



18 Principles of Engagement, created by Sensory Logic

1. 3-second rule, pull the listener in quickly
2. Keep it close to home by playing off what is familiar
3. Always have personality
4. Mirror the values of the listener
5. Provide a sense of membership
6. Be sensitive to gender gap
7. Relevancy drives connection
8. Always sell hope
9. Branded solution as hero
10. Make it memorable
11. Create suspense
12. Tell a story
13. Keep it believable
14. Promote intimacy
15. Don't (or never) lead with price
16. Paint a mental picture
17. Vary pace and intonation
18. Guard against bald spots (single announcer/large announcer block)

