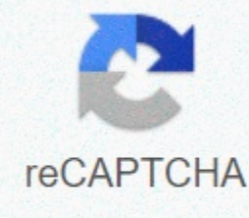




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## Stick games com

Super-sized sticks is all about concentration - and, OK, ignores anyone trying to throw you out of your game! Supersize sticks is my version of pick up sticks, a favorite children's game. We bought large bamboo sticks in a hardware store and painted the edges with the remnants of the house. It's as much fun as the original - maybe more! What you need: Total sticks: 30 (1) Purple = 25 points (7) Red = 10 points (7) Blue = 5 points (8) Green = 2 points (7) Yellow = 1 point Rules: The pole stand upright, keeping them in the center; Then relax, allowing them to descend. The goal is to take as many sticks as you can without moving others. The first player takes one stick while he or she moves another stick. Then the turn goes to the next person. The first player to reach 200 points is a winner! This content is created and supported by a third party and imported on this page to help users provide their email addresses. You may be able to find more information about this and similar content on [march piano.io](#) March 18, 2015 6 min read This story originally appeared on [KISSmetrics](#) There is a saying that goes: Ideas are easy, execution is difficult. Anyone can create ideas for new companies, new companies, new products and new marketing campaigns. But implementing the idea – not just to make it a reality, but to make it successful is the hard part. In 2007, Heath Brothers helped us publish the book *Made to Stick*. In this book, they described the six things needed to make an idea sticky. It is called their SUCCESs frame: SimpleUnexpectedConcreteCredibleEmotionalStoriesNe't need all those in a sticky idea, but you'll need a few of them. If you have more, the more likely your message is to stand out. Co-author Chip Heath presented a presentation in which he described five of the six points in the book. This blog post serves as a review of his speech. And if you have not already read the book, we recommend that you take a copy. A simple Message means prioritizing the core of your idea. If you say 10 things, you don't say anything. This requires a little restriction, because most marketers companies have a lot of things they want to say. Prioritize the most important things you want to get through. One good, simple message means that you can make decisions from this idea. Here are a few simple messages that get the idea in a short way: Film court Die the bus. The movie: SpeedBusiness throws Blockbuster without delay fees. Business: NetflixWhat you need to do: Find the essence of your concept. Unexpected ideas are surprises that stop us and make us hear this idea. To surprise people, you need to break a template or violate a scheme. Each of us has a model of how things work or, or things are. We have a mental pattern of what should be a diet, or the way the market works. The burger industry is one of America's treasures, but the point for companies is that it becomes hard to stand out. There are dozens of burger joints in each city, so how to stand out yours? The Heart Attack Grill is a company that has disrupted the models on the market. The names of the burgers – one bypass, double bypass, triple bypass and quadruple bypass – clearly say that they are not trying to hide how unhealthy their food is. They accept it and use it as a differentiator. There are also unexpected ideas or phrases that stick with people, such as: You only use 10% of your brain. This is complete nonsense, but it revolves around because it is unexpected, as well as the retention of several other principles in the SUCCESs framework. What you need to do: Find the model in your industry and break down this pattern. ConcreteFor concrete, use touch language. Perhaps the best example of a specific statement comes from President Kennedy: This nation must commit to achieving the goal before this decade is over, land a man on the moon and bring him safely back to earth. What are we doing? Let's land on the moon. When are we going to do this? Ten years. It's a bold and concrete idea. If Kennedy said he wanted to stretch one day, it wouldn't be so concrete. Sticking to the concrete, the idea of getting stuck on the moon in people's minds and keeping its goal at NASA. What you need to do: Be specific with your ideasEmotional and there should be emotion, but they should not have negative emotion. Showing negative emotion will cause people to switch off and tune in. Showing this vine to smokers will not help, because it is negative and does not help them to leave. They already know smoking is harmful. Instead of something like that, you need to create hope in your message. The car wash had a loyalty program that provides a free car wash. After you bought eight car washes, the 9th was free. They created two cards and distributed them evenly to customers. One card has eight sections, and after each section, the car wash will stamp one of the sections. The other card had 10 sections, but two of them have already been stamped. Exactly the same amount of car washes they need, but one gave them the illusion of returning. Result? The card, which already had two sections, has almost twice as much customer loyalty as those that are not stamped. That's because it gave the client something of an emotional hope. They are much more likely to complete the loyalty card, knowing that it has already begun. Take one car wash and you already have three sections stamped! What you need to do: Connect emotions with ideas to make them stickier. StoriesPeople get close to telling each other stories. They're not just they are ways to exercise our abilities. Hearing a story, we often think about how we could act if we were the man in history. Stories are flight simulators for our brains. One of the most successful marketing campaigns was run by Metro, where they told the story of Jared Fogle, who weighed over 400lbs. Even if you are not interested in losing weight, you will still get a healthy floor. This story stuck with people and led to a 20% sales jump for Metro after the first national ad. What you need to do: Add a story to your ideas. The curse of knowledge is what works against you. If you're an expert in your field, you'll have a hard time creating an idea that's sticky. You think that in abstract and complex ways, which makes it difficult to prioritize and create a simple idea. Speaking abstractly helps when you talk to other experts, but if you talk to non-experts, you will lose them quickly. Crossing the border from expert to expert-to-beginner becomes the challenge. To defeat the curse of knowledge, follow the principles within the PCA framework. This will help to align and focus your idea to make it stickier. Leave it to the culture that brought us origami to turn paper back into art. Award-winning Japanese architectural duo Yuri Naruz and Jun Inokuma replace these tired yellow post-us with IE-Tags-house sticky notes that can double as page tabs and fit like tiny desk upholstery. The Post-it is not meant to be displayed, Inokuma says. It also does not solve an old problem in Japanese architecture: wood waste. The life expectancy of that is, or house, in Japan is 30 years, and its remains are usually burned for energy. IE-Tags, which will be on the market this autumn, are made from recycled wood from construction sites, effortlessly promoting eco-awareness. Says Naruse: The shape of the house leads the mind to imagine what the material narukuma.com give time for breakfast a whole new meaning. In this collection of things on a stick we have combined our favorite desserts, appetizers and snacks in canapés-sized treats on sticks. With these recipes from [Instructables.com](#) you will get a whole new appreciation for modern cuisine. Make pizza, spaghetti and even frappuccino on a stick! Instructive is the most popular project-sharing community on the Internet. We offer easy publishing tools to allow passionate, creative people like you to share their most innovative projects, recipes, skills and ideas. The learners have over 40,000 projects covering all subjects, including crafts, art, electronics, children, home improvement, pets, reuse, bicycles, cars, robotics, food, decorating, woodworking, woodworking, games, etc. Look at this today! Sarah James Editor, [Food & LivingInstructables.com](#) This legendary Rum Maker doesn't care if you've read this story meeting the man who turned San Antonio into a cocktail town bona fide Nick Wu tips for making her like a bartender? Never stop learning. How to build a charming bar. One that's only 20 people. Meet the chef who makes the cocktails he wants to drink gen Yamamoto, about the importance of balance and body in a cocktail Jim Miena makes the next hot mixer you didn't know you needed, meet the bartender who puts manila's cocktail scene on the map

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