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U.S. Bank and MSP-C Content Strategy Mad Lib 2019

1. User Goal _____
2. User Goal _____
3. User Goal _____
4. Adjective _____
5. Adjective _____
6. Adjective _____
7. Adjective _____
8. Adjective _____
9. Desired Action _____
10. Desired Action _____
11. Business Goal _____
12. Business Goal _____

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Our content should help our users and customers _____User Goal_____, _____User Goal_____ and _____User Goal_____.

To do this, we must deliver content that is _____Adjective_____, _____Adjective_____ and _____Adjective_____.

This content will make readers feel _____Adjective_____ and _____Adjective_____, making them more like to

_____Desired Action_____ and _____Desired Action_____, which will help us _____Business Goal_____ and _____Business Goal_____.

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