

Content Strategy Mad Lib 2019 // Version 2

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 _____.