

A glass bottle of maple syrup with a yellow cap and a wooden bowl filled with maple syrup, both resting on a wooden surface. The bottle is on the left, and the bowl is on the right. The text is overlaid on the right side of the image.

# Maple Syrup

How to boil away the fluff so you're left with a condensed, sweet explanation.

## **Eliminate**

Decide which details to take out. Repeat 2X

## **Condense**

Use simple words and short sentences.

## **Sweeten**

Amplify critical talking points and data using analogies.

A glass bottle of maple syrup with a yellow cap and a wooden bowl filled with maple syrup, both resting on a wooden surface. The bottle is on the left, and the bowl is on the right. The background is a blurred wooden surface.

# Maple Syrup

Explain why people should sleep more.

## Eliminate

Hours people sleep. Deep sleep. Light sleep. Medications. Blue light. Stress.

## Condense

Poor sleep affects everything.

## Sweeten

There's a new drug that guarantees you will look better, feel healthier, and instantly become smarter. There is absolutely no side effects. And it's free.

It's more sleep.

A glass bottle of maple syrup with a yellow cap and a wooden bowl filled with maple syrup, both resting on a wooden surface. The bottle is on the left, and the bowl is on the right. The text is overlaid on the right side of the image.

# Maple Syrup

Explain the rising cost of dementia in the US.

## Eliminate

Stats of dementia by person, state, year. Types of dementia. What symptoms are like. Rate of increase. Percentages of people affected.

## Condense

Dementia affects us all. It will cost us a fortune. Act now.

## Sweeten

Think of your 3 closest friends. One of them will die from dementia. Dementia is a tapeworm on the US economy. In just 3 decades, Alzheimers, will cost us more than our entire military defense. And Alzheimers is just one slice of dementia. There's hope. We can change this story.

# Maple Syrup

## Tips

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### Eliminate

What's the gap between what you and your audience know?

Sacrifice accuracy for understanding.

### Condense

Focus on the big takeaway

SSS: simple, surprising, and answers the question “so what”

### Sweeten

Use analogies and metaphors

Build tension and release

Make numbers relatable

# Practice

1

## STEPS

Eliminate  
Condense  
Sweeten

2

## FUN TOPICS

Explain why everyone should sleep more.

Explain why you need the latest iPhone.

Explain why people should eat healthier.

3

## WORK TOPICS

Explain the rising costs of dementia.

Explain how your company's products work.

Explain what your role is.



# You did it!

You didn't have to download this packet.  
To read this far. To take time and more  
importantly, attention, out of your day.

But you cared. Cared enough to want to  
make a difference.

The world needs more people who care  
like you. To step up. To take the leap.

With gratitude.

- Anwell Tsai  
Founder and CEO of Brantio  
[www.brantio.com](http://www.brantio.com)

What's next?

# Make it happen!

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## Play the Maple Syrup Challenge

[www.brantio.com/syrup](http://www.brantio.com/syrup)

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## Limits

You can't alter this  
guide or charge for  
it.



## Take the Leap

Your guide to making tough decisions.

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Start with a bang!

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## Story

The most powerful way to spread ideas.

[www.brantio.com/story](http://www.brantio.com/story)



## Hack

Use the familiar to explain the unfamiliar.

[www.brantio.com/hack](http://www.brantio.com/hack)



## SPA

Handle hard questions.

[www.brantio.com/SPA](http://www.brantio.com/SPA)



## Probe

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## Opera

Manage people's emotions.

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## Time Machine

Give context to your answers.

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## Diamond

Give dazzling answers by connecting the dots.

[www.brantio.com/diamond](http://www.brantio.com/diamond)



## Maple Syrup

Condense complex ideas into a tasty treat.

[www.brantio.com/syrup](http://www.brantio.com/syrup)



## Pop

Make your data pop.

[www.brantio.com/pop](http://www.brantio.com/pop)