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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_____.

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