

THE **ELEVATOR**
PROJECT



GUELPH'S
COMMUNITY-BUILDING
LAUNCHPAD

Communicating Your Idea

Amy Faria, Student Enterprise Program Manager, CBaSE
Gabrielle Clermont, Community Animator, The Elevator Project

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How to make your idea “sticky”

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1. Simplicity

- Core & compact, not dumbed down
- Both simple and profound.

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2. Unexpectedness

- Surprise gets your attention
- Interest keeps it

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3. Concreteness

- Avoid jargon and buzz words, use simple language
- Use simple brain tricks like to help people remember

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4. Credibility

- Experts, authorities
- Details lend credibility
- Statistics can also work

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5. Emotional

- Stories have the unique power to inspire feeling, connection and action
- Emotional vs. analytical brain

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Your Mission:

- 100 word write up of your idea
- Catchy title
- An image

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Simplicity

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Facts About Sun Exposure

A golden, bronze tan is often considered a status symbol. Perhaps this supports the idea that people who have time to lie in the sun long enough to develop a deep tan, or who can travel to warm climates during winter, have more money or leisure time than “common folk”. Nevertheless, the goal of many is a deep tan early in the spring or to return from vacation with that hearty, healthy glow. Whether a tan suggests status or not, careless exposure to the sun can be harmful. Ultraviolet rays from the sun will damage skin but can also create vision problems, allergic reactions, and depressed immune systems.

Tanning and burning are caused by ultraviolet rays from the sun. These rays cannot be seen or felt, but penetrate the skin and stimulate cells containing a brownish pigment called melanin. Melanin protects the skin by absorbing and scattering ultraviolet rays. People with dark skins have greater natural protection from ultraviolet rays, and tan more easily. Blondes, redheads and people with fair skins have less melanin and, therefore, burn more easily.

Skin damage from overexposure to the sun is cumulative over the years and cannot be reversed. Once damage occurs, it cannot be undone. Most serious and lasting damage occurs before age 18. Protection should start early, particularly with children who enjoy outdoor play on sunny days.

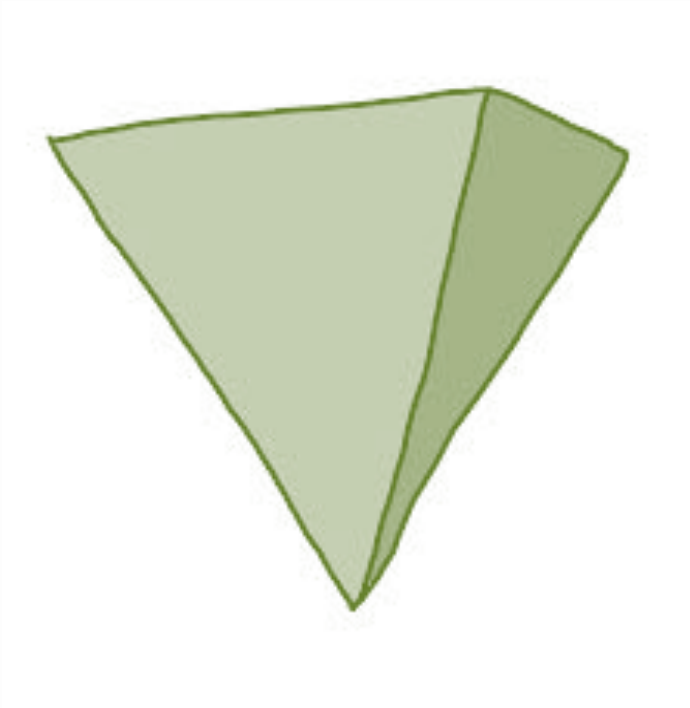
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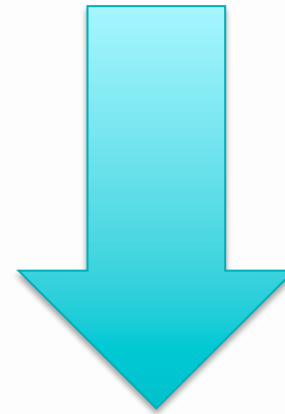
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The inverted pyramid



Most Important Info



Least important Info

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Concreteness

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Our memories are not filing cabinets!



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NOW BACK TO WORK!

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Images

- JPG
- Square
- 300 x 300 pixels is a good size
- Stock images must be royalty free
- No stealing!

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Find us on Facebook and LinkedIn

New website coming soon to:

www.theelevatorproject.ca

gabrielle@theelevatorproject.ca

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