provide a means of looking at examples or previous research.*

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## Emotional

**Appeal to your audience's pathos – What does your audience care about, (1) associations, (2) self-interest, or (3) identity?**

- (1) *Associations - Turn something your audience doesn't care about into something that they do. Ex. Instead of sportsmanship focus on honoring the game.*
- (2) *Self-interest - Focus on the needs one specific audience. Ex. In advertising you never convey features. Instead, you focus on how the product will benefit the customer.*
- (3) *Identity - Look at your audience's sense of self-esteem or duty. Ex. Texans love Texas. To combat littering, the State of Texas devised a campaign called, "Don't Mess with Texas."*

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## Story

**Use an archetypal story – Which story structure resonates with your audience, (1) challenge plot, (2) connection plot, (3) creativity plot?**

- (1) *Challenge plot - A challenge inspires. Ex. Rocky Balboa v. Apollo Creed*
- (2) *Connection plot - Bridging the gap creates commonality. Ex. Mean Joe Greene Commercial*
- (3) *Creativity plot - A mental breakthrough. Eureka! Ex. Facebook*

## Condition

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