The SUCCES framework
Struggling to make your messaging stick?

The SUCCES framework, created by Chip Heath and Dan Heath, offers six key principles for crafting standout ideas:

1. **Simplicity:** Boil down your idea to its core essence. Focus on one clear message to enhance memorability. Avoid cluttering landing pages or mission statements with excessive information.

2. **Unexpectedness:** Grab attention by disrupting expectations. Create curiosity gaps that compel people to seek answers and engage with your message.

3. **Concreteness:** Make your idea vivid and clear using sensory details and imagery. Concrete nouns and descriptive details are more memorable than abstract concepts.

4. **Credibility:** Enhance believability by borrowing credibility from trusted figures or sources. Endorsements and testable credentials build trust and confidence in your message.

5. **Emotions:** Connect emotionally to make people care about your idea. Use storytelling and personal appeals to increase engagement and drive action.

6. **Stories:** Embed your idea within a relatable and engaging narrative. Stories facilitate mental simulation and aid memory retention.

By applying the SUCCES framework, you can leverage the psychology of memory, making your brand and products more memorable and influential.

Use the template below to get started!

Principle	Definition	Application
Simplicity	Getting to the essence of the idea and ruthlessly excluding distractions	What are some ways you could simplify your product's message? • XX • XX • XX
Unexpectedness	Grab attention by disrupting people's expectations	What are some ways you could make your product's message unexpected? • XX • XX • XX
Concreteness	Make the idea as clear as possible with sensory information and imagery	What are some ways you could make your product's message more concrete? • XX • XX • XX
Credibility	Make the idea more believable	What are some ways you could make your product's message more credible? • XX • XX • XX
Emotions	Make people feel something to get them to care	What are some ways you could add emotion to your product's message? • XX • XX • XX
Stories	Wrap the idea in a narrative to make it more memorable	What are some ways you could explain your product through a story? • XX • XX • XX