

Scoops

For short, clear answers.

Headline

(Say your main point in one sentence) + for three reasons ...



Scoop 1

One ... (reason 1)

Scoop 2

Two ... (reason 2)

Scoop 3

Three ... (reason 3)

Scoops

Ice cream vs Gelato.

Headline

We should swap ice cream for gelato for three reasons.



Scoop 1

One, gelato is healthier. It has fewer calories, sugar, and fat.

Scoop 2

Two, it's creamier.

Scoop 3

Three, it's delicious. The flavors are more intense.

Scoops

Drowning in meetings?

Headline

We should shorten our meetings for three reasons.



Scoop 1

One, we have too many. It's taking 70% of our time.

Scoop 2

Two, we have other priorities. We're behind on our launch.

Scoop 3

Three, our meetings aren't focused. We spend too much time on side issues.

Scoops

Tips

Headline

Get to the point using simple English.

Link

Make connections between each scoop so it doesn't sound like you're just reading a list.

4 scoops max

Too many scoops will leave you with a tummy ache.

Practice

1

STEPS

Headline
Reason 1
Reason 2
Reason 3

FUN TOPICS

2

Do you prefer ice cream or gelato?

What does your perfect day look like?

How are you different from your parents?

3

WORK TOPICS

Are you drowning in meetings?

What do you value in a coworker?

How would things improve with your current project?



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

What's next?

Make it happen!

Play the Scoops Challenge

www.brantio.com/scoops

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