

Numbers are chocolate for the brain. Too much, and you get sick. Cut the number of data points you'll share.

Connect it to something that is easily understood.

Create a memorable story that's easy for others to share.



Cut

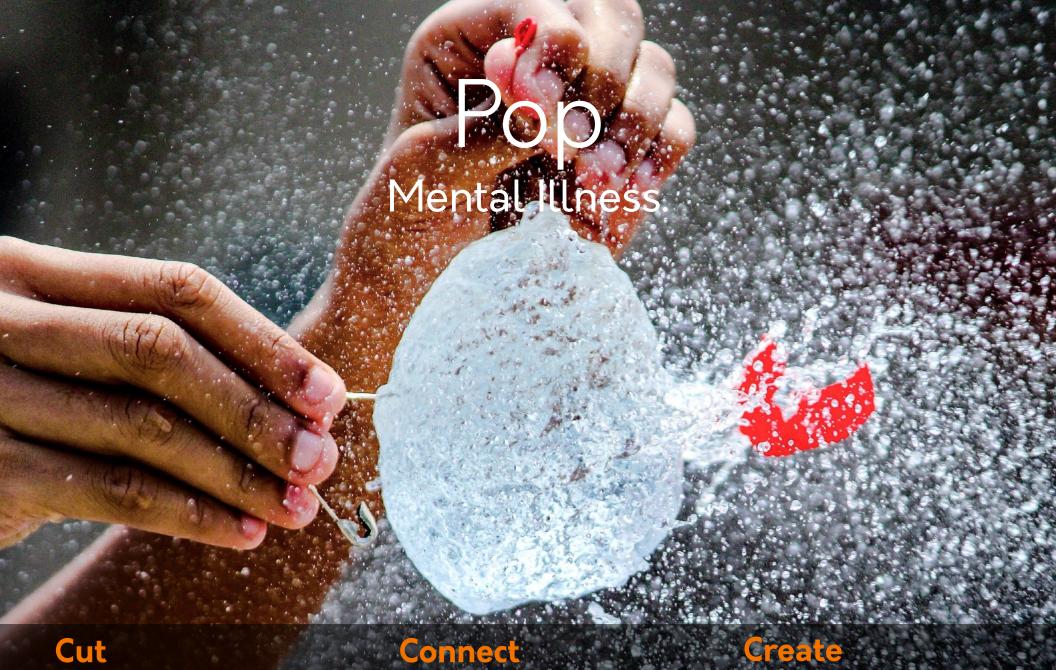
Ave millionaire worth 1.6 mil. Ave billionaire worth 4.1 bil Bezos: 175 bil, 1 mil vs 1 bil

Connect

It's hard to relate to a billion dollars. It's easy to relate to time.

Create

1 million seconds is about 11 days. 1 billion seconds is about 32 years. The difference is massive. That's why we should ask billionaires to do more.



In the US, mental illness affects
1 in 5 Americans every year. 1/5
children seriously (1/25 adults)
More than 50% will be
diagnosed in their lifetime..

20% is too abstract. 1 in 5 is better. We all know at least 5 people. 1 out of 5 friends strikes at the heart.

Think of 5 people closest to you. One of them is likely experiencing mental illness this year.



Accuracy

Precise numbers give credibility but are harder to remember.

Instead of percentages, try 1 out of ____.

Create impact

Connect your numbers to familiar and loved things, like family and favorite activities.

Show significance

Show how big or small the number is by contrasting it with something else.

Pop Questions to ask yourself

Are these numbers large or small? Is there an emotional punch? What image does it make?

What's surprising about it?
How memorable is it?
How will people react?

Practice



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

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