



18 Principles of Engagement, created by Sensory Logic

TOP 5

1. **Always have a personality**—we buy from whom we like, and zero-personality is a non-starter.
2. **Relevancy drives connection**—motivation depends on sparking emotion; indeed, the two words are intimately related.
3. **Make it memorable**—emotions don't just spark a call-to-action, they spark recall, too.
4. **Keep it believable**—trust is still the emotion of business.
5. **Guard against bald spots**—what's flat or dull kills momentum, encouraging listeners to turn away.

THE OTHER 13 PRINCIPLES AND RELATION TO THE TOP 5

Always have a personality

- a.) Mirror the values of the listener
- b.) Be sensitive to the gender gap

Relevancy drives connection

- a.) Keep it close to home
- b.) Provide a sense of membership

Make it memorable

- a.) 3-second rule
- b.) Always sell hope
- c.) Paint a mental picture

- d.) Create suspense
- e.) Tell a story

Keep it believable

- a.) Promote intimacy (don't shout)
- b.) Branded solution as hero

Guard against bald spots

- a.) Vary pace and intonation
- b.) Don't lead with price

