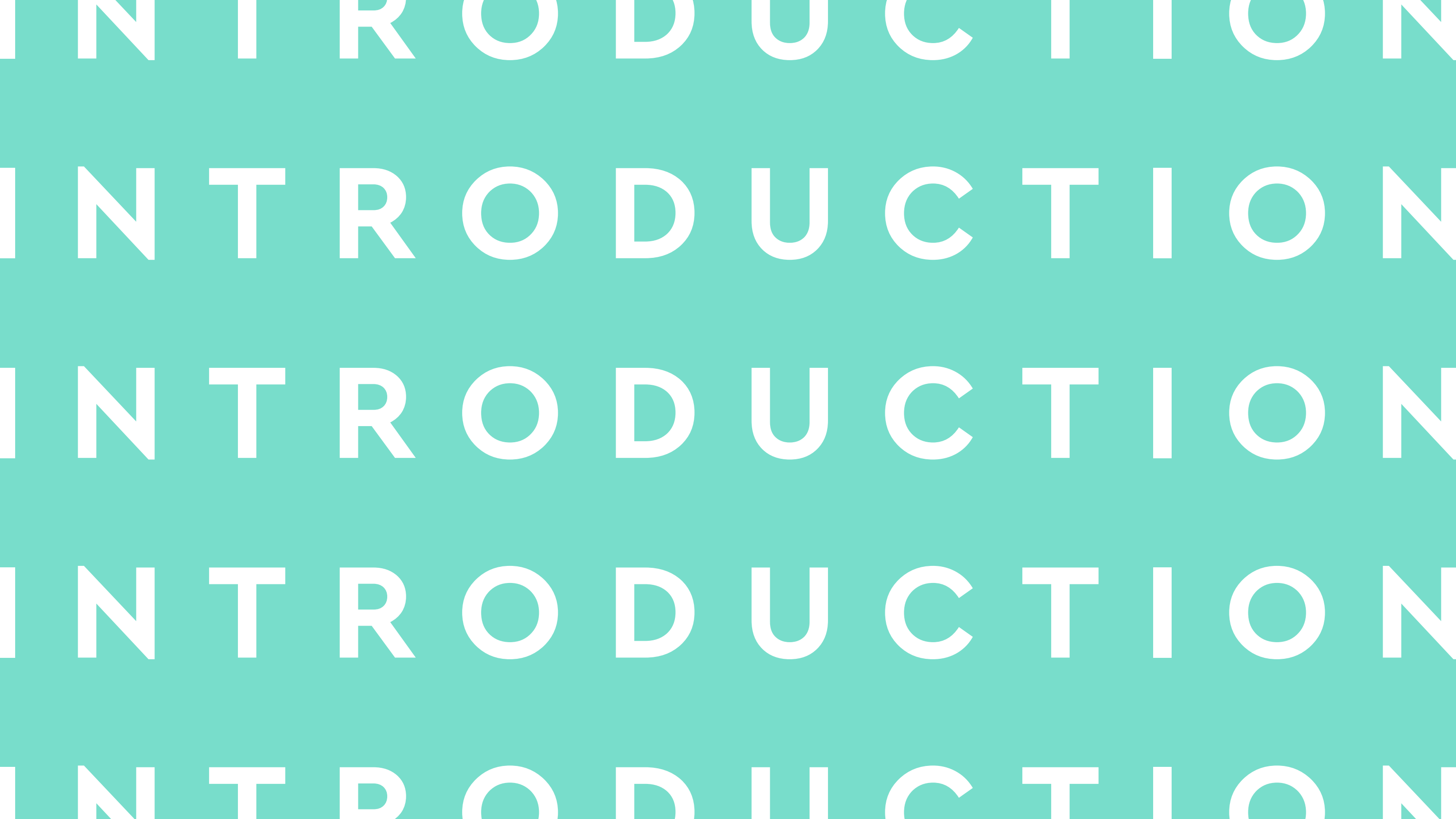




THE
SEVENTH
LEVEL



The Seventh Level and Engagement

Engagement can be hard to understand. It's a word that is drastically overused in marketing jargon. And people tend to think of it as binary—their audience is either engaged or not engaged. That's just not the case. We created the Seventh Level Engagement Framework to demystify the concept of engagement and offer a guide to achieving the highest level connection with customers possible. Everyone seems to have a different definition of engagement. But at its core—engagement is authentic, meaningful human connection, which leads to the granting of time and attention. It is the bedrock of all meaningful connection and the foundation for building any relationship. It means that two people have truly heard and seen each other, and attained purposeful interaction. Meaningful engagement drives people to be actively involved in their surroundings and with each other. Understanding engagement allows you to harness its power to build real connections with human beings that will impact their beliefs and actions. And from a business

perspective? True engagement builds your business and improves your bottom line. But not all engagement is equally meaningful.

Cue: The Seventh Level Engagement Framework

We knew that we needed to find a way to make meaningful engagement more accessible for everyone. So, we adapted the renowned work of education researchers Bangert-Drowns and Pyke, into the Seventh Level Engagement Framework to empower users with a language to define, understand and elevate engagement with their audiences and customers.

How to Use the Seventh Level Framework Resources

Both the Seventh Level Handbook and this Training Guide are your road maps as you strive to reach the highest level of engagement with your audiences. Use them to fill out your own Seventh Level Worksheet and to develop your original engagement tactics and goals. Before you get started, download The Seventh Level Handbook and Worksheet, [here](#).

The Seventh Level Framework Process

Introduction

Start with Seven, what is your Seventh Level Statement?

Understanding the framework, what are the seven levels and their stages?

Levels 1–3: Attract

Disengagement, who is your audience?

Unsystematic Engagement, do they understand your message?

Frustrated Engagement, what is distracting them?

Levels 4–5: Engage/ Connect

Structure-Dependant Engagement, what are you asking them to do?

Self-Regulated Interest, what excites your audience?

Levels 6–7: Delight

Critical Engagement, how do you inspire them?

Literate Thinking, what does your audience deeply believe?

To Strive for the Seventh Level, You Should Start at Seven.

The Seventh level is the pinnacle of engagement. In order to reach this level, you have to know what the holy grail of engagement looks like for you, specifically. What values do you want people to be engaging with you over? What are your own core values and missions? Start by writing your Seventh Level Statement—a distillation of your core values and beliefs that serves as the lens through which you communicate.

Create Your Seventh Level Statement.

Identify your Seventh level, and we will teach you how to activate it to reach the highest degree of connection with your audience.

- Who are you?
- What do you stand for?
- What do you believe in?
- Why do you exist?

Take your answers to these questions and create your Seventh Level Statement:

My seventh level is

(the lens through which you see the world)

Well-Known Seventh Level Statements

NIKE – JUST DO IT

APPLE – THINK DIFFERENT

HARLEY DAVIDSON – ALL FOR FREEDOM.
FREEDOM FOR ALL.

TEACH FOR AMERICA – ONE DAY, ALL
CHILDREN IN THIS NATION WILL HAVE THE
OPPORTUNITY TO ATTAIN
AN EXCELLENT EDUCATION.

MICROSOFT (AT ITS FOUNDING) –
A COMPUTER ON EVERY DESK AND IN
EVERY HOME.

Other Seventh Level Statements



"My seventh level is my belief that everyone is coachable if they are willing #myseventhlevel"

"My seventh level is my belief that everyone is coachable if they are willing #myseventhlevel"

"What's your seventh level? Mine is to help our prospects and customers achieve their goals. #MySeventhLevel #high5conf"

"#myseventhlevel is getting more accurate, clinically validated #healthcare information online to aid people managing their own care. @amandaslaviero #High5Conf @High5Conf @HMNwriters "

"#myseventhlevel is we are often the most effective in the areas that we have been the most affected. It's not what you go through, it's how you go through it #pushthrough "

Need help writing your Seventh Level Statement?

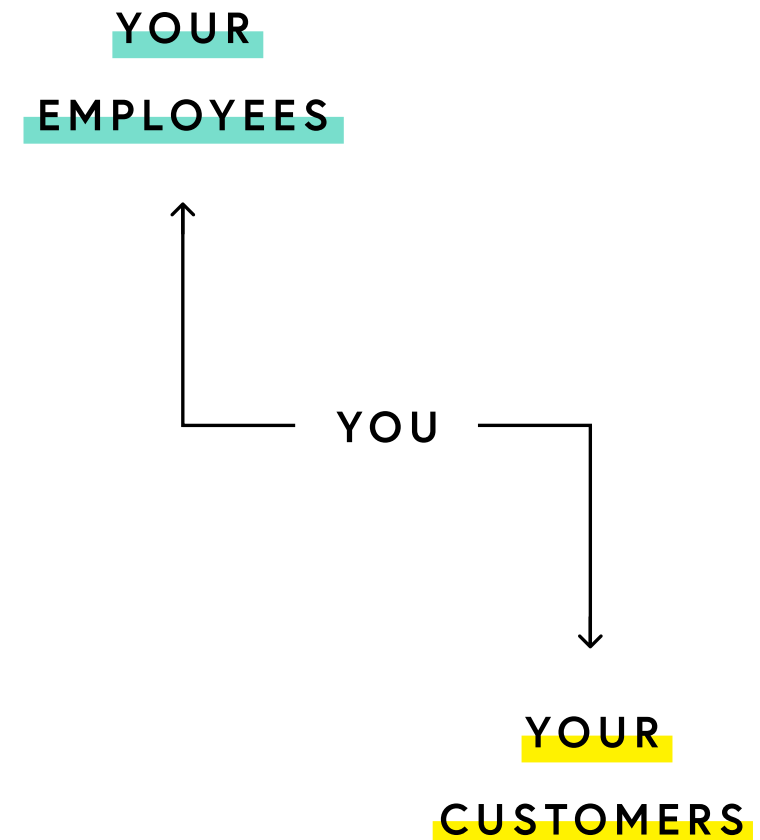
Here's a bit more information.

Now Let's Level Up

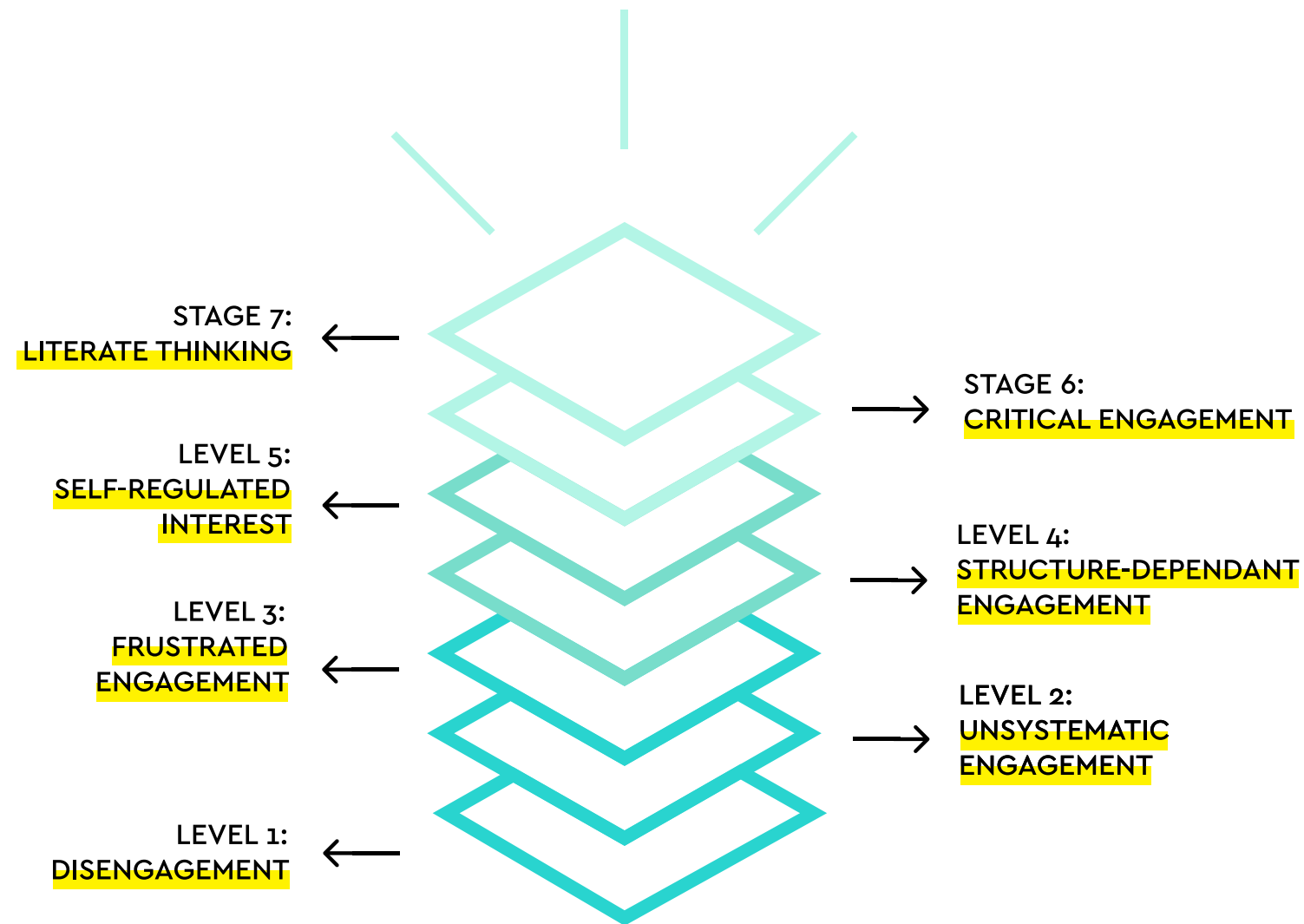
It's important to remember:

An emotional response always results in higher engagement. As a customer climbs the levels of engagement towards The Seventh Level, they become more connected to a message, action or a request.

By understanding the level on which the audience you're communicating with stands, you can determine the best next step to engage them. Since not all engagement is created—or received—equally, it's time we reevaluate how we define engagement. Say "hello" to the Seventh Level Engagement Framework!



The Seventh Level Framework Process



The Seventh Level Framework Process

Level 1: Disen- gagement

"This isn't relevant to me, but I'd be willing to pay attention to something that was."

Level 5: Self-Regulat- ed Interest

What's in it for me?"

Levels 2: Unsystematic Engagement

"I don't see what you're getting at. I give up."

Level 6: Critical Engagement

"I'm inspired, I'm brand loyal, I'm in."

Levels 3: Frustrated En- gagment

"Wait, what's that over there?"

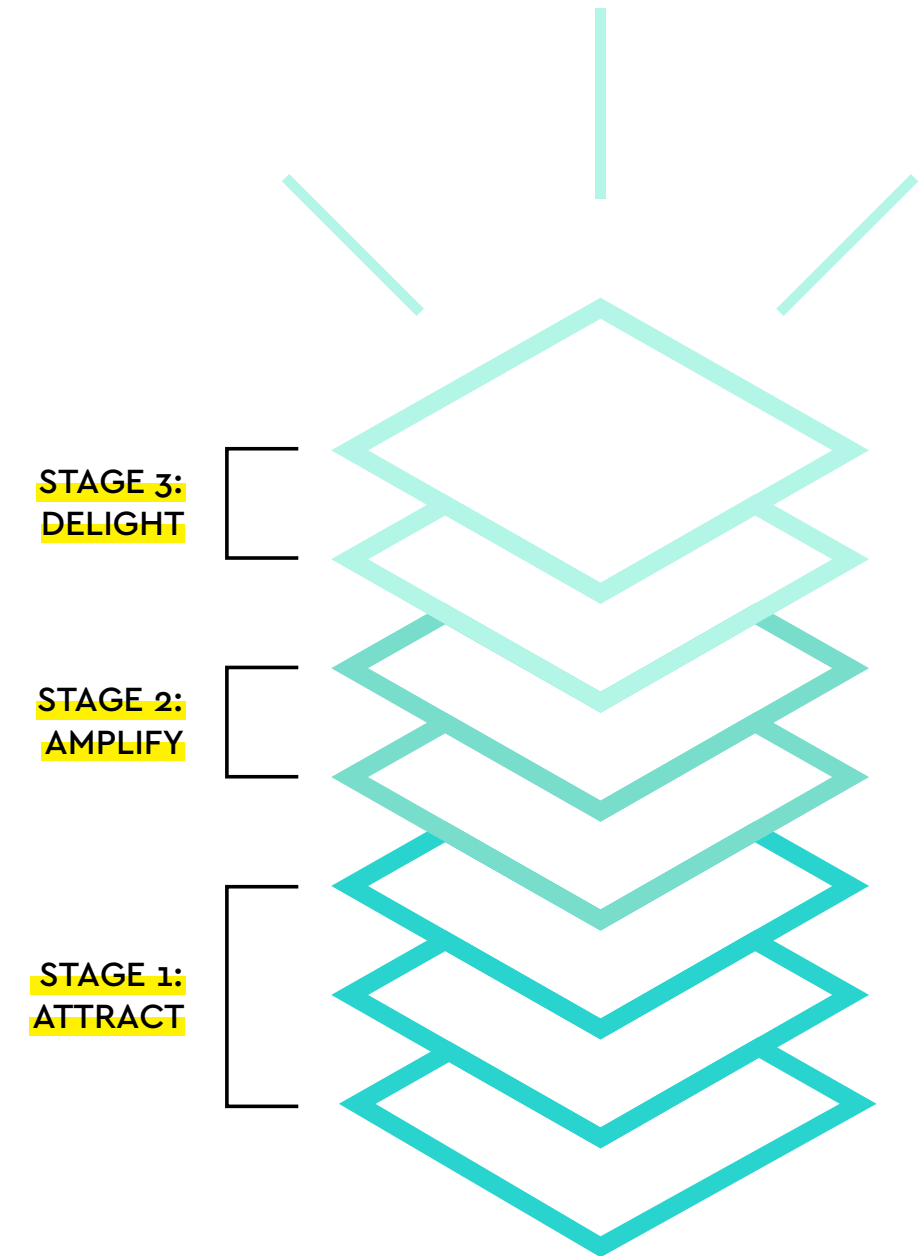
Level 7: Liter- ate Thinking

"The holy grail of en-
gagement. North Stars collide."

Levels 4: Structure-De- pendent En- gagement

"I guess I can do that, since you asked."

The Seventh Level Engagement Framework is Split Into Three Stages





UNDERSTANDING

STAGE ONE

UNDERSTANDING

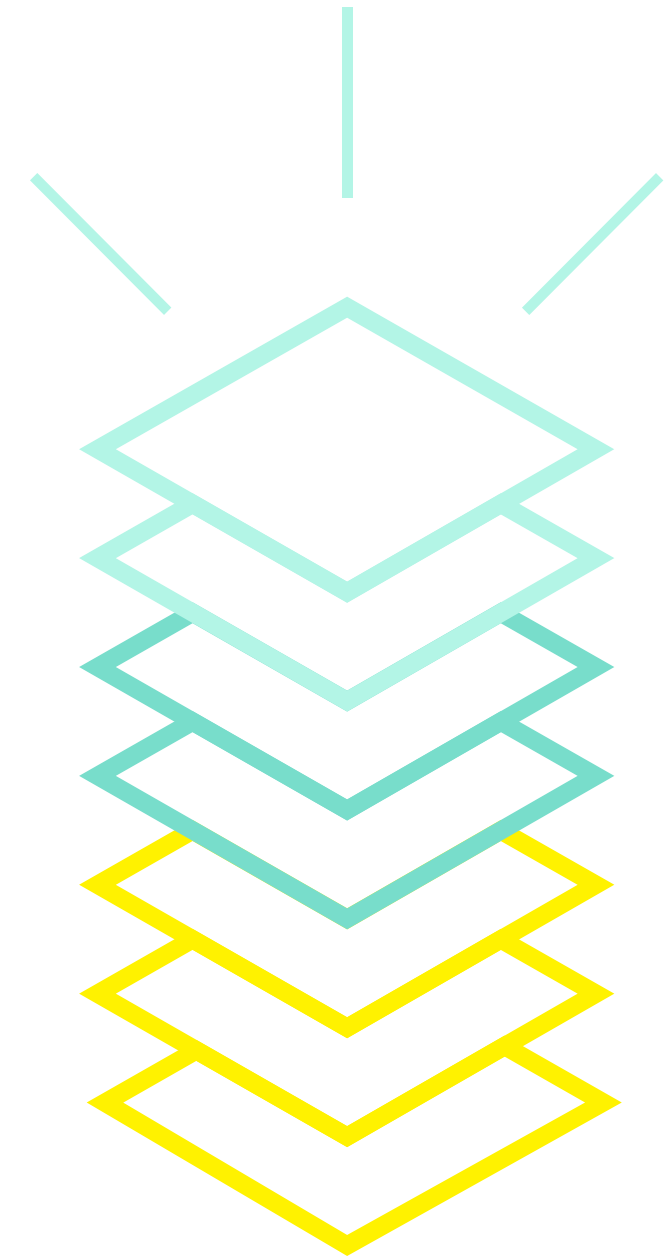
STAGE ONE

UNDERSTANDING

Stage 1: Attract

The attract stage is comprised of the levels that are about earning audience trust. In these levels you're focused on:

- Identifying who your customer is
- Determining what kind of messaging is best and most easily understood by that customer
- Building the best, most efficient user experience and touch points along your customer journey





Level 1: Disengagement

Definition: Characterized by a person showing disinterest; they're completely idle and avoid tasks, interactions, or attempts at communication.

FOR EXAMPLE:

- Action: None of my Instagram ads are receiving clicks.
- Question: Does my target audience use Instagram?
- Goal: Test ads on three different platforms to determine the best option for reaching my audience.

Next step, print The Seventh Level Worksheet and use these guiding questions to fill out your relevant actions associated with level one.

Disengagement: Framing Questions To Guide Initiative For This Level.

WHAT KIND OF PEOPLE WILL RESONATE WITH MY SEVENTH LEVEL MESSAGE?

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?

HOW, WHERE, AND WHEN DO THEY LIKE TO BE COMMUNICATED WITH?

WHAT TOOLS DO THEY USUALLY USE TO COMMUNICATE? (SOCIAL MEDIA, EMAIL, BLOG POSTS, ETC.)



Level 2: Unsystematic Engagement

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

FOR EXAMPLE:

- Action: Audiences are visiting my website, but not making it past the homepage.
- Question: Am I using jargon or complicated, technical language?
- Goal: Test content that is written vs explained in a short video to see what visitors interact with more on your website or landing page.

Next step for you→ use these guiding questions to fill out your relevant actions associated with level two in The Seventh Level Worksheet.

Unsystematic Engagement: Framing Questions To Guide Initiative For This Level.

HOW AM I COMMUNICATING MY SEVENTH LEVEL MESSAGE? WHAT MESSAGING DO I USE TO GET MY POINT ACROSS?

ARE THERE COMPLICATED JARGON WORDS I SHOULD AVOID USING?

WHAT IS THE SIMPLEST WAY TO DESCRIBE MY OFFERINGS (SO AN 8-YEAR-OLD COULD UNDERSTAND)?

AM I TAKING STEPS TO CONFIRM THAT MY AUDIENCE UNDERSTANDS WHAT I AM TALKING ABOUT?



Level 3: Frustrated Engagement

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

FOR EXAMPLE:

- Action: Audiences click on the purchase button in my ad, but then don't get to the website.
- Question: Does my website load quickly enough?
- Goal: Work with my developers to decrease the website load time to 1.5 seconds or less.

Next step for you→ use these guiding questions to fill out your relevant actions associated with level three in The Seventh Level Worksheet.

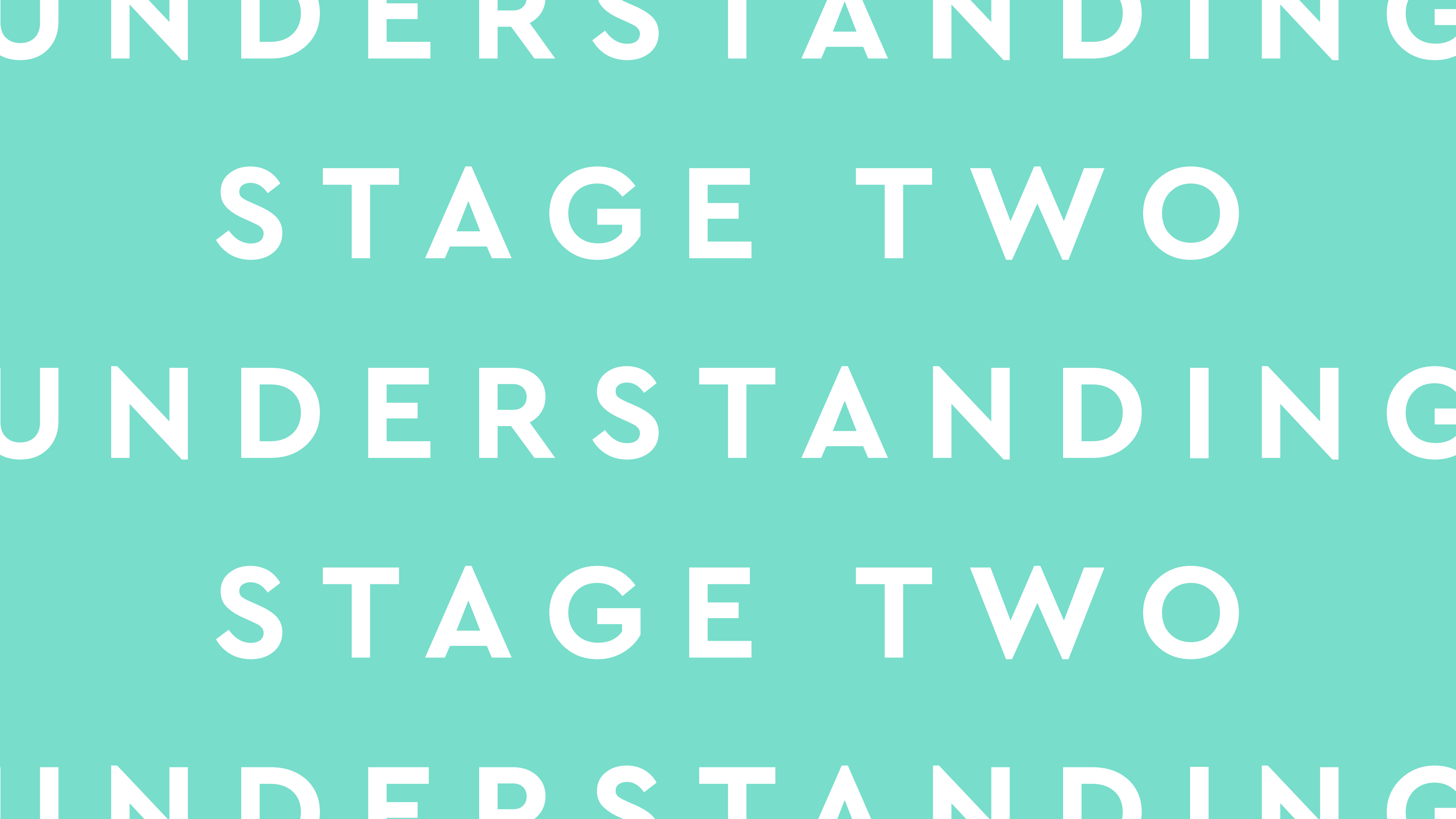
Frustrated Engagement: Framing Questions To Guide Initiative For This Level.

WHAT AM I ASKING OF MY CUSTOMERS?

WHAT ARE THE FIRST STEPS I WANT THEM TO TAKE TO GET CLOSER TO THAT OUTCOME?

ARE THERE ANY POTENTIAL DROP-OFF POINTS ALONG THE WAY?

WHAT DISTRACTIONS OCCUR DURING THE JOURNEY AND LIMIT MY AUDIENCE FROM DOING WHAT I ASK OF THEM?



UNDERSTANDING

STAGE TWO

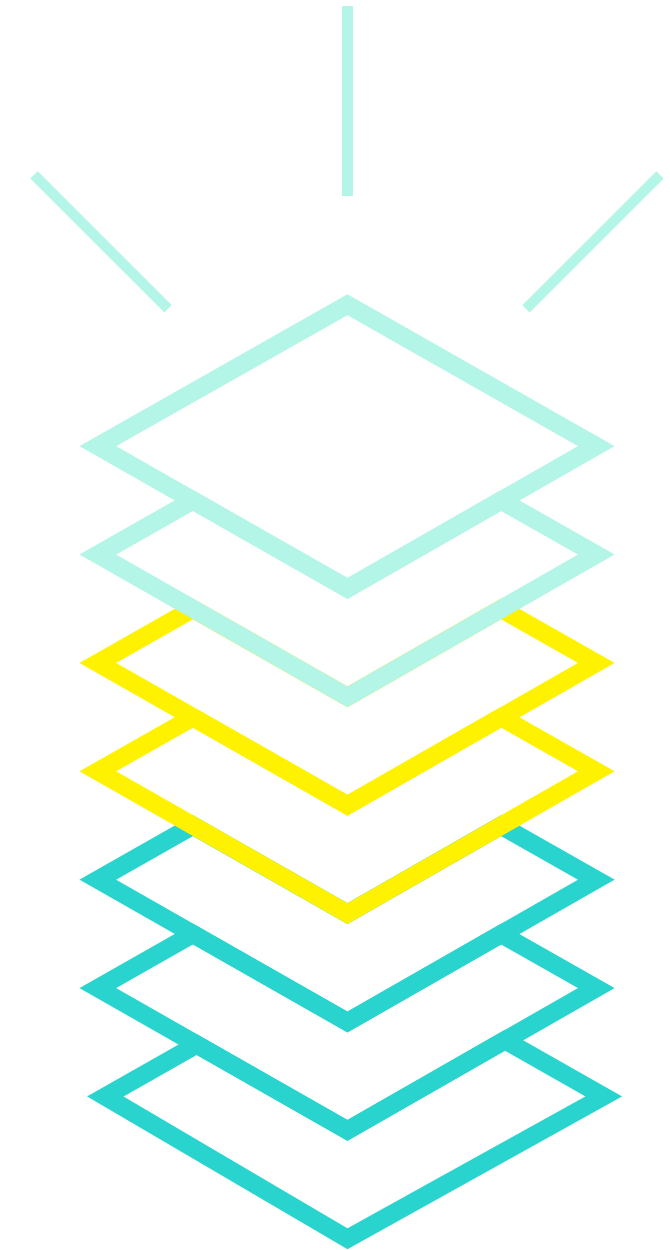
UNDERSTANDING

STAGE TWO

UNDERSTANDING

Stage 2: Amplify

Now that you know who your customer is, how to speak to them, and where to most effectively reach them, you can move into Stage II.



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Stage Two

Level 4

Level 5

Stage Three

Level 6

Level 7

Closing



Level 4: Structure-Dependent Engagement

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

FOR EXAMPLE:

- Action: Audiences click on the purchase button in my ad, but then don't get to the website.
- Question: Does my website load quickly enough?
- Goal: Work with my developers to decrease the website load time to 1.5 seconds or less.

Next step for you→ use these guiding questions to fill out your relevant actions associated with level three in The Seventh Level Worksheet.

Structure-Dependent Engagement: Framing Questions To Guide Initiative For This Level.

HOW AM I COMMUNICATING MY SEVENTH LEVEL MESSAGE? WHAT MESSAGING DO I USE TO GET MY POINT ACROSS?

ARE THERE COMPLICATED JARGON WORDS I SHOULD AVOID USING?

WHAT IS THE SIMPLEST WAY TO DESCRIBE MY OFFERINGS (SO AN 8-YEAR-OLD COULD UNDERSTAND)?

AM I TAKING STEPS TO CONFIRM THAT MY AUDIENCE UNDERSTANDS WHAT I AM TALKING ABOUT?

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Level 5: 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.

FOR EXAMPLE:

- Action: People will comment on my post if they can win tickets to meet their favorite influencer.
- Question: How am I leveraging this giveaway or partnership to increase brand awareness or drive traffic?
- Goal: Identify the mutually beneficial narrative prior to any partnership to ensure that the partner is communicating the brand value to their audience in an integrative approach.

Next step for you→ use these guiding questions to fill out your relevant actions associated with level five in The Seventh Level Worksheet.

Self-Regulated Interest: Framing Questions To Guide Initiative For This Level.

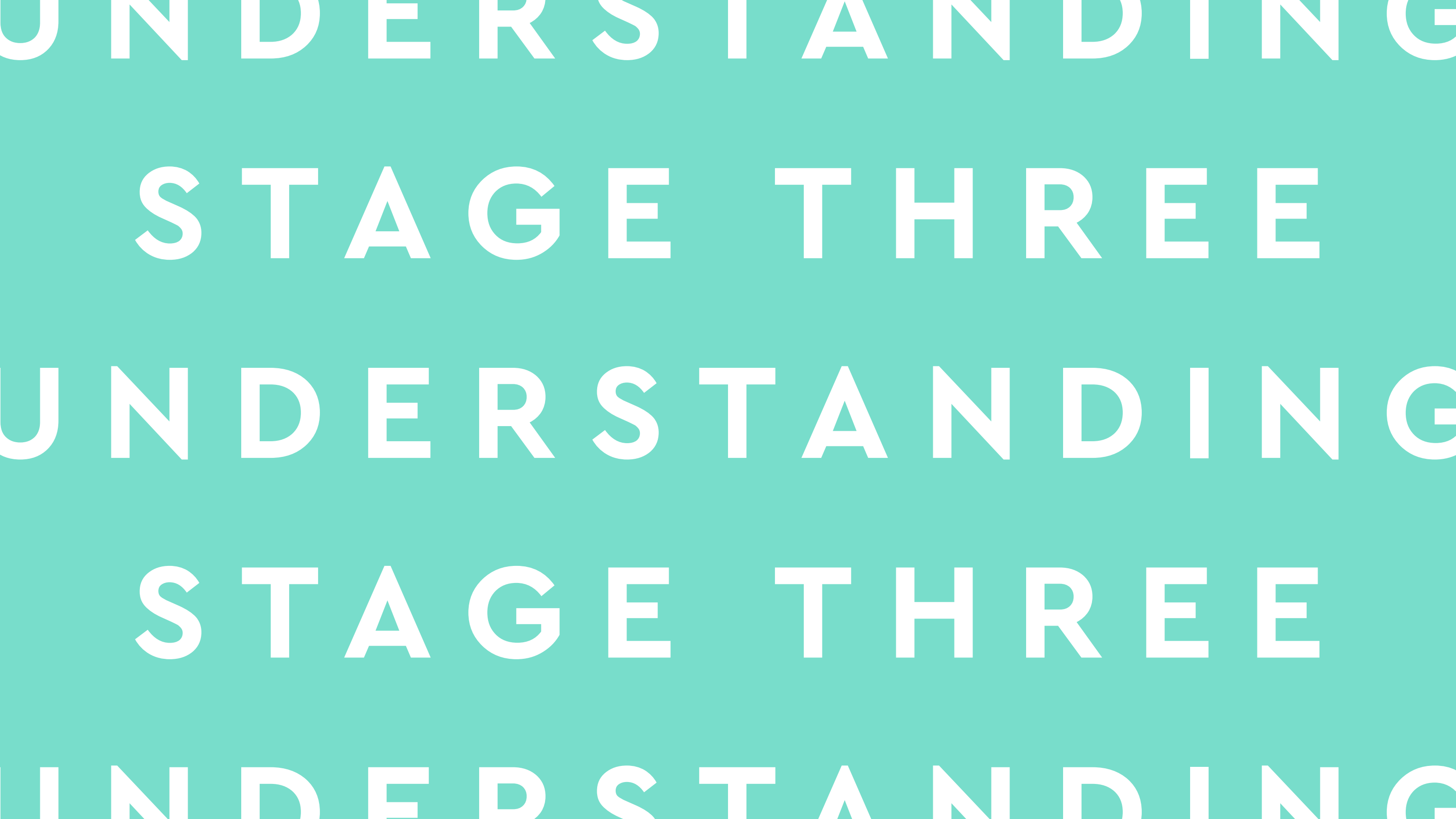
HOW DO I CREATE AN OPPORTUNITY THAT LEVERAGES MY AUDIENCE'S INTERESTS TO FURTHER MY GOALS?

WHO ARE CELEBRITIES OR INFLUENCERS THAT ALIGN WITH MY SEVENTH LEVEL? HOW DO I COMMUNICATE THAT ALIGNMENT OF VALUES AND BELIEFS WITH POTENTIAL CELEBRITY/INFLUENCER PARTNERS?

IS WHAT I'M OFFERING MY CUSTOMERS IN EXCHANGE FOR THEIR ACTION OF COMMISERATE VALUE WITH WHAT I'M GETTING IN RETURN?

WHAT TYPES OF INCENTIVES WILL ATTRACT MY AUDIENCE?

HOW CAN I USE THESE INCENTIVES AS A MECHANISM TO BUILD A MORE MEANINGFUL RELATIONSHIP WITH MY AUDIENCE?



UNDERSTANDING

STAGE THREE

UNDERSTANDING

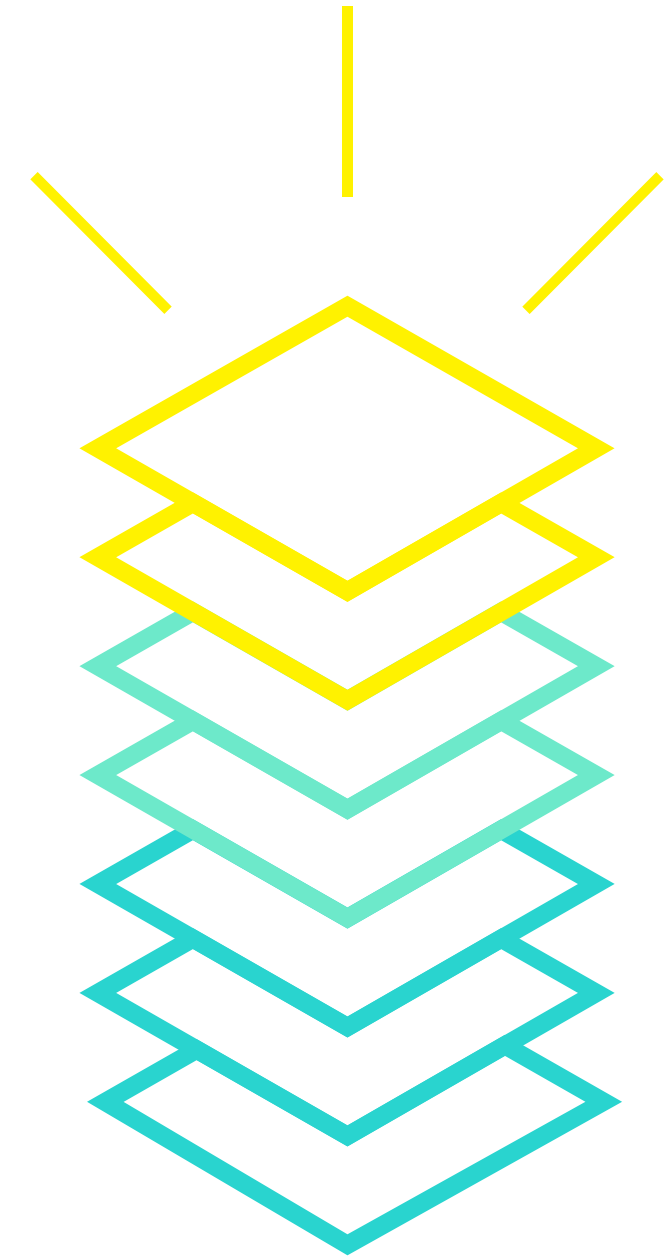
STAGE THREE

UNDERSTANDING

Stage 3: Delight

This stage is focused on delighting, inspiring and empowering your audience.

- You've finally reached the levels of engagement that happen when your message meaningfully aligns with your audience's personal values and beliefs, allowing you to transition them from customers to brand loyalists.



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Level 6: 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 based on a message or interaction.

FOR EXAMPLE:

- Our brand encourages our employees and customers to give back to the community and they post about their projects with our brand "give back" hashtag.
- Question: How do our brand's offerings matter in the world?
- Goal: Establish a company purpose-focused or give-back goal and share it with our followers.

Next step for you→ use these guiding questions to fill out your relevant actions associated with level six in The Seventh Level Worksheet.

Critical Engagement: Framing Questions To Guide Initiative For This Level.

How do I express my Seventh Level statement to inspire others to set goals and transform their own lives? Then how do I showcase testimonials about how my company has impacted others?

What are my values?

What are my goals?

How have these goals impacted my life?

How can I share this story with my customers? And how can I leverage stories of my customers' successes?

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Level 7: 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.

FOR EXAMPLE:

- Action: My customers post thoughtful photos, videos and stories about how my products align with their personal values and beliefs without me asking them to.
- Question: How am I delighting the members of my audience who are at this level?
- Goal: Establish a customer appreciation program to offer special discounts or acknowledgment to our best customers.

Next step for you→ use these guiding questions to fill out your relevant actions associated with level six in The Seventh Level Worksheet.

Literate Thinking: Framing Questions To Guide Initiative For This Level.

HOW DOES MY SEVENTH LEVEL ALIGN WITH MY AUDIENCE'S
PERSONAL VALUES AND BELIEFS?

WHAT DOES MY AUDIENCE BELIEVE IN? WHAT DOES MY AUDI-
ENCE STAND FOR?

WHAT DOES MY AUDIENCE CONNECT WITH MOST?

HOW AM I RECOGNIZING AND RETAINING MY MOST LOYAL
CUSTOMERS?

HOW AM I INCENTIVIZING THEM INTRINSICALLY TO SHARE
OUR SHARED SEVENTH LEVEL VALUE?

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What Is Next

As you went through this training guide, did you find yourself thinking, “hey, I’m already doing that?” Chances are you did. Most people employ various strategies laid out by the Seventh Level Engagement Framework. But for them to work—and “work,” in this context means very specifically that the initiatives serve to elevate audience engagement—initiatives must be executed in-line with a cohesive, engagement-focused strategy. It’s a lot of work, but you’re already working hard. You just need to restructure those efforts with a renewed sense of purpose.

1. Now that you understand each level, you should reference this Seventh Level training guide, the handbook, and your worksheet as often as needed to inform your strategy and set specific engagement goals.
2. Identify your own key performance indicators (KPIs) and ways to measure the initiatives you launch to connect with audiences at each level.
3. Make sure you identify and then keep the members of your audience who are already at levels six and seven happy. Develop retention and loyalty programs as well as ways for them to share their passion with you and their own networks.
4. Never lose sight of your own Seventh Level. Don’t forget about the human need to create meaning in the work you we do. Nurturing your own Seventh Level is crucial for creating a sustainable organization that is long lasting and truly impactful.

Closing Remarks

You have a Seventh level that can inspire, ignite and empower your brand.

And now, you have the right tools to know how to activate your audience around that purpose.

Human Beings Crave Meaningful Connections

Why do we settle for interactive mediocrity when we have the ability to build truly meaningful relationships? Putting time, effort, and resources into cultivating impactful engagement with our customers, employees, and even loved ones—simply put—leads to better ROI*.

*not just Return on Investment
but also Ripple of Impact — for yourself and the world.

