

# The Engagement Formula

## Everyone Communicates. Few Engage.

### How To Build Your Take-Away Strategy

One of the most important Take-Aways from The Engagement Formula is the importance of writing your content with purpose and strategy.

No longer do you need to write 'blind' and hope your copy will influence, persuade, entertain or thrust your reader into take action. Every word you write (or type) can and should be done with a singular goal in mind.

Let's build out a basic Take-Away Strategy. Once you've developed this and put it into action, you can make this longer and more complex as needed.

1) First, set your objective. Are you selling something? Do you want to get your reader to take a specific action? If so, what is that action.

Be clear and specific about what you want your reader to do.

2) Secondly, consider what steps a reader must go to before they would take that course of action.

For example, if you wanted them to buy something from you, what objections would they have?

What would they need to know before they would buy?

What conditions would be in place before they handed over their money?

A lot of this information will be found in the Content audience insight process..

For the purposes of this exercise, lets say they have three main objections to purchasing and they need to feel a sense of urgency toward the solution you're offering before they'll buy. This means you need to increase the urgency they feel and their sense that the problem is heightened in their mind.

3) Create a content grid, similar to the one in the book. This is your battle plan and your strategy for winning over your reader.

Remember, each piece of content should have one goal. And that one goal may be to push an emotional button to leave your reader feeling a certain way or softening an objection.

If you are developing an email campaign for example, you may structure your activity around a total of eight emails.

The first three emails are each designed to heighten the challenge or problem your product or service solves by looking at it in a slightly different way.

The next three emails may tick off each of the main objections.

The penultimate email may be a success story about someone who has effectively overcome this problem, leading to the last email which introduces the product and asks for the sale.

Ok, so there's probably going to be a lot more emails involved in the process of closing the sale, but this gives you a rough idea.

Use a grid to highlight each of the steps your reader needs to go through and create the content based on the relevant and appropriate Take-Away at each stage.

Now, it's important to bring in the other elements of The Engagement Formula to ensure this works. Just as great content without strategy is ineffective, Take-Away without the right Tone or Colour (story) won't work either.

For more resources on Take-Away strategies and other elements of The Engagement Formula go to [www.jodyraynsford.com](http://www.jodyraynsford.com)