

# Simply Put

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## Synopsis

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inLanguage	english

How do you break through the noise? Why do some messages work when others don't? Why do some ideas break through, why do some slogans stick in your brain, and why do some leaders inspire change when others don't? The answer is simple. Literally. The most effective communicators in the world all structure their messages the same way, by designing for simplicity. But the problem is, simple is hard work. Our brains are programmed to complicate. Our world incentivizes more, more, more. It takes deliberate, intentional effort to communicate in a way that seems effortless. In *Simply Put*, award-winning marketing entrepreneur Ben Guttmann unveils a five-part framework that allows anybody to communicate with clarity. With this book, you'll be able to design messages that are beneficial, focused, salient, empathetic, and minimal—and that work.

## Reader's comments

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