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1. Audience
2. User Goal
3. User Goal
4. Emotion
5. Emotion
6. Desired Action
7. Long-Term Business Goal
8. Content Trait
9. Content Trait
10. Content Trait
11. Content Trait
12. Content Trait
13. Content Trait

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Our content should help _____Audience_____ to _____User Goal_____ AND _____User Goal_____ while making them feel

less _____Emotion_____ and more _____Emotion_____.

We'll know we are successful when more users _____Desired Action_____, which helps us become more

_____Long-Term Business Goal_____.

Users need content that is _____Content Trait_____, _____Content Trait_____ and _____Content Trait_____.

They don't need it to be _____Content Trait_____, _____Content Trait_____ and _____Content Trait_____.