



STRATEGY MAD LIBS

Business Extra

Our content should help _____ to
audience

_____ and _____
user goal *user goal*

while making them feel less _____
emotion

and more _____.
emotion

We'll know we are successful when more users
_____, which helps us become
desired action

_____.
long-term business goal

Users need content that is:

content trait

content trait

content trait

They *don't* need it to be:

content trait

content trait

content trait