

Sequencing



Stratifying

ARIA

Gain **A**ttention

Show **R**elevance

Share **I**nformation

Call to **A**ction

Simplifying

- Statements
 - Succinct, simple, factual sentences
- Snippets
 - Keywords (hashtags), phrases, factoids
- Specifics
 - Stats, facts, examples, quotes
- Stories
 - Case studies, origin, customer success
- Stakes
 - Costs/benefits of action/inaction
- Symbols
 - Analogies, illustrations, word pictures, bad guys
- Side-by-sides
 - Compare and contrast; this-like-this, this-not-that
- Summaries
 - Brief, consolidated bullet points/conclusions

Summarizing

