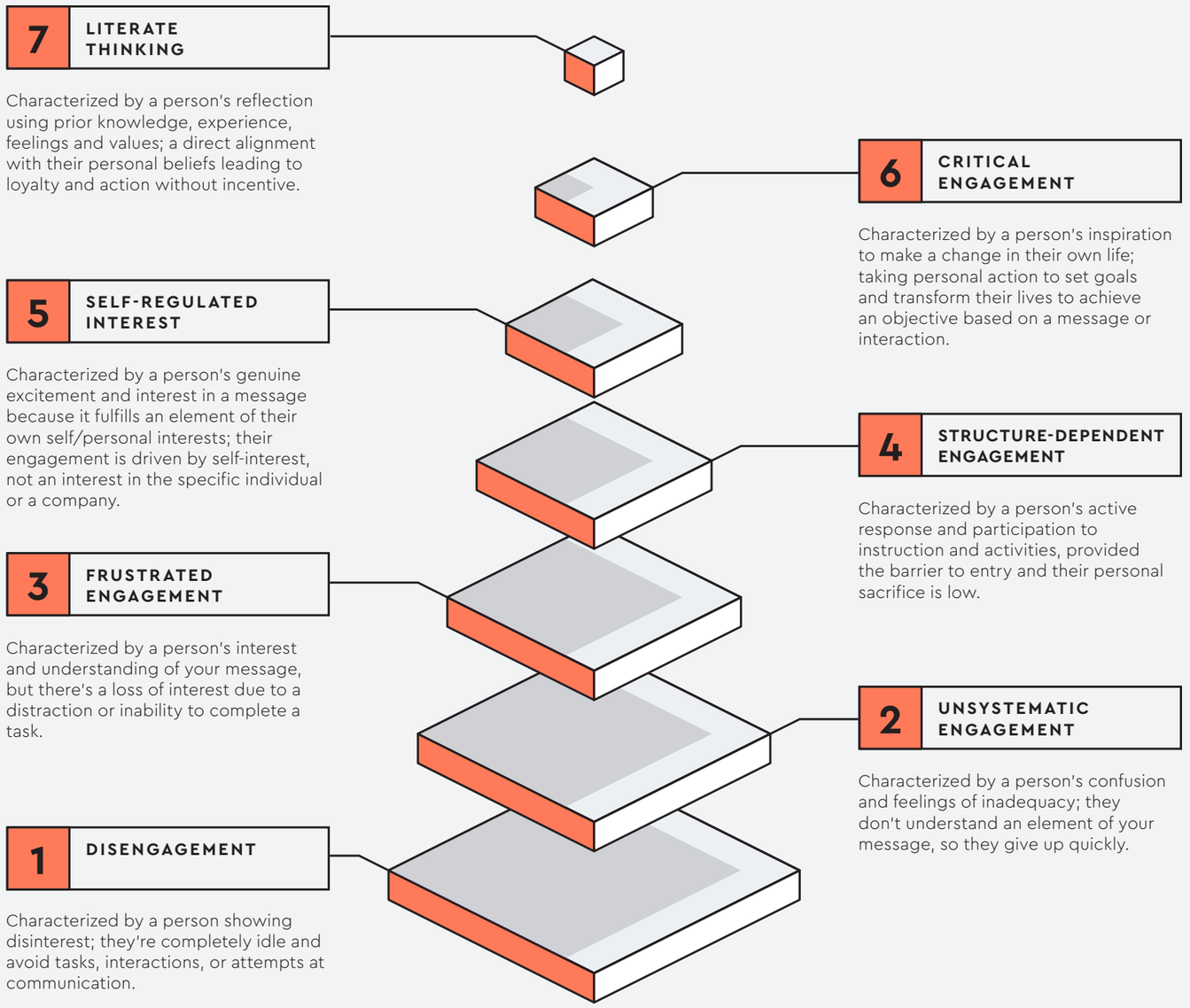
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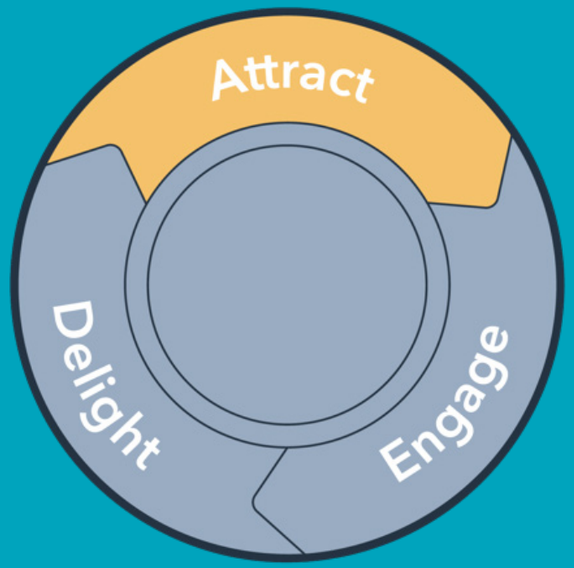
The Seventh Level Handbook

START WITH SEVEN: When using the Seventh Level Engagement Framework, it's vital for you (as an individual or company) to start at level seven. Why? Identifying, authentically living, and being able to communicate your values is a mandatory first step before you can meaningfully connect with your audience. Know your own narrative, then you work towards getting others to engage with you at the highest level.

Who are you? What do you stand for? What do you believe in? What is your narrative? Why do you exist?

UNDERSTANDING THE FRAMEWORK: As people climb the levels of engagement striving towards the seventh level, they become more connected to a message, action, or a request. By understanding the level where the person/people you're communicating with currently stand, it helps you to determine the best next steps for engaging with them. Remember, an emotional response results in higher engagement. Individuals who are truly engaged are proven to be higher performing overall and more likely to take action on your behalf with or without a request or incentive.




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01 Disengagement

DEFINITION	Characterized by a person showing disinterest; they're completely idle and avoid tasks, interactions, or attempts at communication.
EMOTIONS	*DISINTEREST / NEUTRALITY* *LITTLE EMOTIONAL RESPONSE*
ACTION	A person is aware of, but completely ignores a message or a request for action.

For example:

1. **In the classroom:** A 6-year-old completely ignores a question asked by their teacher in the front of the classroom. They don't raise their hand or acknowledge that the teacher has spoken.
2. **In marketing:** A person is scrolling through their Instagram feed. They are served an advertisement from a brand in their feed, but they continue scrolling past it without stopping.

Goal: Identify who your audience is, and how you talk to them.

EXAMPLE QUESTIONS TO ASK YOURSELF:

1. **Who will resonate with my seventh level message?**
2. **Who am I talking to? (i.e. Who is my customer? Who is my audience?) How old are they? What do they read? What social media platforms do they use?**
3. **How and where do they like to be talked to?**
4. **What tools do they use to communicate?**

02 Unsystematic Engagement

DEFINITION	Characterized by a person's confusion and feelings of inadequacy; they don't understand an element of your message, so they give up quickly.
EMOTIONS	*INADEQUACY / INSECURITY / CONFUSION*
ACTION	A person does not understand or is confused by a message. Their confusion makes them feel insecure and/or inadequate, so they give up quickly on learning more about or taking action on a message.

For example:

1. **In the classroom:** A 6-year-old is learning about the alphabet in school. They know their A,B,C's so they are interested in the topic. The teacher asks which letters are the vowels in the alphabet. The child does not understand what a vowel is, so they don't raise their hand. They are confused and subsequently feel insecure about participating at all.
2. **In marketing:** A person scrolling through their Facebook feed is presented with an ad for a product that piques their interest, they stop to watch the short 10-second video, but then keep scrolling without clicking through because the call-to-action used jargon they didn't immediately understand.

Goal: Know who you're talking to and then ensure you are using the right language, that it is easy to understand.

EXAMPLE QUESTIONS TO ASK YOURSELF:

1. **How do I communicate my seventh level message? How do you get my message across?**
2. **What are the jargon words I should avoid using?**
3. **What is the simplest way to describe my offerings so an 8-year-old can understand?**
4. **How can I ensure that my audience understands what I am talking about?**

03 Frustrated Engagement

DEFINITION	Characterized by a person's interest and understanding of your message, but there's a loss of interest due to a distraction or inability to complete a task.
EMOTIONS	*FRUSTRATION / ANNOYANCE* *LACK OF CONTROL / NOT-VALUED*
ACTION	A person is immediately interested in a message or request. That message does not conflict with their personal brand and they are willing to take action, but are presented with a roadblock in the form of a distraction or inability to fully complete the task. Their interest is not strong enough for them to continue, subsequently causing a lack of interest.

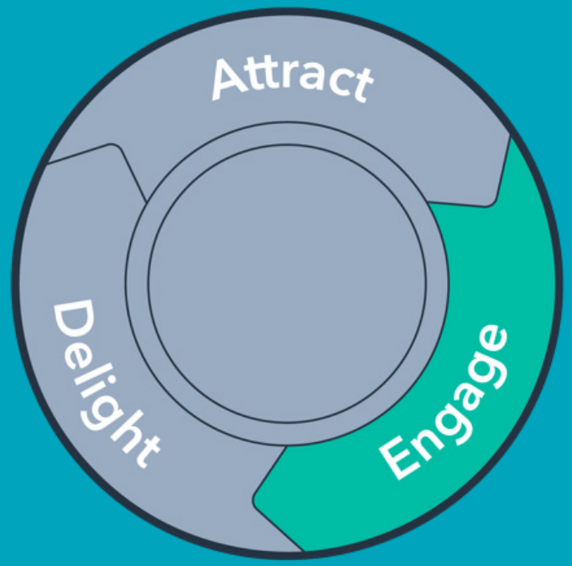
For example:

1. **In the classroom:** A 6-year-old is asked to draw a picture of their favorite type of animal. They're interested in doing so and already know that they are going to draw a picture of a dog. When they can't find the color marker they'd like to use to draw their dog, they get frustrated and lose interest in participating at all.
2. **In marketing:** A person that falls within your target audience for a campaign you're running on Instagram is presented with your ad. That individual notices your ad, reads your message, and even clicks to visit your site. When they arrive at your e-commerce product page, the page doesn't load correctly on their phone, so they lose interest, abandon the site and go back to their Instagram feed.

Goal: Make sure you are not creating more distractions for your audience.

EXAMPLE QUESTIONS TO ASK YOURSELF:

1. **How do I limit distractions so that my audience can follow the path I create for them?**
2. **What is the user journey for my audience?**
3. **What distractions limit my audience from doing what I ask of them?**
4. **Are you creating distractions for my audience?**


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04 Structure-Dependent Engagement

DEFINITION	Characterized by a person's active response and participation to instruction and activities, provided the barrier to entry and their personal sacrifice is low.
EMOTIONS	*SAFETY / EASE / COMFORT*
ACTION	A person is willing to take action and follow instructions, given that the task is simple for them to complete. The willingness to participate hinges on the request requiring very low effort, being low risk, and not conflicting with their personal beliefs.

For example:

1. **In the classroom:** A 6-year-old is in class and their teacher says, "everyone who likes candy, raise your hand." That child, passively thinking about their own interests, raises their hand willingly. Their response comes quickly and easily because sharing that they like candy doesn't require any risk or take very much effort to consider.
2. **In marketing:** An audience member is asked to "tag a friend" on an Instagram post that includes a motivational quote. They don't include a comment with their tags or share the post on their own channel, but they readily tag three friends. They liked the quote enough to follow the directions and didn't feel there would be a risk to their personal brand by sharing it with their friends, but they didn't go so far as to repost it on their own account.

Goal: Ask your audience to do something that will build your relationship with them.

EXAMPLE QUESTIONS TO ASK YOURSELF:

1. **How do I communicate this seventh level message through instruction/ requests?**
2. **What am I asking my audience to do?**
3. **Why am I asking for it?**
4. **Once I get a response from my audience, how do I build momentum from it to build a more meaningful relationship with them?**

05 Self-Regulated Interest

DEFINITION	Characterized by a person's genuine excitement and interest in a message because it fulfills an element of their own self/personal interests; their engagement is driven by self-interest, not an interest in the specific individual or a company.
EMOTIONS	*SELF-INTEREST / EXCITEMENT*
ACTION	A person shows interest in a message because there is an element of it that inevitably serves their self-interest. They will take action because they are motivated by a reward, rather than by the requestor or message specifically.

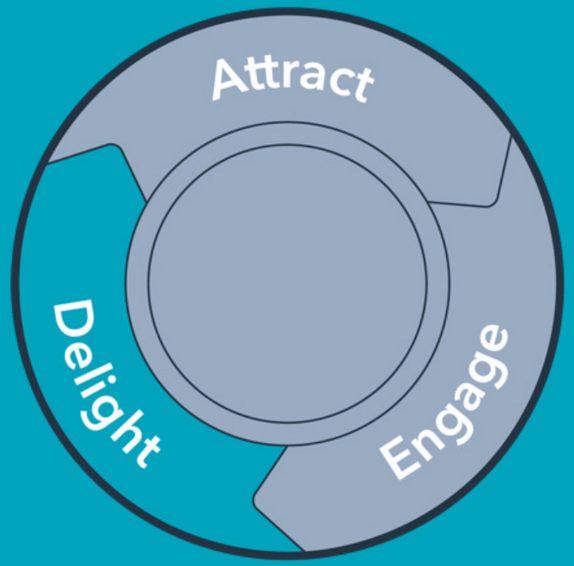
For example:

1. **In the classroom:** A 6-year-old learns that if they follow direction and participate in a class activity about counting that they will receive a piece of candy. They are then extremely attentive to the teacher and follow the teacher's directions very closely. They listen, raise their hand and participate in the entire class activity because they're motivated to get the piece of candy.
2. **In marketing:** A brand partners with a celebrity that appeals to key members of their target audience for a promotional event. The celebrity only posts once about the event and does not post or talk about the brand at any other time. Target audience attended the event in large numbers to meet the celebrity and may be aware of the brand, but didn't ultimately convert to customers for that brand.

Goal: Identify interests that are valuable to your audience, and ensure that those interests align with your seventh level message.

EXAMPLE QUESTIONS TO ASK YOURSELF:

1. **How do I ensure that I create an opportunity to build off of my audience's self-interest?**
2. **What does my audience like?**
3. **What types of incentives will attract my audience?**
4. **How can I use these incentives as a mechanism to build a more meaningful relationship with my audience?**


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06 Critical Engagement

DEFINITION	Characterized by a person's inspiration to make a change in their own life; taking personal action to set goals and transform their lives to achieve an objective after a message or interaction.
EMOTIONS	*SELF-FUELED EXCITEMENT / DESIRE TO CHANGE / EMPOWERMENT / MOTIVATION*
ACTION	A person feels deeply inspired and takes real steps to make a dramatic change in their life, the way they think, or the way they act. They set goals and transform their lives to achieve an objective based on how specific message or interaction resonates with them.

For example:

1. **In the classroom:** A 6-year-old learns about the importance of recycling in class and then goes on a field trip to an aquarium to learn about how plastic in the ocean is affecting sea turtles. That student is so moved by that experience that they decide to take action to ensure every member of their family recycles correctly at home. That child also feels a drive to recycle for the rest of their lives.
2. **In marketing:** A person who struggles with acne starts using a new brand's skincare line. That brand shares personal stories of other users on their Instagram and encourages new users to share their stories with a specific hashtag. The person feels inspired to use the product regularly, track, and then share their own experience on social media with the brand's hashtag.

Goal: Share your story so that others are inspired to share their stories of transformation.

EXAMPLE QUESTIONS TO ASK YOURSELF:

1. **How do I express my 7th level message to inspire others to transform their own lives/set goals?**
2. **What are my values?**
3. **What are my goals?**
4. **How have these goals impacted my life?**
5. **How can I share the stories of those goals from others?**

07 Literate Thinking

DEFINITION	Characterized by a person's reflection using prior knowledge, experience, feelings, and values; they connect with the message on an intrinsic and personal level and that direct alignment with their personal beliefs leads to loyalty and action without incentive.
EMOTIONS	*TRUST / AFFIRMATION / INSPIRATION PRIDE / LOYALTY / WILLINGNESS TO SACRIFICE*
ACTION	A person feels deeply connected to a message on a personal level and identifies with this message as if it defines them. This usually translates to loyalty. They will take personal action that promotes and aligns them with that message with no incentive. The message or idea helps them to build and is synonymous with their personal brand.

For example:

1. **In the classroom:** A 6-year-old girl loves a book because she saw herself in the main character, so she relates herself and her life experiences with that character. The character creates meaning in the child's life so she dresses up like the character and describes her personal stories as they relate to the character's in the story.
2. **In marketing:** An audience member who shares photos of their feet in Chacos in various locations and posts about how much they love their sandals, calling out and tagging the brand specifically. To them, wearing Chacos is synonymous with the type of person they are. They love the outdoors, appreciate comfort and practicality, and may even be a little quirky. That is their personal brand and Chacos helps them communicate it, so they don't need an incentive to share Chaco's content or endorsements.

Goal: Create opportunities to stand for what you believe in and ask others to join you.

EXAMPLE QUESTIONS TO ASK YOURSELF:

1. **How do I personally align with my audience's personal values and beliefs?**
2. **What does my audience believe in?**
3. **What does my audience stand for?**
4. **What does my audience connect with?**

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