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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_____.