



Not a content strategist? No problem. You can still get people working on content early in your project—and avoid the last-minute scrambles, design rework headaches, and other problems caused by not having a content strategy. Try adding these collaborative activities to your process.

## Mad lib content strategy (30-45 minutes)

*How to do it:*

- \_\_\_\_\_ publishes \_\_\_\_\_, \_\_\_\_\_ content  
 Organization name descriptive adjective descriptive adjective  
 that helps them \_\_\_\_\_ and \_\_\_\_\_  
 accomplish goal accomplish goal  
 by making \_\_\_\_\_ feel \_\_\_\_\_,  
 audience(s) descriptive adjective  
 \_\_\_\_\_, and \_\_\_\_\_, and convincing them to  
 descriptive adjective descriptive adjective  
 \_\_\_\_\_ and \_\_\_\_\_.  
 take desired action take desired action

- ### Also try: Messaging card sort

*How to do it:* Check out chapter 2 of *Content Strategy at Work* by Margot Bloomstein: [appropriateinc.com/book/](http://appropriateinc.com/book/).

## During the design process

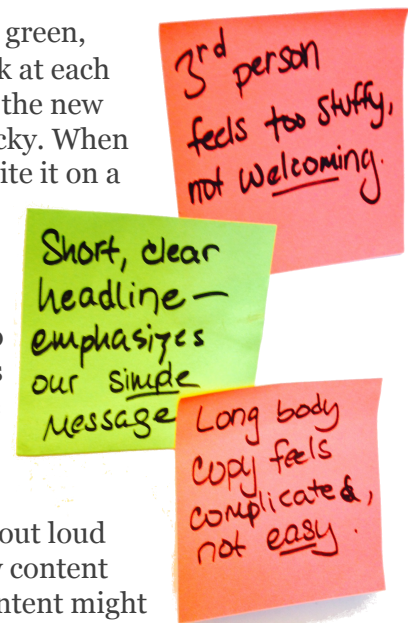
### Reframe and rewrite (2+ hours)

*Goal:* Help authors feel confident owning the strategy and applying it to real content.

*Use it when:* Strategy and voice are defined and you want to kickstart revision/editing.

*How to do it:*

1. Find a few examples of existing content—both prominent pages, like a homepage or landing page, and deep pages. Print these out and tape them to a wall.
2. At the start of the workshop, refresh everyone on the content strategy, voice, and messaging they all agreed to earlier in the process. Keep this up as a reference.
3. Give each participant two colors of stickies (red and green, if possible). Have them go around the room and look at each page on the wall. When they see something that fits the new strategy and voice, have them write it on a green sticky. When they see something that *doesn't* work, have them write it on a red sticky. Spend no more than 3 minutes per page (if needed, use a stopwatch and tell the group when it's time to switch).
4. Have the group break into teams of two. Each group should take a page from the wall, and all the stickies that go with it. Have them rewrite the page to fit the site's strategy, brand, and goals, using the stickies to help identify problem areas and things to keep.
5. Workshop the results: Have each pair read its draft out loud to the group. Ask the group to identify ways the new content better serves the strategy, then anything the new content might be missing.



### Also try: Content priority guide

*Goal:* To identify all the content a page needs to include so authors know what to write, designers know what to design, and developers know what to support.

*Use it when:* You need to decide content priorities—but you don't want to distract the team with layout decisions yet.

*How to do it:* Follow along with Sparkbox's example: [seesparkbox.com/foundry/content\\_priority\\_guide](https://seesparkbox.com/foundry/content_priority_guide).