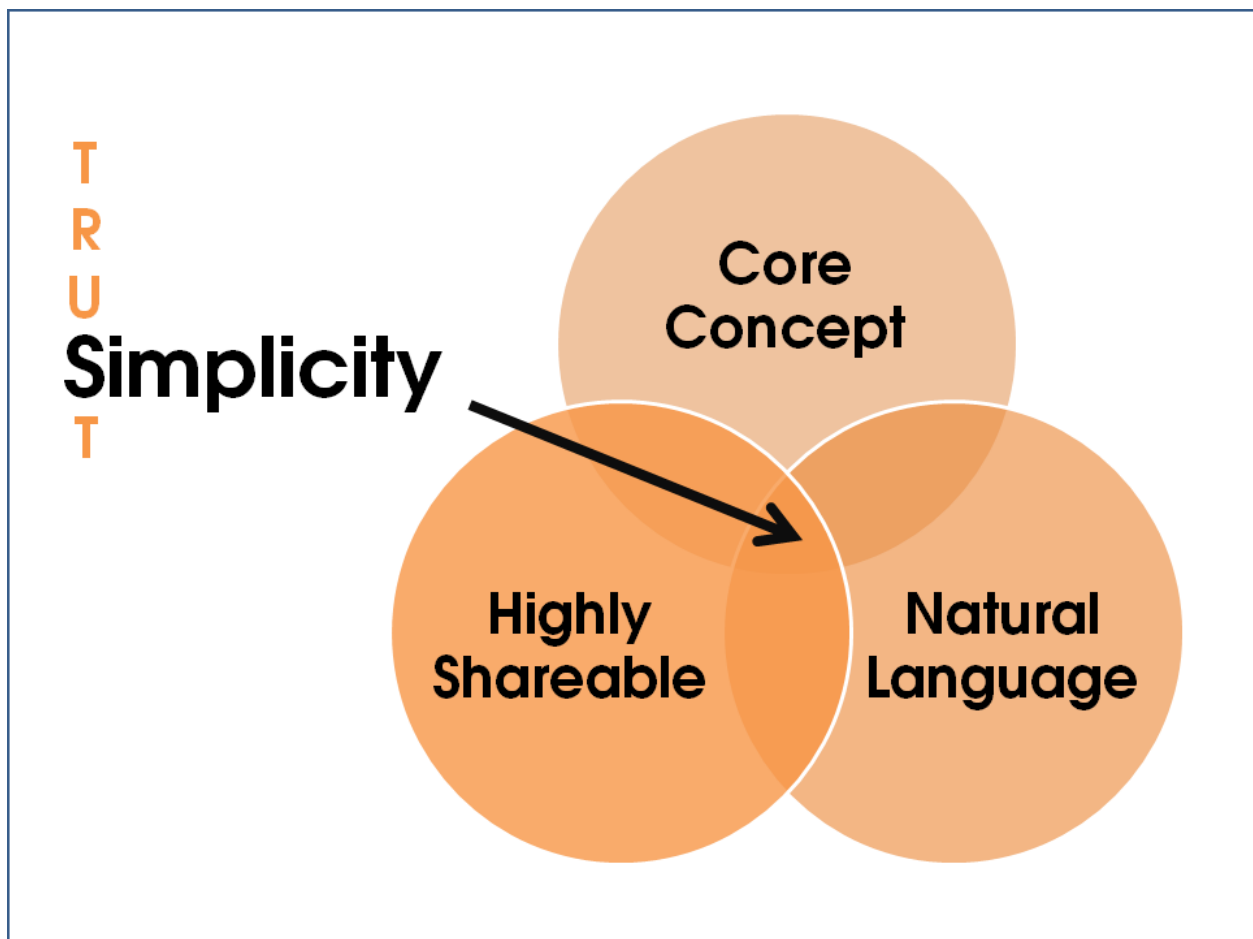


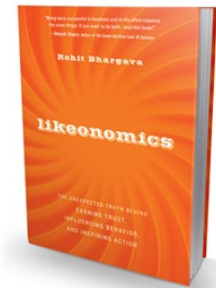
Simplicity —

The Workbook & Action Guide: How To Make Things Simpler



NOTE: This PDF is exclusive BONUS CONTENT designed for readers of *Likeonomics* by [Rohit Bhargava](#). Learn more about Likeonomics at www.nonobvious.com/likeonomics

How Does This “Workbook” Really Work?



This PDF is designed as an companion to Chapter 7 of Likeonomics. That chapter focuses on Simplicity and why you need to find ways to be more simple in order to be more likeable and build trust.

This workbook is organized into practical advice broken down into the 3 elements of Simplicity shared at the end of Chapter 7, and visualized in the diagram on the first page of this workbook – core concept, highly shareable, natural language.

Within each element, you will find advice based on the types of activities that you will likely need to do:

1. **Thinking Advice** – Consider this the more “strategic” aspect of making things more simple. The questions in this section will help you to think through how to make things simpler.
2. **Doing Advice** – In many situations, adding more simplicity requires more than just changing your own behaviour. Often you need to influence others or perhaps change an entire business culture. This is the “tactical” side, and here you will find ideas for how to take your thinking and really bring it to life.

Core Concept = *When you have distilled the complexity around you in to a single clear concept that you can easily explain, you have found the core that matters.*

Core Concept: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
How would I shorten the description of what I do or what I believe in, if I was forced to?	One of the best ways to get down to your core concept is to force yourself to describe it with less words. Whether or not you are a social media person, there is one undeniable benefit of Twitter ... it forces you to simplify. Any message posted on Twitter (a tweet) is limited to 140 characters. So, a great method to use is to try and describe what it is you do within 140 characters – and not a single character more. That is a perfect place to start.
What is the real benefit you offer beyond just the products or services you sell, or what you are really good at?	Just reducing the number of words to describe what you do is a good start, but it is also likely to result in something quite generic. “We provide legal assistance for people who need it” is a pretty short description, but it’s not really describing the emotional aspect of what you do. In the legal example I just used, the real core benefit they probably offer is to “help people navigate a complex system to get access to the benefits they deserve.” The second way of describing what they do ultimately comes closer to the real core of what they actually offer.

Think about what you offer in emotional terms rather than logical ones, and then consider distilling that into a very 140 character (approximately statement of what it is that you do or believe in).

Highly Shareable =*Making anything shareable will be the way that the simplicity you have defined will be able to spread.*

Highly Shareable: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
How easy is it for someone to repeat your core messages or what it is that you stand for?	There is a reason that advertising teams think in terms of tag lines. People just don't remember long form copy or lists of bullet points. Instead, they remember phrases, quotes, and yes ... taglines too. This doesn't mean you only need to think in terms of having a catchphrase – but thinking in terms of what people may remember is always a good idea.
Are you incorporating the word of mouth drivers to encourage sharing?	When we talk about things, there is typically a reason. In his wonderful book called the Anatomy of Buzz, author Emanuel Rosen called these things world of mouth drivers, and understanding them can make the difference for getting people to share an idea. From the point of view of simplicity, the more easily someone can tell another person about what you are doing.

Try telling someone your simple message or idea and then ask them to repeat it to someone else. Did they get it right or remember it completely? If not, you may need to revise.

Natural Language = *Speaking in a plain way without using overly academic words is a critical element in making anything simple enough for people to truly understand.*

Natural Language: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
Take the language that you use anywhere to describe yourself and your skills or your business and what you do – then read it out loud. Does it sound like something you would actually say?	The easiest test to help you use more natural language is what you might think of as the “read it aloud test.” This is by far the easiest way to tell if you are using overly corporate or formal language to describe what it is you do – and it works for everything from marketing language, to job descriptions on a CV. If it doesn’t sound natural when you read it out loud, then change it!

One of the stories in the book talks about research illustrating that the more complex words you use, the *less* intelligent people assume that you are. Word hard to use simpler words, shorter sentences and more natural language. Use this space to pull out just one sentence from your existing materials that you will work on revising and simplifying ...

How To Make Things Simpler: Advice For Doing

- ✓ **Identify your real “simplicity barrier”** – In the book, I share four different reasons for why simplicity can be so hard to reach. Each are barriers – and they are listed on Page 116. The first thing you need to do is understand which barrier you are trying to overcome. Are you in a business, for example, where the assumption is that your products or services are inherently complex and therefore impossible to “dumb down” for people who don’t get it? Or perhaps you feel that complexity is necessary in order to protect your business smodel? Whatever the barrier, by first understanding what it is you can put yourself in the ideal position to overcome it.
- ✓ **Take the “read it aloud” test and apply it to EVERYTHING** – In this workbook, I shared what I called the “read it aloud” test. It is not just for marketing materials. This simple test works for just about any form of communication, from emails to “about us” pages on websites. The ultimate form of simplification is to use more natural and easily understandable language. This test will help you do it with anything you are about to communicate.
- ✓ **Try visualizing to simplify** – While many of us have a natural barrier to thinking that we “can’t draw” – that doesn’t really matter when it comes to visualizing problems and talking through solutions. In the book, I share the story of Dan Roam and how he used his visual method to explain healthcare in the United States (easily one of the most complex topics in the world today). You may not have his gift, but taking a problem and trying to draw out how you might solve it can work in just about any situation – no matter what the drawing happens to look like.
- ✓ **Use the “five whys” principle** – Near the end of the chapter on simplicity, I share the story of Sakichi Toyoda, the founder of Toyota, and how he used to ask “why” five times to get to the root cause of a problem. While his process was originally created for a manufacturing environment, there can still be a great value for you in applying the same principle to really get to the bottom of a problem and how to simplify the solution.