

ILLUSION OF SIMPLICITY

A new operating system for my brain

Jérôme Bloch





*"The communication
agency
for creative minds"*



360Crossmedia Masterclass #3
"BE THE PUBLISHER"

www.360crossmedia.com
contact@360crossmedia.com





ILLUSION OF SIMPLICITY

A new operating system for my brain

Jérôme Bloch

Hickory Editions

© DR



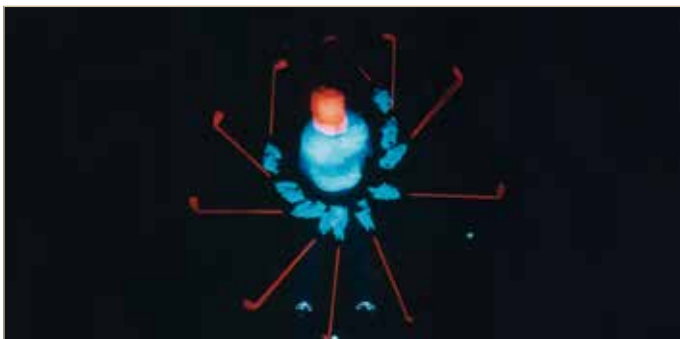
Jazz

© 360Crossmedia




Mark Zuckerberg

© 360Crossmedia



Golf swing



*"In a world of hyper-information,
a sound approach can
deliver hyper-performance."*

This book is dedicated to all the talents
who make the "illusion of simplicity" a reality.
Respect.

And to Tom Reinert, my role model in
social commitment.

www.illusionofsimplicity.com

Jerome Bloch

www.360Crossmedia.com - www.jeromebloch.com

Published by Hickory Editions

www.hickoryeditions.com

ISBN 978-99959-745-6-5

© Jérôme Bloch

© 360Crossmedia

EDITORIAL: XAVIER BUCK

THE QUEST FOR MEGA-PERFORMANCE

Over the past 10 years, technology has empowered users all over the world as never before. You can now create a company or a music band, book an internet domain, find clients or fans all over the world and run your business from your living room if you want. You can also build an international organisation from scratch, even with access to only limited resources.

New opportunities come with obligations and responsibilities: entrepreneurs and their companies need to understand the importance of protecting their own data, and their customers'. Their focus should be on encryption, on the monitoring of data flows, and of course on regularly updating IT infrastructure and software.

My own method for success is based on five fundamental points: 1. Split large problems into a large number of small ones. 2. Find the right people to work with. 3. Be aware of your strengths and weaknesses. 4. Have faith in and passion for what you do. 5. Listen to your customers. All your hard work or innovation will go to waste if you don't pay attention to your clients' needs and opinions.

I have known Jérôme and 360Crossmedia for many years, sometimes using his services, as we recently did for a memorable photo-shoot in a datacentre. I am confident this book will help you understand how you can take advantage of recent technological developments to optimise your own performance.

Best regards

Xavier Buck
www.myofficialstory.com/xavierbuck



Xavier Buck is chairman of DCL Group, EuroDNS and other companies, a serial entrepreneur and investor involved in fast-growing projects such as Mega and Baboom.

INTRODUCTION: JÉRÔME BLOCH

NO TALENT WASTED!

In 1750, Benjamin Franklin had electricity in his home, but what was he doing with it?

He was killing chicken. It would take nearly a century and a half before commercially viable light bulbs were invented and delivered the true potential of electricity.

Today, the internet is like electricity. We have a smartphone in our pocket that gives us access to the entire human knowledge, but we use it to play 'Angry Birds', read celebrity gossip and watch cute kittens instead. How frustrating!

I have spent the past 15 years of my life running 360Crossmedia and assisting companies of all kinds in their communications. It is always surprising to see how the amazing evolution of technology over this period has made life more complicated for people instead of easier.

The Illusion of Simplicity aims to empower people, so they can leverage the power of innovation to become hyper-performing, even if they are short on time, talent or budget.

It also draws the outlines of a new ecosystem, in which authors agree to play by new rules in order to unleash the real power of collaborative publishing.

I hope you enjoy this book. Feel free to send me your feedback.

Best regards

Jerome Bloch
CEO
360Crossmedia
www.jeromebloch.com
jbloch@360Crossmedia.com



"If gold were produced in large quantities, it would lose its value. This is what is happening with content and messages today. Forget raw gold. Focus on gold jewelry instead."

CONTENTS

PART 1: THREE GOLDEN RULES BEHIND THE ILLUSION OF SIMPLICITY 10

Rule#1 - The 180° move: turn things around	12
Rule#2 - $e=mc^2$: it's all about context	14
Rule#3 - The data factor	16

PART 2: THE THREE GOLDEN RULES IN ACTION 20

Rule#1 in action - The 180°move 22

1. Pitch: keep it short	26
2. Elevator pitch: create tension and maintain it!	27
3. Conversations: listen first	29
4. Speeches: focus on a maximum of three key messages	29
5. E-mails: take nothing for granted	30
6. Social networks: selfie no more!	32
7. Press: invest in the long term	32
8. Paid-for press: negotiate the best deal	33
9. Newsletters: find the right mix	34
10. Powerpoint presentations: write it big!	34
11. Prezi: keep it simple!	35
12. Website: two birds with one stone!	35
13. One-pager: extract the essence	36
14. Brochure: client v. salesman	37

Rule#2 in action - $e=mc^2$ 40

1. How to create a good message	41
2. How to create context	47

Rule#3 in action - The data factor 54

PART 3: **GET THINGS DONE** **60**

3.1 The real stuff **62**

A 20-page magazine in 3 hours	63
A website in 3 hours	67
A book in 30 days	68

3.2 Back to the basics **70**

Write an interview in 1 hour	71
Write an amazing interview	73
Write an article in 1 hour	77
Make a great portrait in 1 minute	78
Make a great photo-shoot in 1 hour	79
Shoot a video in 1 hour	82

3.3 More challenges **85**

Prepare a speech in 5 minutes	86
Prepare a 1-hour presentation in 30 minutes	88
A 12-page brochure in 3 hours	89
A newsletter in 90 minutes	90
Seo in 1 hour	92
A great meeting in 1 hour	94
Make the best of one hour networking	95
A one-pager in 30 minutes	96

PART 4: **TAKE-AWAY** **98**

Take-Away#1: Mohamed Ali: it's all about impact	100
Take-Away#2: Usain Bolt: it's all about speed	104
Take-Away#3: Lego: the virtues of a system	108
Take-Away#4: Ferran Adrià: it's all about conviction	112
Take-Away#5: Bono: be the rock star	116
Take-Away#6: Dietrich Mateschitz: empowering crowds	120
Take-Away#7: Vincent van Gogh: talent meets business	124
Take-Away#8: Grigori Perelman: it's not all about the money	128





PART 1:

3 GOLDEN **RULES**

behind the illusion
of simplicity

RULE #1

THE **180° MOVE:**
TURN THINGS AROUND

In his treatise on painting, Leonardo Da Vinci advised young painters to study their own appearance to prevent the characters represented in their works from looking like themselves!

The tendency to project one's own needs onto someone else is the most common error in communication. This leads to a huge waste of time, energy and money.



© 360Crossmedia

WHAT MOST PEOPLE REALLY NEED:

- ▲ **Short messages:** they have a very limited amount of time available
- ▲ **Information that is easy to understand and memorise:** they are overwhelmed by large amounts of content. Give them a chance to connect with your ideas.
- ▲ **Design:** you need to catch their attention and motivate them to read your messages.

"It is not about what you want to say, it is about what people are able and willing to hear."

RULE # 2

E=MC²:

IT'S ALL ABOUT CONTEXT

OK, I didn't exactly invent this one, but it can be transposed very well to communication.

$$e = mc^2$$

e = Echo
The resonance
of your message

c = Context
This is the critical
factor that multiplies
the echo dramatically

m = Message
Its value depends
on its quality

***"Maximise the impact of your
message by using context."***

RULE # 3

THE DATA FACTOR

Data used to be expensive and difficult to use by novices. IT systems too. This is no longer the case. You can now collect, process and use all kinds of data, generate high-value metrics to reach maximum simplicity and efficiency, for free. 1 computer and 1 web connection are all you need to do the job.



© 360Crossmedia

"99.9% of available data is ignored or lost."

P.S. AAA: ATTITUDE, ATTITUDE, ATTITUDE

There are many reasons for people to adopt a destructive attitude. None of them make sense, as negativity only makes things worse.

The illusion of simplicity leverages passion, efficiency and collaboration to achieve maximum performance, whatever the context. Always keep in mind:

“Done is better than perfect”

Facebook



© Bocuse

*"To prepare a good or a bad meal
takes the same amount of time.
Then I'd rather prepare a good one."*

Paul Bocuse





PART 2:

THE 3 GOLDEN RULES **IN ACTION**

RULE #1 IN ACTION

THE 180° MOVE

*"Put yourself
in the other person's shoes."*

TAKE-AWAY:

THE MOHAMMED ALI FIGHT

To deliver any message, you need to win three rounds of communication:

- ▲ **Round 1:** Catch the attention with strong titles and visuals.
- ▲ **Round 2:** Let the structure and the size of your message demonstrate that it is worth investing time in.
- ▲ **Round 3:** Deliver a sharp, fascinating message that is easy to remember.



*"Fly like a butterfly,
sting like a bee"*



APPLICATIONS

1. PITCH: KEEP IT SHORT

WHEN DO YOU NEED IT?

When you meet people for the first time, at an event or during a meeting.

WHAT IS THE GOAL?

A pitch needs to convey two main messages: 1. You are a nice person to be around 2. You are working on something interesting.

The best way to make both points at once is to pitch with a one-liner.

My one-liner:

"I am a creative entrepreneur running a communication agency called 360Crossmedia."

The key words I want to get across are: creative, communication agency and 360Crossmedia.

If things work well, I will be able to ask questions. I don't need to explain what I do if the other person doesn't show any interest.

Sometimes you also need a one-liner for your company:

360Crossmedia's 1 liner:

"360Crossmedia is the communication agency for creative minds."

Your one-liner:



Your company's one-liner:



Remember: Other people are like you: they like to talk about themselves. If you let them start, you can adapt your own pitch to their needs, which creates the perfect context.

2. ELEVATOR PITCH: CREATE TENSION AND MAINTAIN IT!

WHEN DO YOU NEED IT?

Mostly with investors or when people who have heard your one-liner refuse to answer questions and want to know more about what you're doing.

WHAT IS THE GOAL?

An elevator pitch is one of the most difficult things to achieve. You need to catch the person's attention with the first sentence and keep it until the end. Give enough information to trigger strong interest. But keep it simple enough to prevent boredom.

MY ELEVATOR PITCH

"I started my career as a golf professional, but I am also an entrepreneur. In 2000, I set up 360Crossmedia, which is a communication agency with a system that allows companies to produce great magazines for free."

I want people to remember "golf pro, 2000, magazine for free". This is like branding: a way to make sure that they will not only remember me, but also identify me as someone serious and fun at the same time. If at the beginning of the elevator pitch, I see that my conversation partner's attention is low, I cut it short.

In reality, 360Crossmedia does more than magazines. The listener will find out if he asks more questions, checks the website, or Googles me. I just pick one of our strongest solutions. The hidden message is: if you decide to work with me, I always go straight to the point. I won't waste your time.

Of course, you can adapt your elevator pitch depending on the context, but you need to have one standard pitch that your colleagues and friends can all learn by heart. By doing so, they all become your ambassadors.

Your elevator pitch:



3. CONVERSATIONS: LISTEN FIRST

WHAT IS THE GOAL?

Deliver your message or simply collect information.

Listen to the person before you speak. Ask questions. That will allow you to connect what you do with what your conversation partner does or needs. Do not hesitate to use the other person's words.

If you receive enough interest, start explaining in more detail what the other person wants to know, but always keep in mind: most people don't want to become experts. They want to rely on trustworthy experts.

Also keep in mind: "You're always allowed to ask questions."

4. SPEECHES: FOCUS ON A MAXIMUM OF THREE KEY MESSAGES

WHAT IS THE GOAL?

Help people understand and remember what you want to say.

Make life easier for people sitting in the room. The best way to start your speech is by presenting a maximum of three main points, developing those points, and finally wrapping everything up.

Use stories and images, make people laugh at least once, and finish on a high note.

Note: by focusing on three main points, you make it easier for yourself to remember your text, and therefore dramatically reduce your own stress level.

5. E-MAILS: TAKE NOTHING FOR GRANTED

WHAT IS THE GOAL?

Have people read your e-mail and answer.

People receive hundreds of spam and other irrelevant e-mails. So first, use the power of the subject line of the e-mail.

Example: You are writing to Mr Smith, CEO of Alpha company, trying to get a meeting:

"Mr Smith/360Crossmedia - Meeting request "

Most of the time CEOs will not read e-mails immediately. Help them find your message when they need it, sometimes in the spam mailbox. And help them understand what you want. Fast. The core of a good e-mail should typically be 10 lines long.

Example:

----- Original Message -----

From: "Jerome 360Crossmedia" <jbloch@360crossmedia.com>

To: <john.smith@inc.com>

Sent: Fri, 07 Aug 2015 14:56:52 +0200

Subject: John Smith/360Crossmedia - Interview request

Dear Mr Smith,

I received your contact details from Mr Jones, who thought that I should reach out to you.

Our company is based in Luxembourg and publishes magazines. The most popular are *Duke 04*, *Andy#18* and *China (CN)* - see a gallery of our magazines at www.360crossmedia.com/gallery.

We are interested in interviewing you. 3 questions only. Would you have time?

Best regards
Jerome Bloch
CEO

360Crossmedia
Tel: (+352) 356877
www.360crossmedia.com
Video: be the publisher
Duke 04 (UK)- Andy#18 (FR)

In the message, keep the text short and captivating. Use links. If you really have a lot to say, structure your message with headlines and bullet points. Use automatic signatures to prepare e-mails in advance and save precious time.

6. SOCIAL NETWORKS: SELFIE NO MORE!

There is more than selfies in social networks. Instead of talking about you, your cat or the latest funny video you've discovered, talk about what you do and what people can learn from it. Make it meaningful.

Remember: people may open a stupid video or bad joke, but if you are not good friends, they may feel deceived: you've made them waste their precious time!

7. PRESS: INVEST IN THE LONG TERM

WHAT IS THE GOAL?

Let the journalist know that you are an expert they can rely on if they ever write an article about your area of expertise.

You have hired a new employee on a high salary? You are proud, but nobody cares. People expect successful companies to hire great people!

Instead, explain how your company is changing the world. You can also provide expert articles linked to recent news, or just get creative and talk about a mind-blowing aspect of what you do: an innovation, a successful fundraising, a social initiative.

Example: if you are a lawyer, send a press release about the impact of a new law the day before it is approved.

Remember: the key to successful press relations is to establish good relationships with regular contacts. Make sure you only send great stories and photos. Do not expect anything to be published as a result of the first three contacts. Send a press release at least every two months and follow up with a short call.

8. PAID-FOR PRESS: NEGOTIATE THE BEST DEAL

WHAT IS THE GOAL?

Pay for an article on a website or in a magazine.

A growing number of publications are selling the publication of articles. Identify them clearly, select a relevant publication and negotiate a price that can provide a measurable return on investment.

9. NEWSLETTERS: FIND THE RIGHT MIX

WHAT IS THE GOAL?

Get people to open the newsletter and read at least one item. A newsletter keeps you in touch with your customers and has the advantage of letting you know exactly who reads what. Just make sure that you mix interesting general information with your own propaganda in a subtle way.

10. POWERPOINT PRESENTATIONS: WRITE IT BIG!

WHAT IS THE GOAL?

Gain the attention of the audience from the start and hold it until the end by combining a great speech with clear, mind-blowing information in the Powerpoint presentation.

The first information that people get in PowerPoint is the number of pages. If they decide it is too long, you won't get their head out of their smartphone for the next hour!

Ten slides is normally the maximum, unless you're Stephen Hawking. The presentation is not supposed to display your text. It is supposed to help people visualise and memorise your message. So keep it short and write in big letters so that people sitting at the back can read it. Structure your message into three parts and explain them with individual slides. Keep the last slide for the wrap up and links.

Note: you can prepare a different PPT deck for people who missed your presentation, where you will include the text they couldn't hear. Post it online as a PDF or on Slideshare.

11. PREZI: KEEP IT SIMPLE!

WHAT IS THE GOAL?

Deliver a great, modern presentation.

Prezi is fun to use and makes a strong impression, thanks to zooming effects. Just keep it simple. Too many zooms and rotations will lose the audience in the same way as a 65-page PowerPoint deck.

12. WEBSITE: TWO BIRDS WITH ONE STONE!

WHAT ARE THE GOALS?

Show that you are a company or person that can be trusted. Answer questions that people may have and try to trigger an action, such as to press a "Buy" or "Contact us" button.

The problem with a website is that it needs to fulfil two different purposes in two different contexts:

- ▲ Provide a one-liner for first-time visitors.
- ▲ Satisfy current or potential customers looking for detailed information before taking a decision.

The solution: use the homepage for the one-liner. At this stage, avoid highlighting the complexity of your work by having a very limited number of buttons to click on in the menu.

Then allow people to scroll down or navigate through a few pages to get more detailed information.

Worth reading: interview online of marketing guru Florian Heinemann (Project A Venture) at www.myofficialstory.com/florianheinemann

13. ONE-PAGER: EXTRACT THE ESSENCE

WHAT IS THE GOAL?

Get approval for an idea, a project or a report.

I understand that most problems are very complex and need complicated solutions, but if you can't 'sell' your idea to your management and colleagues, you won't be able to implement it. Extract the essence of your project and demonstrate clearly the benefits for the company in general and the members of your audience in particular. Focus on making sure everyone knows enough to back your project.

14. BROCHURE:

CLIENT vs SALESMAN

WHAT ARE THE GOALS?

Allow people to understand what you do and demonstrate that you are a company that can be trusted.

Most brochures aim at the wrong target: the salesman. As a result, they explain the business in all its complexity to make sure the salesman doesn't forget anything. This is especially true in technical sectors where marketers are often people with a technical background, like IT specialists, lawyers and engineers.

I recommend producing two brochures. One is for the sales team, helping them to know their company and product by heart. A second one targets clients, simply outlining the key information about the company, the product and its benefits. You can later follow up with additional information. The brochure's purpose is to catch their attention and establish trust.





*"Empower your audience
and they will become
your ambassadors."*

WRAP UP RULE #1 THE 180° MOVE

RULE # 2 IN ACTION

$E=MC^2$

1. HOW TO CREATE A GOOD MESSAGE

A good message has three main characteristics:

- ▲ It looks good (otherwise people won't read it).
- ▲ It delivers a great story that's easy to remember (otherwise you waste your reader's time – which won't happen twice).
- ▲ It contains a call to action at the end.



© 360Crossmedia

***"Stories articulated in 3 parts
are easier to remember".***

1.1 LOOKING GOOD

Key question: HOW LONG SHOULD IT BE?

Most people are anxious about making a bad impression. People fear that their 60-minute presentation will run out of things to say after 20 minutes, but in reality most presentations last too long and bore people to death.

How long should an article be to convey credibility? It doesn't really matter. Sometimes, a one-pager is too much to be worth looking at, another time, a 10-page piece will captivate the reader's attention from start to finish.

However, if you are not a famous writer or a Financial Times journalist (and maybe even then), we advise you to use the following formats as a guide, and to provide a link at the end enabling readers to access a longer piece.

FORMATS THAT WORK

	SIZE	READ-ABILITY	STRUCTURE	APPLI-CATION
SHORT PRESEN-TATION	500 characters	25 seconds	1 title 1 text	Press release Web content Short review Short speech
TEXT	500 words	3 minutes	1 title 1 short intro 3 headlined paragraphs	Press release Web content Business analysis Speech Book chapter
INTERVIEW	500 words	3 minutes	1 title 1 short intro 3 questions & answers	Website Press release Web content

WHY SHOULD YOU OPT FOR THOSE FORMATS?

- ▲ By focusing on such short content, you will increase the quality of your text.
- ▲ You will spend less time reviewing your piece.
- ▲ You will pay less for translation.
- ▲ You can combine them with other people's pieces that use the same format.
- ▲ You will be able to create them in less than an hour, or have them prepared by external providers.

MAGAZINE ARTICLES

CASE
STUDY

360Crossmedia has been using these formats for years, building a stock of several thousand ready-to-use articles. This empowers our users and allows them to produce a magazine, newsletter or website in three hours or less.

Examples:

Use the power of images, quotes and headlines.



Bloodhound: the power of a first-person approach.

© 360Crossmedia

INNOVATION

Oculus Rift

A technological UFO

www.oculus.com

Founded in 2012 by Palmer Luckey, Oculus VR revolutionizes the world of virtual reality with Oculus Rift. This is the last word in virtual reality helmets, with which the start-up company intends to attract not only video game players, but also other more unsuspected sectors.

Palmer Luckey, the little genius

It is thanks to his parents' divorce in Long Beach (California) that the legend of Palmer Luckey, then aged 18, begins. Frustrated by technological weaknesses of virtual reality helmets of the time, the young man begins to build his own prototype. After months of work, Palmer Luckey believes he has won his bet. He decides to submit a specialized forum where he crossed paths with one John Carmack, co-founder of id Software, a video game company known for its first-rate 3D graphics. Palmer Luckey soon has a prototype in John Carmack's hands.

The challenge of virtual reality analysis

Given the technological challenges of virtual reality, designers have faced a major problem: the gap between the immersion and the use of the device. The use of the device is not easy for players with Oculus Rift, because of its weight. Oculus VR had access to the expertise of Michael

Abel, Engineer in Video and developer of the video game Quake, making the company to design a new prototype that significantly reduced these physical problems. Today Oculus Rift is designed with a screen that covers without a seam but is supported head movements in the 3D world. From a technical point of view, Oculus Rift consists of a small LCD screen (just a few panels) positioned before the very eyes of the user. Each eye sees a part of the scene through a lens which creates a realistic view of the displayed virtual movements. Head and foot, Oculus Rift comes with maximum support of the specialists.

A promising future

Thanks to its vision by Facebook, Oculus VR wants to go beyond the simple video game world. For Palmer Luckey, "the way we use things will change as virtual reality becomes mainstream, as people experience things like VR using a 2D screen through a computer screen with people for sure". He seems convinced by the force of Facebook, who will use his talent to create virtual worlds and even launch a contest.



"Virtual reality will change the way we see the world."

Oculus: link the picture and headline for maximum impact.

MUGARITZ: artist at work

Investigative food photographer, chef and food stylist, Mugaritz is a true artist at work. We will see his talent in his work, where he brings creativity, passion and a great sense of humor to his work.



"Making the impossible possible is a true art."



Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

A real artist at work

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

A real artist at work

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

A real artist at work

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

A real artist at work

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

A real artist at work

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

A real artist at work

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

A real artist at work

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

A real artist at work

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

Investigative food photography

When you see a dish, you see it as it is. It is not a photograph, it is a dish. It is a work of art. It is a work of art. It is a work of art.

If you are using portraits, put them in perspective with other photos featuring the person in action, talking or working. Avoid narrow headshots.

1.2 EASIER MEMORISATION

MEMORISING THE WHOLE MESSAGE

This is easier than it seems: simply break down your message into three bullet points at the beginning, and wrap up your message at the end by recapping the original three points.

THE BOTTOM LINE

CASE
STUDY

A company called Kneip produces its own magazine, called 'The Bottom Line'. At the end of each article, a box called 'The Bottom Line' sums up the key information.

MEMORISING PARTS OF THE MESSAGE

The picture, quote and subheadings can facilitate memorisation. In the text, use metaphors and stories, which allow visualisation and faster memorisation.

MEMORY CHAMPIONS

CASE
STUDY

People able to remember several decks of cards use techniques that associate cards with objects, actions and characters that they place along a journey.

For example: https://www.youtube.com/watch?v=X-xl7_hdWZo

1.3 CALL FOR ACTION

THERE ARE THREE MAIN DRIVERS IN CREATING A CALL TO ACTION:

- ▲ **More information:** provide a link to a longer version of the article.
- ▲ **Links:** indicate your sources – websites, articles, names of your sources – and provide links to other sources relating to your message. For example, if you were talking about Benjamin Franklin, you could provide a link to the biography by Walter Isaacson.
- ▲ **Feedback:** generate feedback by asking people to vote, rate, like, share, comment or send an e-mail.

2. HOW TO CREATE CONTEXT?

THE TOP THREE CONTEXT FACTORS ARE:

- ▶ TIMING
- ▶ CO-BRANDING
- ▶ LOCATION

2.1 TIMING

The major paradigm change in communication has put control back in the hands of the user. Fifteen years ago, people were reading the same newspaper every morning and watching the same TV news, regardless of the context. Sometimes, there was nothing much happening, but the news show still lasted as long as when something really interesting had taken place.

NOW, EACH INDIVIDUAL HAS TWO MAIN NEEDS:

- ▲ Limit the amount of useless information trying to reach their brain.
- ▲ Obtain clear, easy to understand information that they can use easily.

USE TIMING AS A POWERFUL CONTEXT CREATOR:

- ▲ Event: reach out to decision-makers in the days before an event they will take part in.
- ▲ Weekend: send messages one day before a weekend or a holiday.
- ▲ Newsletters: send a newsletter at 8.30 am on Day 1 of an event.
- ▲ Social networks: use social networks during the event.
- ▲ Follow up: follow an event within 24 hours with articles and picture reports.
- ▲ Special days: capitalise on anniversaries, changes in management, office moves, etc.
- ▲ Stay in tune with mainstream news: link your message to current events.

Example: write an article about joint ventures in Asia, the day after a major link-up is announced between US and Chinese companies.

2.2 CO-BRANDING

Associate your message with another person or company.

- ▲ The strongest way is to interview a decision-maker. (It can help if you have a good corporate magazine).
- ▲ Another way is to write articles featuring a decision-maker or an important event relevant to your industry.
- ▲ Finally, you can simply push your content into media where decision-makers are present.

CREATE A MAGAZINE FOR FREE

CASE
STUDY

Examples of powerful covers:



For Private Equity

Collaborative work

Nation branding

A MAGAZINE HAS MANY ADVANTAGES:

- ▲ It creates a much stronger context than a corporate brochure.
- ▲ It motivates people to write articles or agree to be interviewed.
- ▲ You can distribute the magazine or specific articles in many ways: social networks, press release (one article), internet, print, e-mail, newsletter.
- ▲ **You can include advertisements sold to your partners to finance the cost and even generate a profit.**

2.3 LOCATION

Always keep in mind that the easiest way to succeed is to empower people who know you with strong messages that they will repeat. It is not expensive and generates high returns.

Top five locations that work:

EMAIL SIGNATURE

This is one of the most powerful locations, as it will be displayed to people you are in contact with.

My Signature (as of September 1, 2015)

360Crossmedia

Tel: (+352) 621 264 416

www.360crossmedia.com

Video: *Be the publisher (new)*

Duke 04 (UK) - Andy#18 (FR)

SOCIAL NETWORK PAGE/PERSONAL PAGE/COMPANY WEBSITE

This is where people will land after Googling you

REAL LIFE DISTRIBUTION

This is the most underrated location, because Silicon Valley is trumpeting the death of paper. A waiting room, an aircraft seat, a conference or other event are all places where paper can deliver messages in the perfect context.



When we launched MyOfficialStory, we put a hot air balloon out in front of the venue of a major conference and invited the press. Everyone received a copy of the book 'Luxembourg Mon Amour'. Yes, we got lucky with the weather.





WRAP UP RULE # 2

$$E=MC^2$$

You do not have the credibility of famous magazines or journalists, so compensate with:

- ▲ **Great ethics**
Check every piece of information, list your sources, run an automated spell-check, work hard on great, short structured messages.
- ▲ **Amazing layouts**
You need to convince each reader to invest time, every time.
- ▲ **A powerful context**
Use timing, co-branding and location to your advantage.

KEY PERFORMANCE INDICATOR

Anyone listening or reading your message should be able to repeat it clearly soon afterwards.

RULE # 3 IN ACTION

THE DATA FACTOR

A big part of the illusion of simplicity lies in your ability to collect data, process it and generate value. A large majority of the people I meet do not realise how the investment of a small amount of time can generate a radical increase of productivity.

What kind of data?

- ▲ Contacts
- ▲ Ideas/information
- ▲ Sources

Where from?

- ▲ Conversations (you're always allowed to ask)
- ▲ Partners
- ▲ Internet
- ▲ Social networks
- ▲ Market intelligence

HOW DO YOU PROCESS THEM?

- ▲ Learn to collect everything: take notes everywhere on paper, Evernotes, on your computers or your smartphone. People often argue that it is important to pay full attention, but taking notes saves time and energy for everyone.
- ▲ Use a proper CRM tool (SalesForce, Zoho.com, Teamleader, etc.) and – if necessary – a newsletter system (mailchimp, emailgarage, createsend, etc.).
- ▲ Combine high-tech and low-tech systems. For example, learn to make a mailmerge with Microsoft Word to reduce the number of emails you have to write without impacting your personal relationship with each recipient. Or take time to visit first- and second-level contact profiles on LinkedIn, even third- level if you have a premium package.

DATA MANAGEMENT IN A MEETING

CASE STUDY

During meetings, write down everything directly in Outlook.

- ▲ List the key points at the end of the meeting and send an e-mail to all the participants, ideally before leaving the meeting!
- ▲ Archive the full notes on Dropbox or your CRM tool.
- ▲ Extract the key information into your CRM tool and program alerts for follow-up actions.

There is no more homework after the meeting and any potential problem is immediately identified. More importantly, you will not have to bother your client again about a question already answered.



WRAP UP

RULE #3

THE DATA FACTOR

You can see examples of the illusion of simplicity in all walks of life, from a great golf swing or a prima ballerina solo to a Joan Miró painting. It looks easy, but it takes a lot of hard work to create that illusion.

- ▲ Make a habit of collecting every available piece of information.
- ▲ Configure your own CRM.
- ▲ Leverage the power of social networks.

ATTITUDE IN ACTION


The most common excuse for not acting is “We are not a huge company... We are lacking money, time, resources...”

The truth is: you no longer need much money, time or even talent to become hyper-performing.

EVOLUTION OF PRICES OVER THE LAST 15 YEARS

	2000	2015
DESIGN (INDESIGN SOFTWARE)	2000 €€/licence	19 €€month
TALENTS	Hired by agencies	Available on line for a few dollars per job
IT SERVER	2000 €€	Free until 2GB on Dropbox
SOCIAL NETWORKS	Did not exist	Free + low cost premium options
PRINTING	Offset, really expensive, technical	Digital, very affordable
TRAINING	Expensive	Lowcost online
NEWSLETTER	Expensive	Low cost on Zoho, Createsend, email garage...
PHOTOS	Expensive (Getty)	Low cost (Fotolia, Shutterstock, Flickr,...)
PHOTOGRAPHER	Expensive and technical	Easy and low cost with your own phone or camera
CRM TOOL	Expensive	Low cost (Salesforce, Zoho, Teamleader)

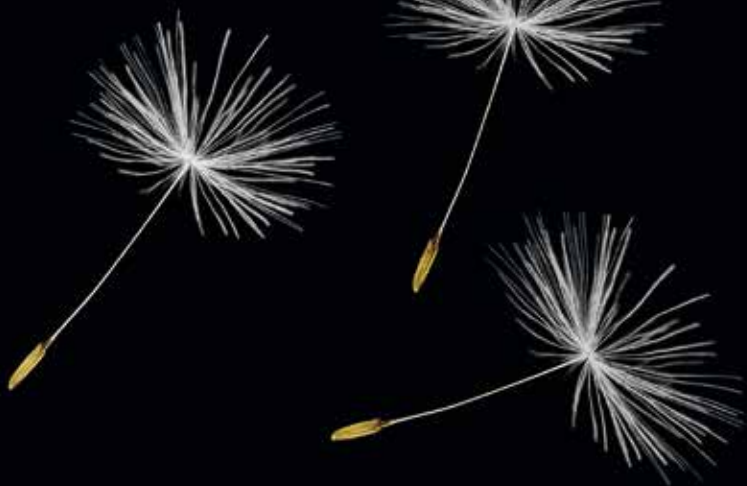
Really, there is no excuse.



*"Your attitude, not your aptitude,
will determine your altitude."*

Zig Ziglar





PART 3:

GET THINGS **DONE**

3.1 THE REAL STUFF!

No need to bore you with beginners' experiments. Let's start with our three greatest things to do:

- ▶ A MAGAZINE
IN THREE HOURS
- ▶ A WEBSITE/
BROCHURE
IN THREE HOURS
- ▶ A BOOK
IN 30 DAYS

A 20-PAGE MAGAZINE IN 3 HOURS

HOW MANY PEOPLE DO YOU NEED?

Ideally six for 20 pages, although three people can also get it done with sufficient Red Bull.

STEP#1: 30 MINUTES: PLANNING

Decide on the editor-in-chief (1 minute) and complete the table below:

	TITLE	MODE: INTERVIEW OR ARTICLE	IN CHARGE
COVER			Graphic designer
PAGE 2	Photo or ad		Graphic designer
PAGE 3	Table of contents		Graphic designer
PAGES 4-5: EDITORIAL			Editor in chief
PAGES 6-7: ARTICLE 1			Editor in chief
PAGES 8-9: ARTICLE 2			Player #2
PAGES 10 -13: COVER STORY			Player #3
PAGE 14-15: ARTICLE 4			Player #4
PAGES 16-17: ARTICLE 5			Player #5
PAGE 18: LINKS/WEBSITE			Graphic designer
PAGE 19	Photo or ad		Graphic designer
BACK PAGE	Photo or ad		Graphic designer

- ▲ Make sure that you have great visuals for the cover story (you need three pictures, two verticals for the cover and page 13 and one horizontal for pages 10-11)
- ▲ Maintain a balance between interviews and articles

STEP#2: 30 MINUTES: DOCUMENTING

- ▲ The editor and graphic designer take care of pictures and editorial. (Use the default editorial and Colophon on 360Crossmedia. Use your own pictures or source them from Shutterstock, for example)
- ▲ Everyone downloads the appropriate questionnaire (for article or interview) from 360Crossmedia.com and completes it.

STEP#3: 60 MINUTES: DRAFTING

The completed questionnaires are used to start drafting the final articles/interviews in the appropriate format (a catchy headline, a short intro and three paragraphs or questions/answers with headings. Total length: maximum 500 words)

Step#4: 30 MINUTES: EDITING

Swap the draft articles around and edit them, check the facts, the sources (Participant #2 deals with the article drafted by Participant #1, and so on)

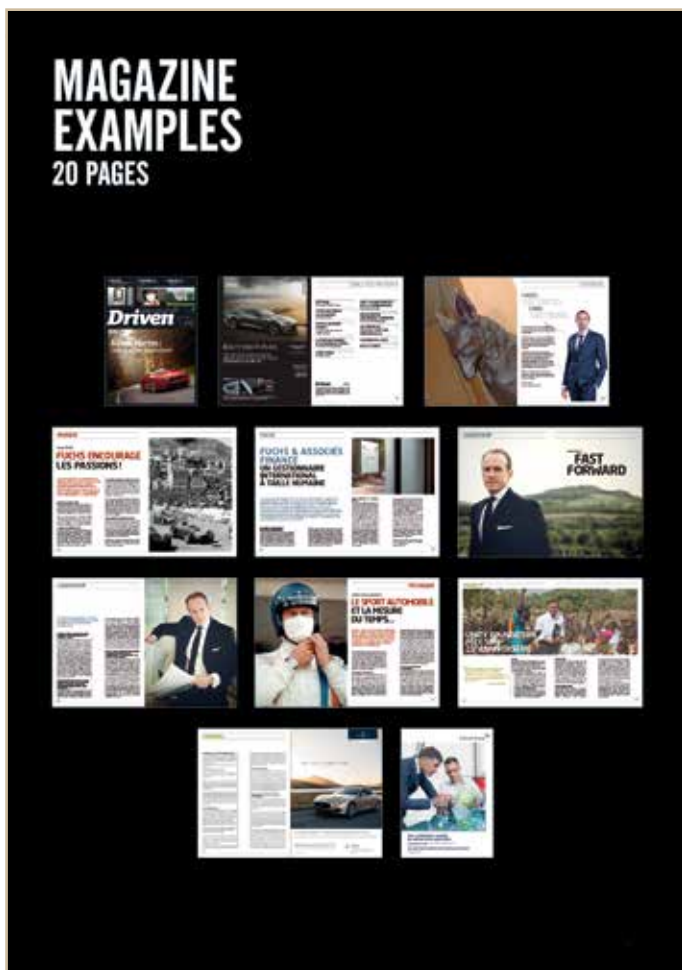
Step#5: 30 MINUTES: FINE-TUNING

Time to look for mistakes. Run the automatic spell check on all articles. Read them slowly. Assemble everything.

Three hours may seem short, but each author has plenty of time to document, draft and edit his 500-word text. With the right process, it's a piece of cake.

MORE INFORMATION

- ▲ Check our stock of ready-to-use magazines, articles and templates at www.360Crossmedia.com
- ▲ Download the GameRules 'Magazines' at www.360Crossmedia.com
- ▲ We can provide writers, graphic designers, photographers, illustrators, translators, etc.



CORPORATE MAGAZINE #1: PICTET REPORT

The Swiss private bank founded in 1805 is known for its discretion as well as smart partnerships, including one with 'Wired' aimed at successful entrepreneurs.

'Pictet Report' is one of the most convincing corporate magazines out there. The bank focuses on one main topic per issue – art, Asia, food, etc. - and interviews top decision-makers all over the world. Big pictures, short captivating texts, a bit of propaganda at the end in the same format as the other interviews – and no ads. Very convincing!

<http://perspectives.pictet.com/category/publications/pictet-report/>

MAINSTREAM MAGAZINE #2: RED BULLETIN

Red Bull is a drinks company that has mastered content marketing in general and branding in particular. It not only sponsors events, but produces and shares amazing content through the www.redbullmediahouse.com platform. Red Bulletin is a stunning example of a mainstream magazine: the content is great, the online experience is flawless and the print distribution is mind-blowing at two million copies a month. It must feel good to be Dietrich Mateschitz!

www.redbulletin.com

A WEBSITE IN 3 HOURS

How many people do you need? Two for five pages, but a single person with fresh orange juice can get it done.

STEP #1: 30 MINUTES: TEMPLATE

Connect to wix.com and choose the template that you prefer.

STEP #2: 20 MINUTES: HOME PAGE

Choose the picture (or video) and one-liner for your home page

STEP #3: 60 MINUTES: DRAFTING OTHER PAGES

Prepare the following texts. You can only use 500 characters including spaces for each page.

Text #1: Who we are?

Text #2: What we do?

Text #3: How we do it?

Text #4: Contact

STEP#4: 40 MINUTES: EDIT ALL PAGES

STEP#5: 30 MINUTES: FINE-TUNING

Run the automatic spell-check on all texts. Read them slowly. Publish everything.

OPTIONS

Galleries, social networks, forms, etc. Once you have the core of the website up and running, you can improve it very easily and very quickly.

MORE INFORMATION

Check the websites of the most popular brands in the world for inspiration; they address so many people in so many languages that they have to opt for simplicity (<http://top50.infegy.com>).

Download the GameRules 'Website/Brochure' at www.360Crossmedia.com (a five-page website or a 12-page brochure follow the same dynamics and requires the same content).

A BOOK IN 30 DAYS

When people hear about a friend who has written a book, many of them tell me, "I always wanted to do it, but never managed to do it."

Personally, I don't have enough time and focus to write books when I'm working, so I collect ideas during the year and normally hack out one book per summer, in July. It is great fun.

THE KEY RULES

- ▲ It is mostly about discipline.
- ▲ If you write long and badly, it is a torture to edit your own text. Write short and well!
- ▲ Keep in mind the main goals: have fun writing it, clearing your mind and sharing what you are passionate about. Finding a publisher and making lots of money is for later!

WHERE DO YOU START?

Day 1: 2 hours. Kick-off.

Define the main message of your book: what are you trying to say?

Define the plan of your book: stick to 24 chapters. And stick to 500 words per chapter as far as possible, always with a catchy title, a short intro and three headlined paragraphs.

Days 2 to 6: draft your first 5 chapters - one chapter per day, 1-2 hours daily. If you struggle, use the 'Article questionnaire' at www.360Crossmedia.com.

Day 7: edit the 5 first chapters.

Day 8 to 12: draft chapters 6-10.

Day 13: edit chapters 6-10.

Day 14 to 18: draft chapters 11-15.

Day 19: edit chapters 11-15.

Day 20 to 24: draft chapters 16-20.

Day 25: edit chapters 16-20.

Day 26 to 29: draft chapters 21-24.

Day 30: take a day off for that. You need 10 hours. Read everything one last time. You're done. Most people party after that.

PUBLISHING THE BOOK

- ▲ For most people, publishing on www.lulu.com or publishing the book themselves is the fastest, easiest and least expensive way.
- ▲ If you write a corporate book, you can sell an ad and copies to companies before you print – for example, one ad, one editorial and 500 copies. The companies will use the book as a corporate gift for employees and clients.
- ▲ Feel free to send your draft to well-known publishers. You never know.

"Most people quit too soon."

3.2 BACK TO THE BASICS

Do you want to go back to the essence of creating a good message?

- ▲ An interview in 1 hour
- ▲ An amazing interview
- ▲ An article in 1 hour
- ▲ A great portrait in 1 minute
- ▲ A great photo-shoot in 1 hour
- ▲ A video in 1 hour



© 360Crossmedia

WRITE AN INTERVIEW IN 1 HOUR

My dream has always been to interview Clint Eastwood. During a trip in Carmel, California, I got a chance to interview him impromptu, after he finished playing a tournament at the golf course that he co-owns, Pebble Beach. I didn't expect it to happen, and I didn't prepare: the worst experience of my life. Always be prepared.

Formulating three great questions is a highly creative process.

Step#1: 15 MINUTES: DOCUMENTATION

Read the official website, social account and past interviews, Google the person, and look for videos. You can check the Wikipedia page, but only to find more sources; never use Wikipedia text without verification.

Step#2: 5 MINUTES: FORMULATION

Formulate three great questions:

- ▲ Show that you have done your research.
- ▲ Anticipate what readers really want to know and avoid questions that have already been answered.
- ▲ Show you are passionate about the interview.

EXAMPLE OF GREAT QUESTIONS:

- ▲ To Jean-Claude Biver (Hublot): "You are a citizen of the world – how would you describe your co-citizens?"
- ▲ To Kilian Jornet: "You have popularised a new kind of mountaineering – lighter, faster, but also more dangerous?"
- ▲ To Ferran Adrià: "What does eating mean for someone like you?"

Step#3: 20 MINUTES: CONTENT COLLECTION

Get the answers live or by Skype or by email. Always record everything.

Step#4: 20 MINUTES: EDITING AND PUBLISHING

When you receive the answers, edit them.

- ▲ Remove all unnecessary elements.
- ▲ Enrich the vocabulary, remove repetition.
- ▲ Make sure the whole interview flows naturally.

We recommend limiting yourself to answers of a maximum 140 words. Why?

- ▲ They take only 25 seconds to read.
- ▲ This allows you to distil very concise, straight-to-the-point answers.
- ▲ They are cheaper to write, edit and translate.
- ▲ They match more than 100 templates and thousands of compatible articles.



SELF-INTERVIEW

What for? Web content, a press release, a blog...

Avoid propaganda questions. Ask questions that allow you to share your passion, knowledge and experience. No-one cares about what you are trying to sell in an interview.

MORE INFORMATION

Download 'Duke' magazine from 360Crossmedia to find many examples of articles and interviews respecting the 140 words per answer format, i.e. 500 words in total.

WRITE AN AMAZING INTERVIEW

(THIS WILL TAKE MORE THAN 1 HOUR)

What is the difference between a good and a great interview?

There are three main factors:

- ▲ Trust
- ▲ Work
- ▲ Talent

1. Gaining trust: **WORK LIKE A PRO**

Take the time to become a specialist on the topic or person you want to interview. This can take a lot of time. Watch all the videos. Take notes. Check every piece of information. Start grouping the information around various themes.

Before the interview starts, start talking about what you read, what you liked, the questions you were wondering about.

Show that you are passionate. This creates trust.

2. Work: **NO TALENT WASTED POLICY!**

Be on top of your game at every stage of the process:

- ▲ Data collection: write everything down, ask the right questions, and identify the key elements of your storytelling: headlines, sub-headings, etc. Reformulate before the end of the interview to check that the person agrees with your interpretation.
- ▲ Drafting: be creative. Make sure you are delivering a captivating text, from start to finish. Remove any part that doesn't add value. Use every available image and critical piece of information. It is like distilling 2 centilitres of alcohol with 20 kilos of fruit.
- ▲ Editing: run an automatic spell-check, and pay attention to all details, one last time.

3. Talent: THE THIRD FACTOR

We are fortunate to work with incredibly talented writers who can produce stunning texts as they speak. But this is only the third factor. By experience, it only makes a real difference when combined with Factors #1 and #2.

© 360Crossmedia



© 360Crossmedia



© 360Crossmedia



INTERVIEWING YOUR GRANDFATHER OR GRANDMOTHER

CASE STUDY

360Crossmedia often goes into nursing homes and hospitals to interview people for free. It is interesting and we always get amazing stories.

Those people have great experiences to share, but interviewing them is not easy.




© 360Crossmedia

Most of the time

- ▲ They talk a lot (as they often spend days without speaking to anyone except medical staff).
- ▲ They repeat themselves a lot.
- ▲ They mix up information and sometimes get confused.
- ▲ They get upset easily, especially when confused.

Here is the right method to interview them:

- ▲ Ask questions to verify information and collect great stories.
- ▲ Cut out information that is not verified.
- ▲ Identify key themes, key information and write the text.



In this way you can extract the essence of what they want to say and offer many people access to those words of wisdom in a short, clean text.

Once you can do this, interviewing a tax lawyer or a rocket scientist is easy.

Example:

www.myofficialstory.com/francisschmidt

WRITE AN ARTICLE IN 1 HOUR

Here is how we get an article finished in 60 minutes.

Download questionnaires on www.360Crossmedia.com. There are several types depending on the topic: decision-makers, technical articles, etc.

Step#1: 20 MINUTES: COMPLETE THE QUESTIONNAIRE

Provide the key words, the main message, the raw story and possible anecdotes or links.

Step#2: 30 MINUTES: DRAFTING

- ▲ Find the headline and subheads.
- ▲ Write the three short paragraphs (140 words each).
- ▲ Write the intro last (you can use a generic intro if necessary).

Step#3: 10 MINUTES: EDITING

- ▲ Remove all unnecessary elements.
- ▲ Enrich the vocabulary, remove repetition.
- ▲ Make sure the whole text flows naturally.

Why do we recommend a limit of 140 words per paragraph?

- ▲ They take only 30 seconds to read.
- ▲ This allows you to distil very concise, straight-to-the-point answers.
- ▲ They are cheaper to write, edit and translate.
- ▲ They match more than 100 templates and thousands of compatible articles.

Example:



MAKE A GREAT PORTRAIT IN 1 MINUTE

We receive bad pictures on a regular basis. The record is virtually unbeatable: a gentleman supposed to send us a high-resolution portrait for a book sent us a 1 KB picture (imagine a mosaic of 10x15 colourful squares for the full picture)

Here's how to proceed:

- ▲ Use natural light: go outside or close to a window (it's even better just after sunrise or just before sunset).
- ▲ If you are using a smartphone, make sure that 'high resolution' mode is on.
- ▲ Opt for a vertical picture. Pay attention to details: tie, hair, perfectly placed clothes. Remove unnecessary objects from the background.

Examples:



Betty Fontaine

Jérôme Wittamer

Mark Dunstan

TIPS

- ▲ Feel free to avoid the standard facing portrait - why not photograph people in action?
- ▲ If you don't have a flash, use office lights.

MAKE A GREAT PHOTO-SHOOT IN 1 HOUR

The best way is to pick a talented professional and to brief him carefully.

HOW TO BRIEF A PRO

- ▲ Insist in the contract on the acquisition of the complete copyright to prevent future difficulties.
- ▲ Agree on the number of pictures to be delivered. We ask for 12 per hour for portraits, in a maximum of three situations.
- ▲ Define accurately what kind of pictures you expect, in terms of composition, expression, angle, etc. Show examples!

IF YOU PREFER TO TAKE THE PICTURES YOURSELF

- ▲ Try to get hold of a professional camera (Canon 5d, for example), in automatic mode.
- ▲ Combine horizontal and vertical photos.
- ▲ For horizontal photos, keep in mind that when used over a two-page spread, the centre of the picture is in the fold of the magazine, so place the subject on the right or left.
- ▲ Allow 20 minutes per 'scene'. This is how long it takes to perfect the lighting.
- ▲ Combine different situations and outfits to anticipate multiple future usage.

Example of photo-shoot:



Steve David (Northern Trust)

MORE INFORMATION

Download the 'Photo brief' at www.360Crossmedia.com



SHOOT A VIDEO IN 1 HOUR

You can record very good videos with a smartphone or a tablet. Use a microphone and hold your device completely still. However, using a Canon 5d is much more convenient.

THE TEXT

Select three questions and prepare 30-seconds answers (about 140 words each)

It is better if the interviewee has time to learn them by heart a day before, but it is possible for them to memorise each answer before that particular sequence.

TECHNICAL ASPECTS

Make sure you have control over:

- ▲ The light: use natural light, or additional lights if necessary.
- ▲ The sound: always use a microphone, even with an iPhone or iPad.
- ▲ The design: pay attention to details (hair, tie, etc.) and get rid of unnecessary objects that may appear in the image.
- ▲ The speaker: make sure they speak slowly and smile!

HOW TO BRIEF A PRO

- ▲ Insist in the contract on the acquisition of the complete copyright to prevent future difficulties.
- ▲ Agree on the number of questions to record and edit.
- ▲ Define accurately what kind of set-up you expect. Show examples!

EDITING

- ▲ Today, you can use very simple applications like iMovie or Movie Maker. If you are passionate about movies, you can opt for other software such as Final Cut Pro.
- ▲ You can buy ready-to-use sequences on websites such as VideoBlocks or even Shutterstock.

Option: you can create a studio during an event and have everyone answer the same question.



© 360Crossmedia



© 360Crossmedia



Example of video:

VIDEO OF 'SAIL' BY AWOLNATION

Awolnation is a music group who produced an international hit, 'Sail'. The official clip is difficult to find on the internet, so creative people figured there was a gap to fill. There is a convincing video by Алексей Громов, but a girl named Nanalew had fun with some friends and a camera over a weekend. They have received 175 million hits with a clip featuring two girls playing with water in a garden – a good return on their investment.

Official clip: <https://vimeo.com/19504041>

Алексей Громов:

<https://www.youtube.com/watch?v=IS7IW5oh9sI> (261,000)

Nanalew: <https://www.youtube.com/watch?v=JaAWdljhD5o> (175 million)

VIDEO OF 'CHANDELIER' BY SIA

This video is one of the most popular in the world. Chandelier is a good song, but the video is part of its success. The video creates a specific context that Michael Jackson or Psy have already used in the past.

<https://www.youtube.com/watch?v=2vjPBrBU-TM> (888 millions)

3.3 MORE CHALLENGES

Here are several more challenges.

1. A speech in 5 minutes
2. A 1 hour PowerPoint presentation in 30 minutes
3. A 12-page brochure in 1 hour
4. A newsletter in 90 minutes
5. SEO in 1 hour
6. A great meeting in 1 hour
7. Great networking in 1 hour
8. A one-pager in 30 minutes

PREPARE A SPEECH IN 5 MINUTES

A good speech is all about telling a good story, at the right speed, with the right delivery.

The following structure is easy to remember for both the speaker and the audience.

Complete the following fields:

Key words:

Main message:

Intro:

Presentation of the 3 ideas/stories

Idea/story 1:

Idea/story 2:

Idea/story 3:

Conclusion:

Wrap-up:



Remark: if you have time, try it in front of a friend or colleague. The more you practice it, the better it will be.

AMAZING SPEECHES

- ▲ **Steve Jobs:**
<https://www.youtube.com/watch?v=UF8uR6Z6KLc>
- ▲ **Lawrence Lessig:**
http://www.ted.com/talks/larry_lessig_says_the_law_is_strangling_creativity
- ▲ **Tony Robbins:**
http://www.ted.com/talks/tony_robbins_asks_why_we_do_what_we_do
- ▲ **Hans Rosling:**
http://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen?language=en
- ▲ **Kevin Spacey:**
<https://www.youtube.com/watch?v=-0qc4zfXLzE>

TED

CASE STUDY

TED is great because the format is so short – 20 minutes maximum - and the speakers so well prepared. Shouldn't everyone meet the same standards?

PREPARE A 1-HOUR PRESENTATION IN 30 MINUTES

You can easily limit yourself to 10 slides for a one-hour presentation. This will make it easy for you and your audience to understand what the presentation is about. It will also reduce your stress levels dramatically.

STRUCTURE

Slide#1: Title

Slide#2: Intro + presentation of 3 ideas

Slide#3: Idea #1

Slide#4: Reasoning #1

Slide#5: Idea #2

Slide#6: Reasoning #2

Slide#7: Idea #3

Slide#8: Reasoning #3

Slide#9: Wrap-up

Slide#10: Conclusion and links

Q&A

KEEP IN MIND

- ▲ It is all about speaking slowly and clearly.
- ▲ The slides are only there to facilitate remembering.
- ▲ If you stick to three ideas, people will remember them.



MATO JELIC'S CHESS ANALYSIS

I am not a good chess player, but I really enjoy watching Mato Jelic's analysis of games featuring Mikhail Tal and Gary Kasparov on YouTube. It is a brilliant example of the 'Illusion of Simplicity' applied to one of the most complex games. Jelic limits himself to critical information in 5 to 10 minutes when other specialists take more than an hour to explore endless possibilities.

Example:

https://www.youtube.com/watch?v=GDknn_HWTlc

A 12-PAGE BROCHURE IN 3 HOURS

How many people do you need? Two for 5 pages, but one person alone with a kiwi can get it done.

STEP#1: 30 MINUTES: TEMPLATE

Get the template from 360Crossmedia

STEP#2: 20 MINUTES: COVER

Choose the picture and one-liner for your cover page

STEP#3: 60 MINUTES: DRAFTING OTHER PAGES

Prepare the following texts. You can use a maximum of 500 characters including spaces for each page.

Text#1: Who we are?

Text#2: What do we do?

Text#3: How do we do it?

Text#4: Contact

STEP#4: 40 MINUTES: EDIT ALL PAGES

STEP#5: 30 MINUTES: FINE-TUNING

Run the automatic spell-check on all texts. Read them slowly. Publish everything.

OPTIONS

Once you have the core of the brochure, you can easily add extra pages, four at a time.

MORE INFORMATION

Download the GameRules 'Website/Brochure' from www.360Crossmedia.com (A five-page website or a 12-page brochure follow the same dynamics and require the same content)

A NEWSLETTER IN 90 MINUTES

WHY ARE NEWSLETTERS STILL EFFICIENT?

- ▲ People opt in and only receive them periodically.
- ▲ It is a great tool to create context by mixing external content with your own.
- ▲ You can collect very accurate metrics: who opened it, who clicked on what, etc.

WHICH FORMATS SHOULD YOU USE?

There are three main formats you can use:

- ▲ Links to great articles, publications or videos.
- ▲ 500-character reviews and short articles.
- ▲ 500-word interviews and articles.

HOW DO YOU ORGANISE YOUR CONTENT?

Structure your newsletter as you would produce a magazine.

- ▲ Start with a powerful cover story.
- ▲ Reach out to experts and opinion leaders: external contributions make your newsletter more interesting.
- ▲ Follow up with a combination of internal/external content, long and short.

Here is an example:

	TITLE	FORMAT
News 1 (External)	Cover story	Interview
News 2 (Internal)	Trends	500 characters or link to another publication
News 3 (Client related)	Case study	500 words
News 4 (Internal)	Propaganda	500 characters
News 5 (Mix)	Links – bullet points – survey	Links

HOW MANY PEOPLE DO YOU NEED?

One per long story + one for all the short stories and links.

TIMING

15 minutes: choose the themes, links and formats.

60 minutes: get the long stories finished.

15 minutes: finish with the short stories.

RULES

Once you have this structure, you can enrich it with more items, but keep applying the same rules to organise your content.

1. **180° rule:** Think about what the reader wants to read, not about what you want to say.
2. **e=mc²:** Always start with a piece of external content and keep at least a 50:50 balance between external and internal content.
3. **The data factor:** Check the popularity of each article in order to improve the next newsletter.

SEO IN 1 HOUR

I attended a presentation earlier this year where an SEO expert explained how simple it was to build a great presence in Google's rankings... in 93 slides. I was off into cyberspace on my iPhone before he even reached slide #2.

180°MOVE

SEO consists of 10% technique and 90% common sense: simply put yourself in Google's shoes.

WHAT DOES GOOGLE WANT?

They want their robots to be able to deliver very quick answers to any request so that they can maintain their leadership.

WHAT DO THEY USE?

Data. It is stored on the web and stored on your computer. Key words, geolocalisation, browsing history, cookies, etc. Guess why Google offers so many solutions for free, like Google Agenda, Gmail and Google Maps? To collect data.

WHAT DOES GOOGLE NOT WANT?

The way Google Ads are displayed all over the internet, it is very tempting for smart people to look up the most searched key words and create thousands of fake pages to collect money. This is very bad business for Google because users do not find what they are really looking for. So every new evolution of the algorithm is trying to detect and discard fake pages.

WHAT CAN YOU GIVE THEM?

Give them data!

1 **Level 1 data: domain names.**

A domain like www.jeromebloch.com or www.decisionmakersluxembourg.com makes sense even for robots. Take time to associate each website with the proper key words.

2 **Level 2 data: key words**

Use them in the titles and texts of your articles, but also in the name of photos, documents and videos.

Example: instead of naming a photo "Jerome B.", use "Jerome Bloch 360Crossmedia Luxembourg" instead.

3 **Level 3 data: links**

Google counts each page's incoming and outgoing links. Build your own 'media network' by linking your websites, your social networks and those of friends efficiently.

Think about websites likes www.free-press-release.com and www.myofficialstory.com. Google also takes traffic into consideration, so make sure you promote each article or website properly.

WE PUBLISH A BOOK CALLED
'DECISIONMAKERS LUXEMBOURG'.

CASE
STUDY

We have a good name for the website –

www.decisionmakersluxembourg.com, each article is replicated in several pages, and the PDF is accessible all over the web.

When you look up one of the decision makers, Google displays the other people in the book – a great co-branding effect.

A GREAT MEETING IN ONE HOUR

During a meeting, you face a dilemma: when listening to a person, should you look them in the eyes, or should you take notes?

Two easy solutions are to record the conversation or to come with an assistant, but they both come with a cost in terms of time or money.

HERE IS HOW TO PREVENT THIS:

- 1 Start the meeting with your computer nearby, but closed.
- 2 When key information is discussed, start taking notes – but ask permission first!
- 3 As the meeting goes on, organise your notes.
- 4 At the end of the meeting, propose a wrap-up, to validate all information.
- 5 Store the notes on your computer, your CRM, Dropbox or on your server. They will certainly prove useful later.

Optional: Send the minutes of the meeting to everyone, even before leaving the room.

BENEFITS:

- ▲ Information is recorded and stored. You won't have to ask again.
- ▲ The risk of misunderstanding is eliminated.
- ▲ You don't have homework to do.

MAKE THE BEST OF ONE HOUR NETWORKING

The best networker I have ever seen in action is Victor K., a highly respected businessman from Luxembourg.

HERE'S WHAT I SAW HIM DOING:

- ▲ Upon arrival: Screen the room and the attendance list to identify key targets.
- ▲ Connect in style: Greet people with a smile and possibly a gracious word.
- ▲ Collect data: Listen carefully, ask the right questions.
- ▲ Disconnect in style: Collecting enough information takes between one and five minutes. After that, move on to the next contact with a smile and possibly a gracious word.
- ▲ Take notes.

Options: Victor K. is a top decision-maker, so he doesn't need introductions. Normal people like you and me need to be introduced, just like on LinkedIn. So the name of the game is to find someone you know, who knows the decision-maker you want to get to.

That said, top decision-makers are often intimidating, so you can still try your luck without an introduction.

Remark: Pay attention to detail. People will judge you on your look, on your pitch and on the quality of your business card.

A ONE-PAGER IN 30 MINUTES

One-pagers are a very powerful way to get an idea or a proposition across.

How do you create them? Ask the right questions and answer them.

A lot of people will object that this doesn't work if the project is too complex, but that's not true. If you can't convince your colleagues to validate your idea, you shouldn't waste your time writing a 15-page detailed description of the project.

Example

One-pager: Creating a new version of our corporate website on Wix.

Why do we need it? Today, editing our website is slow and expensive.

What do we have now? A website coded by a provider with a maintenance contract.

The benefits of change? Less expensive, and the ability to change the website ourselves.

How long will it take to implement? Less than one day.

What are the risks? Wix might not work for very complex pages, but we don't need those.

Remark: What will happen after the validation is that they will ask for more information.





PART 4:

TAKE-AWAY

Muhammad Ali

Usain Bolt

Lego

Ferran Adrià

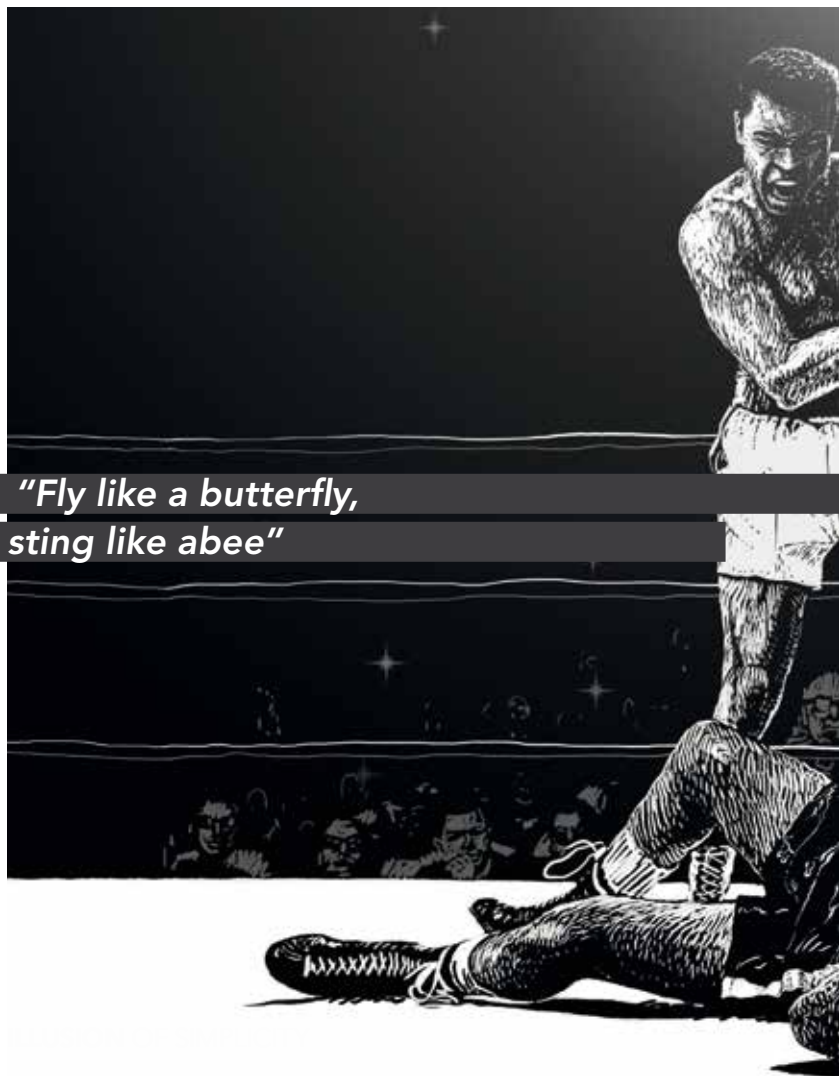
Bono

Dietrich Mateschitz

Vincent Van Gogh

Grigori Perelman

TAKE-AWAY#1:
MOHAMED ALI:
IT'S ALL ABOUT IMPACT



*"Fly like a butterfly,
sting like abee"*

TAKE-AWAY: **IMPACT**

- ▲ Make your message look good.
- ▲ Keep it short.
- ▲ Distil a great story.



PEOPLE ARE OVERWHELMED BY AN AVALANCHE OF MESSAGES. HOW CAN I MAKE AN IMPACT?

To succeed involves winning the three rounds of communication:

Round 1: ATTRACT ATTENTION WITH A STRONG VISUAL IMPACT.

Make your content look good with a great picture and a catchy title.

Round 2: MOTIVATE READERS.

Give them bites of your message with subtitles and a quote under the picture. Most important: keep it short! That will motivate them to invest a bit of their time.

Round 3: TELL A POWERFUL STORY.

Use anecdotes that your audience will remember and remove any sentence or word that can be dropped without weakening the overall meaning. Distil your message!

One of our clients, the Luxembourg Private Equity Association, was looking for a way to explain what its members were doing and to reach asset managers and journalists all over the world.

We created 'capitalV', and immediately found amazing stories: Ducati, Wix, Akuo, Rocket Internet, etc. Private equity is a very interesting business that can create and preserve jobs.

The magazine was fully financed by advertising, so it did not cost the association a single euro.



© 360Crossmedia

TAKE-AWAY#2:

USAIN BOLT:

IT'S ALL ABOUT SPEED



TAKE-AWAY: **SPEED**

- ▲ Leverage the power of technology.
- ▲ Reuse existing content.
- ▲ Adopt the right attitude.



**"The #1 reason for failure
is lack of time - speed up for success"**

I LACK TIME. HOW CAN I DELIVER HYPER-PERFORMANCE?

There are three ways to save massive amount of times:

1. USE THE PROPER SOFTWARE

Software applications like Wix, Dropbox or Google Docs are available for free and very easy to use, but you still need to start using them!

2. REUSE EXISTING CONTENT

Putting a system in place allows you to unify your communication with standard formats and templates. You can then quickly access a huge stock of ready-to-use content, edit it in a click and distribute great articles or publications, online and offline.

3. ADOPT THE RIGHT ATTITUDE

Done is better than perfect. Set a target, and get things done. You can still improve things afterwards.



ARENDTER

#1

A prestigious law firm wanted to create a magazine. It seemed impossible, given the huge amount of work that each partner had. By putting them together in one room for three hours, we managed to choose a title, define topics and get everything done.

Lawyers are in contact with great companies, so finding stories is really not an issue.



© 360Crossmedia

<http://www.arendt.com/publications/pages/magazine-arendt-the-arendter-1.aspx>

LUXEMBOURG'S FINANCE MINISTER

CASE STUDY

#2

We conducted an interview with the minister of finance and published it. Many people publishing magazines using our system were interested in incorporating the interview into their own publication. By using our pictures and the original text, users did not have to waste the politician's scarce and precious time. We kept in touch with his press officer, who was able to adapt the answers for each publication in a few minutes.



© 360Crossmedia

TAKE-AWAY#3:


LEGO:

THE VIRTUES OF A SYSTEM



TAKE-AWAY: **SYSTEM**

- 1 Define standard formats and templates.
- 2 Build a simple content architecture to allow easy access to everything.
- 3 List all the channels where you can distribute your content, create a plan, and stick to it.



"Standardisation leads to industrialisation, which boosts innovation"

HOW CAN I BE UNIQUE USING STANDARD ELEMENTS?

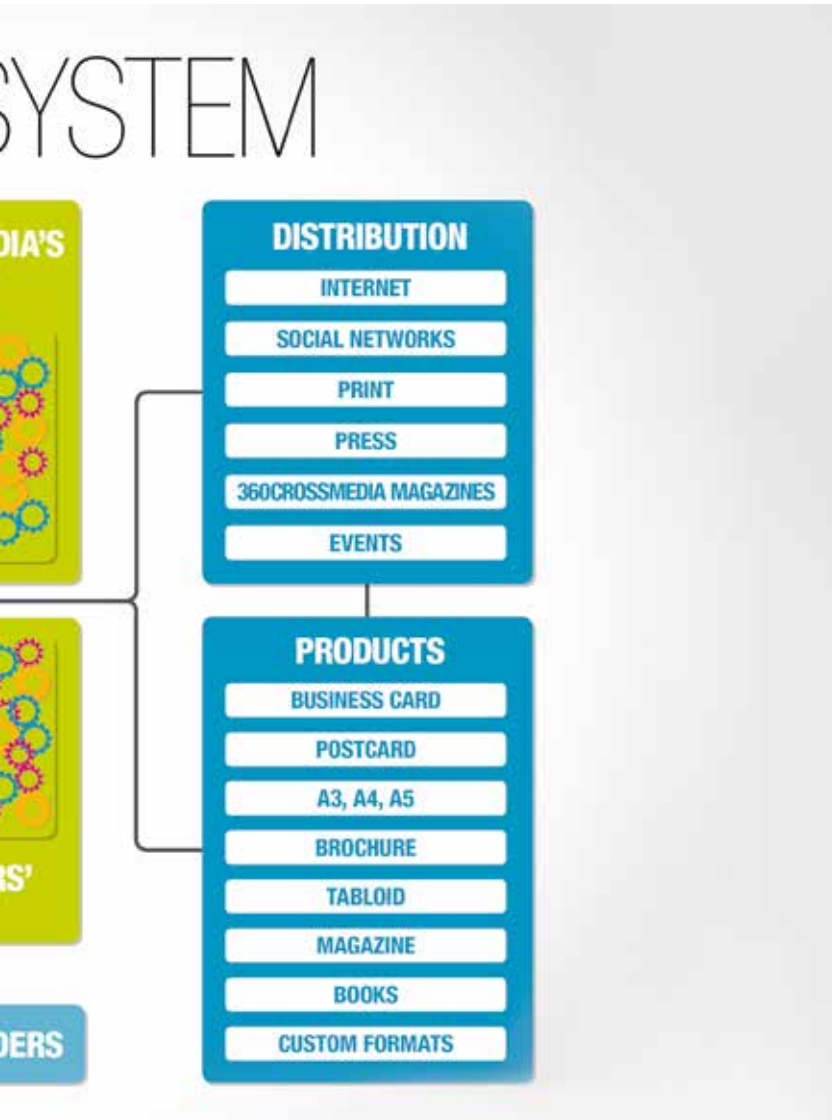
THE LEGO PARADOX

Before selling billions of plastic bricks, Lego used to produce toys made of wood. The paradox is that those standard bricks empower users much more than a unique wooden duck.



By breaking down your content into 'bricks' of communication, you not only save time, money and energy, you also empower your staff with endless possibilities of combinations: properly structured, an article can also be used as a press release, as a speech, as a post on LinkedIn and as a page on your website. Many speeches can be used to produce a great book, and so on.

Video: <https://www.youtube.com/watch?v=cDJ4pL-CZ2E>



TAKE-AWAY#4:
FERRAN ADRIÀ:
IT'S ALL ABOUT CONVICTION



TAKE AWAY: INNOVATE

- 1 Enjoy creative research.
- 2 Adopt a scientific approach.
- 3 Break the rules.

Link:

www.myofficialstory.com/ferranadria



"Creativity is easy: just avoid copying".

Ferran Adrià

HOW CAN I TRULY INNOVATE?

Robert Badinter, a famous French lawyer, declared recently that the sad thing about today is that people stand on the sand of emotions rather than the stone of convictions. One man surely never made this mistake: Ferran Adrià, chef of the globally acclaimed restaurant El Bulli.

He closed his restaurant for six months a year, limited the number of tables and kept prices low despite a huge waiting list, making money instead in book publishing and consulting. Ultimately he even closed the restaurant to focus on new innovations. Respect.

1. ENJOY CREATIVE RESEARCH.

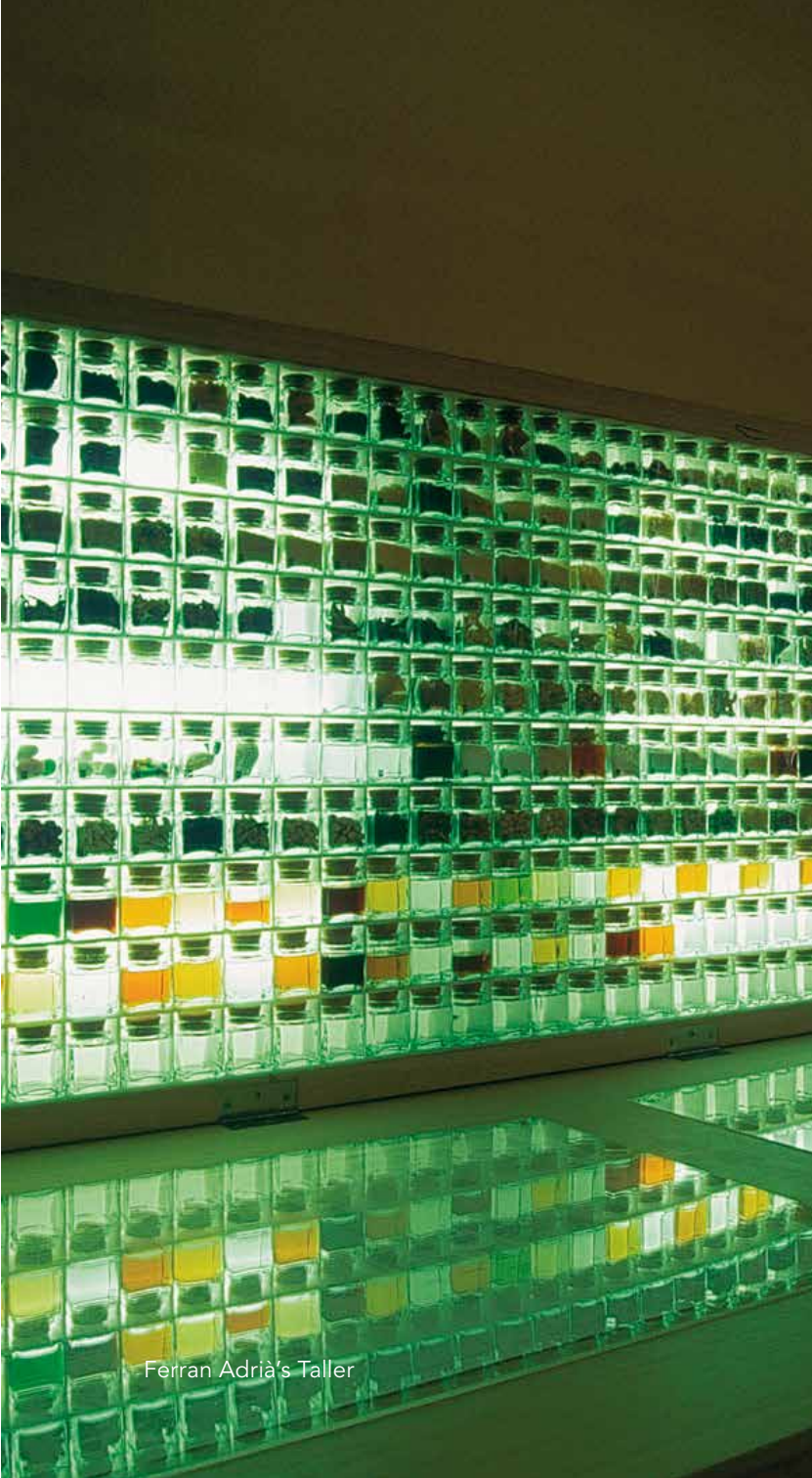
This process involves a lot of trial and error. I call it “error and error”, as you sometimes need 100 or more bad ideas to come up with one good concept. And very often, you will search a lot but find nothing. But if you enjoy the process, you can build up the necessary endurance.

2. ADOPT A SCIENTIFIC APPROACH.

Just like Ferran Adrià in his ‘Taller’, if you want to achieve results, you need to combine wild creativity with a very strict method. This is one of the keys to hyper-performance: bridging your right and left brain capabilities. Write down everything, link the dots, and explore every possible combination, even those that initially do not sound promising.

3. BREAK THE RULES.

This is the fun part. I often see people refusing to validate one of their own innovations for fear of breaking some rule. True innovation, by definition, disrupts the status quo and breaks existing rules.



Ferran Adrià's Taller

TAKE-AWAY#5:

BONO:

BE THE ROCK STAR



TAKE-AWAY: ROCK STAR

- 1 Get the right look.
- 2 Write amazing texts.
- 3 Put everything to music.



*"The crowd must be ready
for the star to sing"*

HOW CAN I SHINE LIKE A ROCK STAR?

Bono is a superstar who has sold millions of records, raised millions to fight disease with his (RED) project, and made hundreds of millions as an investor in Facebook.

1. GET THE RIGHT LOOK AND DELIVERY.

If you want to be remembered, work on your look. This is like the logo of your persona. Then make sure that you have the right delivery, especially when speaking in public, in front of one person or 100.

2. WRITE AMAZING TEXTS.

At every election, people realise how words well chosen can mesmerise crowds. Work hard on defining and learning your key messages, so that you do not waste any opportunities with poor improvisation.

3. PUT EVERYTHING TO MUSIC.

Music is everywhere. It is how fast you speak, the timing you use in conversations, and more generally when you interact with people. This is a critical factor in creating context.

TAKE-AWAY#6:

DIETRICH MATESCHITZ:
EMPOWERING CROWDS



TAKE-AWAY: CROWDSOURCING

1. Empower people with short, inspiring stories.
2. Use the power of branding.
3. Get recognition for all.

www.myofficialstory.com/dietrichmateschitz



HOW CAN I RAISE AN ARMY?

Everybody knows Red Bull today, but competing with Coca-Cola was supposed to be impossible before Mateschitz took on the challenge.

Here's how he did it:

- ▲ **EMPOWER PEOPLE WITH INSPIRING STORIES.**
He started organising events like the Flugtag, where people try to fly as far as they can with self-built planes, moved on to more spectacular events like Formula 1 racing, and repeatedly used rumours to his own advantage. People got the message: "Red Bull gives you wings."
- ▲ **USE THE POWER OF BRANDING.**
By sponsoring events, publishing its own magazine, owning the Red Bull TV network and running its own sports teams, Red Bull has become synonymous with boldness, adventure and high energy. People are proud to be associated with the brand and are guaranteed all the visibility they need.
- ▲ **GET RECOGNITION FOR ALL.**
For those sitting at home, www.redbullmediahouse.com provides incredible photos, stories and videos. Everyone becomes a potential publisher.

END POLIO NOW

In 2010, my Rotary friend Lucas Carbonaro signed me up for the New York marathon. The most I had run at that time was five kilometres. The challenge turned into a fundraising odyssey. After visiting seven Rotary clubs, we had not raised a single euro for our 'End Polio Now' campaign. Frustrated, we printed a postcard to explain why we were raising funds and how the money would be used: not to pay our plane tickets! We designed amazing running shirts that people could buy together with making a donation. Then we set a crazy goal: \$100,000. We published two magazines to create awareness of the project. Jean-Baptiste Niedercorn joined us and created a superb website www.team-rotary.org and an organisation to facilitate tax refunds and low fees and donations. Now instead of raising money, we were recruiting dozens of other runners who were raising money with us. The \$100,000 target has been left far behind.

www.myofficialstory.com/endpolionow



TAKE-AWAY#7:

VINCENT VAN GOGH:

TALENT MEETS BUSINESS

TAKE-AWAY: **ARTISTS**

1. Negotiate the copyright clearly.
2. Content can be a good investment.
3. Be transparent and fair about potential profits.



***"An artist is somebody
who produces things that people
don't need to have." Andy Warhol***

HOW CAN I DEAL WITH ARTISTS?

Who would know Vincent Van Gogh today without the efforts after his death of his sister-in-law, Johanna Bonger?

360Crossmedia has been working with many talented artists since 2000. Here are the rules that we have implemented to facilitate perfect collaboration within our ecosystem.

MODE 1: Standard push. Any artist can submit their work and set the price without any restriction. We buy the work if we love it, and if the price is right.

MODE 2: Fixed-price push. We contact artists with a fixed budget. They can submit existing work, provided its price is lower or equal to the one we have set.

Option: We sometimes negotiate exclusivity for a specific period of time and/or for a particular market.

In both cases, the artist keep 100% of the copyright.

MODE 3: Pull. A user can order a specific work from an artist who's part of the network, with a very specific description of what they want. We agree on a price. The artist is paid for his work and transfers 100% of the copyright once the invoice is paid. He remains identified with the work through the copyright, so that other users can contact them to order or buy another work.

Fair price: the user can later resell the work up to a maximum profit of 300%. After that, the work becomes free for everyone.

ADVANTAGES OF THIS MODEL

- ▲ Artists can be their own agent and sell their existing work.
- ▲ Artists can get multiple orders and make a good living.
- ▲ Investors can stimulate the talent of artists and expect a fair return on their investment.
- ▲ Users access a huge stock of ready-to-use content at a fair price or for free, which stimulates the development of the entire ecosystem.
- ▲ Unlike Wikipedia, we work with 'investors', not 'donors'.

TAKE-AWAY#8:

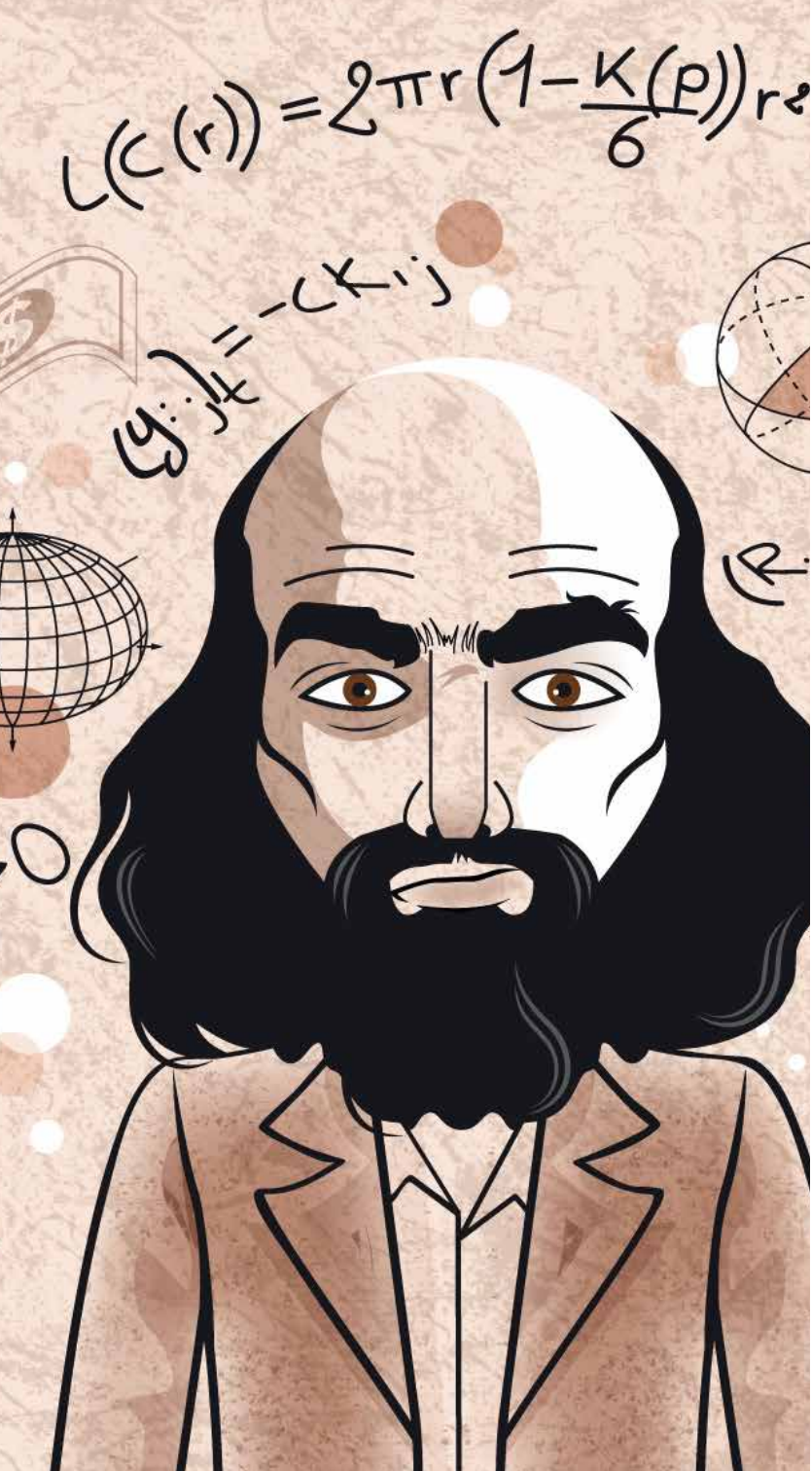
GRIGORI PERELMAN:

IT'S NOT ALL ABOUT THE MONEY

TAKE-AWAY: HAPPINESS AND SUCCESS

1. Money is one way to measure success, even if you don't cash it in!
2. Passion is a powerful driver for happiness.
3. Be passionate and success will follow.

More information: The Money Song (Avenue Q)



HAPPINESS AND SUCCESS! CAN YOU HAVE BOTH?

Grigori Perelman managed to solve the Poincaré conjecture, one of the most complex mathematical problems. He was awarded the Clay Millennium Prize, but turned down the \$1 million reward for solving the problem.

Not everyone has to be like Perelman, but today there is room to combine business with disinterested collaboration.

For example, we are building a platform where companies pay a normal price for prime content, individuals only a fraction of that price, and people in hospitals, schools or nursing homes get it for free.

Spending time in nursing homes or hospitals, listening to and recording the stories of a lifetime, is not only a generous donation of time, it is also a fascinating way to learn from people with a richness of experience.

The Illusion of Simplicity Hall of Fame

- ▲ Stephen Hawking
- ▲ Steve Jobs
- ▲ Joan Miró
- ▲ Stromae
- ▲ Ferran Adrià
- ▲ Michael Jackson
- ▲ Usain Bolt
- ▲ Paul Bocuse
- ▲ Norman Forster
- ▲ James Dyson
- ▲ Andoni Luis Aduriz
- ▲ Mato Jelic
- ▲ Roger Federer
- ▲ Mark Zuckerberg
- ▲ Lady Gaga
- ▲ Xavier Niel
- ▲ J.K. Rowling
- ▲ Bono
- ▲ Elon Musk
- ▲ Daft Punk

and many more!

3
EXPERIENCES

ILLUSION OF SIMPLICITY

1

**PERSONNALIZE
YOUR COPIES**
OF ILLUSION
OF SIMPLICITY



2

PUBLIC SPEAKING OPPORTUNITY:
BOOK YOUR IOS CONFERENCE



3

**TEST
MY360LAB:**
GET THINGS
DONE IN
3 HOURS



CONTACT US

Tel: 35 68 77

Email: contact@360crossmedia.com

www.illusionofsimplicity.com



HUBLOT

T H E A R T O F T I M E



OFFICIAL WATCH
SCUDERIA FERRARI

Big Bang Ferrari Speciale.
UNICO column-wheel chronograph. In-house Hublot
movement. 72-hour power reserve. Black ceramic
case. Rubber strap and red leather, tribute to
the Ferrari 458 Speciale. Limited edition to 250 pieces.

ILLUSION OF SIMPLICITY

A new operating system
for my brain

The illusion of simplicity is a method that allows companies and individuals to adapt to world of hyper-information and deliver hyper-performance by saving time, money and energy.

Jerome Bloch is the founder of 360Crossmedia, a communication agency based in Luxembourg. The company, a multiple pioneer in the field of content, publishes more than 80 magazines and advises companies of all sizes on their communication needs in every kind of media. He is a creative entrepreneur and a motivational speaker.

www.illusionofsimplicity.com

www.360Crossmedia.com

www.jeromebloch.com

Price: 20€

ISBN 978-99959-745-6-5



9 789995 974565