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## Sticky Message of the Month – June 2009

“They're doing things, but they take a while to have an effect,” [Warren] Buffett said. “You can't produce a baby in one month by getting nine women pregnant.”

### *What's a “Sticky Message?”*

A “sticky message” is a statement that easily stands out in a speech or is a key quote in a news article. It's the one the reporter instantly says: “That's going to make it in my piece.” It's one that is easily remembered by the reader, viewer or listener.

### *What made this month's sticky message?*

Warren Buffet, CEO of Berkshire Hathaway at his annual meeting in Omaha on June 24, 2009 commenting on how the government's stimulus efforts will take time to work.

### *What made it sticky?*

This quote is concise and startling. It is a new way to answer one of the most frequently asked questions of 2009. It quickly explains that the plan will take time - that there's a gestation period - and that we cannot rush things. And it is hard to deny that it is memorable.

Have you read or created a quote that qualifies as the “Sticky Message of the Month?” Let us know. Send to [stickymessage@commcoreconsulting.com](mailto:stickymessage@commcoreconsulting.com)