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_____.