



THE  
SEVENTH  
LEVEL

HANDBOOK



## HANDBOOK

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### INTRODUCTION

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# Introduction

## Understand This Framework For Engagement

As your audience moves through the levels of engagement, the closer they get to the seventh level, the more connected to a message, action or a request they become. By fully understanding the level where your audience currently stands, you can determine the best plan for elevating how you are engaging with them.

## Start with Your Seventh Level Statement

Before you can walk through this framework and reach the Seventh Level with anyone else, you have to determine your own Seventh Level Statement. Identifying your values is a mandatory first step before you can meaningfully connect with your audience. You need to know who you are and what you stand for. What are your core values and mission? What do you believe in? What do you want to communicate to the world? That is your Seventh Level Statement. Start by writing your statement. Once you know what you stand for, you can work toward getting others to engage with you at the highest level.

Consider these questions to help you identify your own Seventh Level and create a Seventh Level Statement.

1. Who are you? What do you stand for?
2. What do you believe in?
3. Why do you do what you do?

**Create Your Seventh Level Statement:**

**My Seventh Level Statement is:** \_\_\_\_\_.

INTRODUCTION

LEVEL ONE

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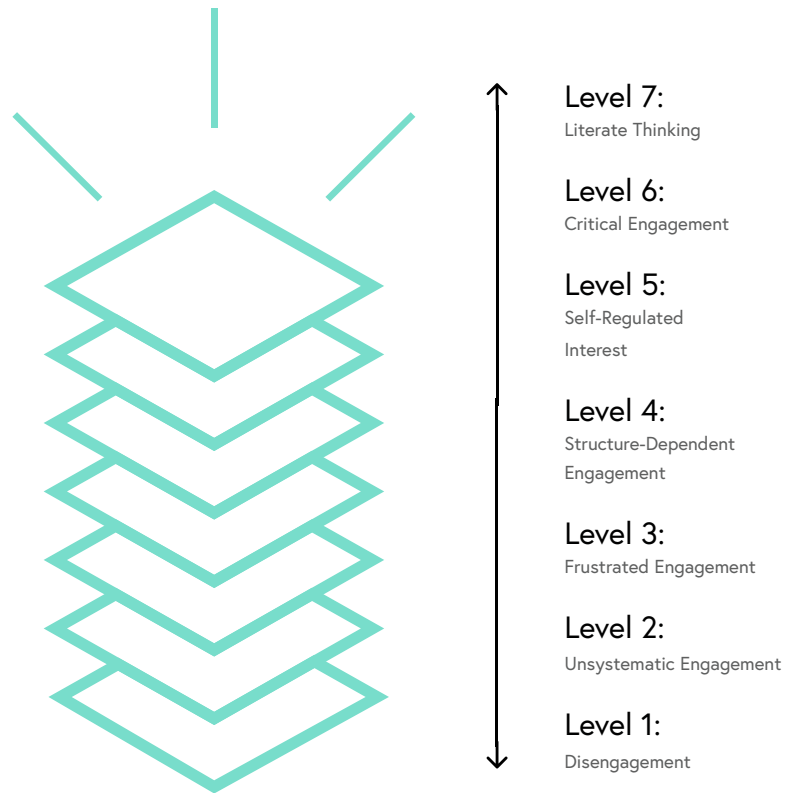
LEVEL FOUR

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## Seventh Level Framework Process



## The Seventh Level Handbook: Level One

# 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

**Goal**

- Identify who your audience is and where to communicate with them

**Action**

- A person is aware of, but completely ignores a message or a request for action.

**Example**

- 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.
- 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.

**Example Questions To Ask Yourself At This Level**

1. What kind of people 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?)
3. How, where, and when do they like to be communicated with?
4. What tools do they usually use to communicate? (Social media, email, blog posts, etc.)

## The Seventh Level Handbook: Level Two

# Unsystematic Engagement

**Definition**

- Characterized by a person's confusion; they don't understand an element of your message, so they give up quickly.

**Emotions**

- Inadequacy / Insecurity / Confusion

**Goal**

- Revise your message to ensure you're using relevant language, and that it's easy to understand

**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.

**Examples**

- A 6-year-old is learning the alphabet in school. They know their ABCs so they are interested in the topic. The teacher asks which letters are the vowels in the alphabet. The student has never heard the word "vowel" before, so they find the question confusing and lose interest in the lesson.
- An individual hears about a new tool that can streamline their email inbox. They visit the site and are immediately presented with some difficult to understand directions for how to install and use the tool, that include web coding jargon. They leave the site and lose interest in trying to use the tool.

**Example Questions To Ask Yourself At This Level**

1. How am I communicating my Seventh Level message? What messaging do I use to get my point across?
2. Are there complicated jargon words I should avoid using?
3. What is the simplest way to describe my offerings (so an 8-year-old could understand)?
4. Am I taking steps to confirm that my audience understands what I am talking about?

## The Seventh Level Handbook: Level Three

# Frustrated Engagement

### Definition

- Characterized by a person's interest and understanding of your message, but loss of interest due to a distraction or inability to complete a task.

### Emotions

- Frustration / Annoyance / Lack of Control / Lack of Interest

### Goal

- Ensure your message delivery is free of potential distractions for your audience

### Action

- A person is initially interested in a message or request. That message resonates with them, or they find it interesting, so they are willing to take action, but are presented with a roadblock in the form of a distraction or an inability to fully complete the task. Their interest is not strong enough for them to push through the distraction, which subsequently causes a loss of interest.

### Examples

- 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 lose interest in participating at all.
- An executive calls a board meeting to discuss a list of important issues. During the meeting, several board members have their laptops open. They are distracted by incoming email notifications and are not fully present in the discussion.

### Example Questions To Ask Yourself At This Level

1. What do I want my audience to do first?
2. Is their path to doing what I want clear of distractions?
3. Are there any potential drop-off points along the way?
4. How can I create an environment that allows my audience to focus on what I am asking of them?

## The Seventh Level Handbook: Level Four

# 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.

**Emotion**

- Safety / Ease / Comfort

**Goal**

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

**Action**

- A person is willing to take action and follow instructions, given that the task is simple for them to complete. Their willingness to participate hinges on the request requiring very low effort, being low risk, and not conflicting with their personal belief system.

**Example**

- A 6-year-old is in class and their teacher asks for everyone who likes candy to raise their hand. The child 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.
- Travelers who have passed through a TSA checkpoint are asked to tap on one of four large buttons with positive, neutral, and negative facial expressions on them to rate their experience. Travelers participate because it requires minimal thought or effort to select one and tap it as they continue walking.

**Example Questions To Ask Yourself At This Level**

1. What am I asking my audience to do?
2. Why am I asking for it?
3. How do I clearly communicate my Seventh Level message when making requests of my audience?
4. Once I receive responses from my audience, how do I use that to build even more meaningful relationships with them?

## The Seventh Level Handbook: Level Five

# 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

### Goal

- Understand the interests that are important and/or valuable to your audience, that also align with your Seventh Level Statement

### Action

- A person connects with a message because there is an element of it that inherently serves their self-interest. They take action to achieve a personal reward, rather to connect with the requestor specifically.

### Example

- 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 extremely attentive and participate in the entire class activity, but only because they're motivated to get the piece of candy.
- A sales team needs to reach a higher goal by the end of the week. Their manager tells them that if they reach that goal, they'll all receive one extra vacation day. The team works together to put in time and extra effort and achieve that sales goal. They are motivated and go above and beyond for their customers that week because they want to receive that extra vacation day.

### Example Questions To Ask Yourself At This Level

1. What types of incentives will attract my audience?
2. How can I use these incentives as a mechanism to build a more meaningful relationship with my audience?
3. How do I create an opportunity that leverages my audience's interests while also furthering my goals?
4. Is what I'm offering my audience in exchange for their action of commiserate value with what I'm getting in return?



## The Seventh Level Handbook: Level Six

# 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.

**Emotion**

- Self-Fueled Excitement / Desire to Change / Empowerment / Motivation

**Goal**

- Share your journey so that others may be inspired to share their own stories of transformation

**Action**

- A person feels deeply inspired and takes real steps to make a change in their life, the way they think, or the way they act. They set goals and transform their life to achieve an objective based on how a specific message or interaction resonated with them.

**Example**

- A 6-year-old learns about the importance of recycling in class and then goes on a field trip to an aquarium and hears how plastic in the ocean is affecting sea turtles. The 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.
- An employee struggling with the number of meetings in their work week reads a book on the power of the 45-minute meeting. That employee is inspired to share the book with their team and take steps to implement a new policy for 45-minute meetings at their company.

**Example Questions To Ask Yourself At This Level**

1. How do I express my Seventh Level Statement to inspire others to set goals and transform their own lives?
2. How do I showcase testimonials about how my company has impacted others?
3. How can I share this story with my audience?
4. How can I leverage stories of my audience's successes?

## The Seventh Level Handbook: Level Seven

# 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.

### Emotion

- Trust / Affirmation / Inspiration / Pride / Loyalty / Willingness to Sacrifice

### Goal

- Position audience members who are at the Seventh Level as your "heros" and seek out ways to recognize their devotion

### Action

- A person feels deeply inspired and takes real steps to make a change in their life, the way they think, or the way they act. They set goals and transform their life to achieve an objective based on how a specific message or interaction resonated with them.

### Example

- A 6-year-old girl loves Matilda because she sees herself in the character. She's always been a little different and misunderstood, so her identity becomes interwoven with the story of Matilda. Relating to Matilda creates a sense of meaning and belonging in the girl's life. So much so that she dresses up like the character and describes her own personal experiences in relation to the characters in Matilda.
- An audience member shares photos of their hiking boots in various locations and posts about how much they love them, calling out and tagging the brand specifically. Wearing these specific boots 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 the boots help them communicate it, so they endorse the brand without being asked.

### Example Questions To Ask Yourself At This Level

1. What does my audience believe in? What does my audience stand for? What does my audience connect with most?
2. How am I recognizing and retaining my most loyal customers?
3. How am I incentivizing them intrinsically to share our shared Seventh Level value?

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