



Subject: Fwd: Travelers BEWARE!!!!!!

Dear Friends,

I wish to warn you about a new crime ring that is targeting business travelers. This ring is well organized, well funded, has very skilled personnel, and is currently in most major cities and recently very active in New Orleans.

The crime begins when a business traveler goes to a lounge for a drink at the end of the work day. A person in the bar walks up as they sit alone and offers to buy them a drink. The last thing the traveler remembers until they wake up in a hotel room bath tub, their body submerged to their neck in ice, is sipping that drink. There is a note taped to the wall instructing them not to move and to call 911. A phone is on a small table next to the bathtub for them to call.

The business traveler calls 911 who have become quite familiar with this crime. The business traveler is instructed by the 911 operator to very slowly and carefully reach behind them and feel if there is a tube protruding from their lower back. The business traveler finds the tube and answers, "Yes." The 911 operator tells them to remain still, having already sent paramedics to help. The operator knows that both of the business traveler's kidneys have been harvested.

This is not a scam or out of a science fiction novel, it is real. It is documented and confirmable. If you travel or someone close to you travels, please be careful.

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With an entertaining blend of case studies and startling research, the Heath brothers lay out the critical elements of a sticky idea. They are--

1. **Simplicity** - the idea must be stripped to its core, and the most important concepts should jump out
2. **Unexpectedness** - the idea must destroy preconceived notions about something. This forces people to stop, think, and remember
3. **Concreteness** - avoid statistics, use real-world analogies to help people understand complex ideas.
4. **Credibility** - Credibility: if people don't trust you, they'll ignore you. In some cases, they will be openly hostile, which means they'll actively try to dispute your message!
5. **Emotions** - Emotional: information makes people think, but emotion makes them act. Appeal to emotional needs, sometimes even way up on Maslow's hierarchy.
6. **Stories** - Stores: telling a story [gets] people into paying closer attention, and feeling more connected. Remember the Jared Subway commercials

As you might expect, the authors use these techniques to drive home their point. For example, in the chapter on stories, they talk about Subway's Jared campaign--quite a dramatic behind-the-scenes story besides being a near perfect example of storytelling in marketing