



STRATEGY MAD LIBS

Our content should help our users/customers

_____ , _____ ,
user goal *user goal*
and _____ .
user goal

To do this, our content must be _____ ,
adjective
_____ , and _____ .
adjective *adjective*

This content should make users feel _____
adjective
and _____ .
adjective

We will know we are successful when users

_____ and _____ ,
desired action *desired action*
which will help us _____ and
business goal
_____ .
business goal