

# FT Story Playbook: Reader responses

([link to expat tax break piece](#))

## Expat tax breaks for Brexit bankers: FT readers respond

A selection of opinions on the causes and consequences of Brexit job moves



### Tax incentives are not the whole story

"If you have to relocate, there is a lot more to be looked at: Paris may have nice incentives, but is also one of the most expensive places in Europe. The Netherlands have one of the highest qualities of life in Europe, eg with regards to public services, safety, etc. Luxembourg has a generally low level of income tax, and only very limited capital gains tax — and no tax on inheritance in direct line of succession, which is pretty unique on the continent. You may also want to consider how difficult the local language is, and how much you need to learn to get by in daily life ... Just following the tax incentive may leave you high and dry if you want to stay there for more than a few years." — [Athanase](#)

### Quality of life in Italy beats London

"I got the chance to move out of London and relocate to Italy. I am quite glad. Besides the tax incentives mentioned in the article, overall I could enjoy a higher quality of life.

Housing in London is [becoming] more and more expensive, requiring even professionals earning well above the median salary to commute back and forth for hours ...

In the UK, public higher education is much more expensive than in France, the Netherlands, Italy, etc, where it is usually free or costs a few hundred euros per year ...

You need to eat at least three times a day, having a tasty meal in Italy instead of the usual junk food would definitely make your day better.

Living in Milan, you can spend weekends at the beach in the summer and go skiing in the winter just 1h/2h away by car. — [Luc321](#)

### Increase in income inequality

"I certainly understand the rationale for these tax incentives, but they also create greater income inequality, something the French and Italians in particular rail against, and certainly run counter to the EU's condemnation of corporate tax incentives for companies that relocate to Ireland et al." — [washu](#)

## Where can I find it?

You can choose the 'Reader response' template when you create a new story in Methode under the World, Companies, Markets and Features baskets.

## What is it good for?

- Callouts are a good way to ask readers for their knowledge or experience, and make them feel more involved in our journalism.
- Collecting the best of their responses into an article rewards good commenting behaviour and provides useful insights to our readers.
  - Aim for 6-10 punchy comments in a response story. Feel free to feature a mix of long and short comments
  - You can excerpt a part of the comment to feature

## What is it not good for?

- If there are very few responses (less than 50 comments) to the callout
- Very niche topics that our global readership won't know too much about
- Topics where comments end up being two sides arguing

## What other good examples have we made in the past?

[Expat tax breaks for Brexit bankers: FT readers respond](#)

By Niki Blasina, Monika Pronczuk and FT Readers

[Tell us your thoughts on the US midterm elections](#)

By Lilah Raptopoulos and FT Readers

[The future of Italy, in the words of voters](#)

By Lilah Raptopoulos

## How long does it take to make one of these?

Reader response stories are fairly quick to put together. The most time-consuming portion will be reading through the comments in the callout article and picking the best ones. You should expect to spend **1-2 hours** producing these. These stories can also often be scheduled for peak traffic times.

## Detailed Production Guide

Who do I need to talk to

- A reporter. You should ask for:
  - Help in coming up with a good question to pose to readers
  - Active participation in the comments
- The design desk. Ask for:
  - A master image for the reader response story
- The audience engagement team.
  - Let Lilah know you are planning a callout
  - The social media team could help with promotion

## What do I do

- Add the callout to the bottom of the story as italicised text :

*The FT is interested to hear from readers whose jobs are moving abroad because of Brexit and/or have experience navigating expatriate tax regimes. Share your story in the comments below.*

- Pose the question again as a comment in the story, and choose 'Feature' to pin it to the top.  
[screenshot TK]
- When enough good comments have accrued, create a new story in Methode, and choose the "Reader response" template.
- Write the intro par. Be sure to include a link to the original story
- Copy and paste the comments into the slots in the template.
- Write headline and other web furniture
- Fill out metadata, and run tansa
- Release to web-revise
- Notify the audience engagement and social media teams.

## Headline

- If using this for readers' responses, make sure to communicate this in the headline.
- For example, either: use the suffix ': FT readers respond' - i.e.  
*Expat tax breaks for Brexit bankers: FT readers respond*
- Or, use a quote kicker: i.e.  
*'It's a disgrace': FT readers respond to the Brexit deal*

## If you run into trouble...

Please talk to Neil Way (\_\_\_\_@ft.com), Robin Kwong (\_\_\_\_@ft.com), Richard Martin (\_\_\_\_@ft.com), or the creative producer on your desk.  
The audience engagement team is: \_\_\_\_@ft.com

For more general questions about callouts and reader comments, ask Lilah (\_\_\_\_@ft.com)

[Insert author]

[Write your introductory paragraph of text here: What was the original story with the callout about? What themes emerged from the readers' comments? Keep this to less than 150 words if possible and be sure to link back to the original story.]

[Callouts are a good way to ask readers for their knowledge or experience, and make them feel more involved in our journalism. Collecting the best responses into an article rewards good commenting behaviour and provides a service to other readers.]

[Aim for 6-10 punchy comments in a response story. Feel free to feature a mix of long and short comments, and excerpt long comments when necessary.]

[Please remember not to leave any empty or unused comment boxes in the article when you publish.]

### Give each comment a headline

Copy and paste the comment in here. Feel free to excerpt a part of a comment if it is too long —Put the commenter's name here

### Give each comment a headline

Copy and paste the comment in here. Feel free to excerpt a part of a comment if it is too long —Put the commenter's name here

### Give each comment a headline

Copy and paste the comment in here. Feel free to excerpt a part of a comment if it is too long —Put the commenter's name here

### Give each comment a headline

Copy and paste the comment in here. Feel free to excerpt a part of a comment if it is too long —Put the commenter's name here

### Give each comment a headline

Copy and paste the comment in here. Feel free to excerpt a part of a comment if it is too long —Put the commenter's name here

### Give each comment a headline

Copy and paste the comment in here. Feel free to excerpt a part of a comment if it is too long —Put the commenter's name here

### Give each comment a headline

Copy and paste the comment in here. Feel free to excerpt a part of a comment if