

KNOW, FEEL, DO FRAMEWORK

to help clients articulate their voice

How do you want the reader to feel?

(EMOTIONS)



Admiring Adoring Amazed Amused Anticipatory Anxious Appreciative Assured Awed	Belonging Bored	Calm Centered Concerned Confident Confused Connected Craving Curious	Delighted Desiring Determined Drawn in	Eager Elated Empathetic Entranced Envious Escapist Excited Exclusivity	Fired up
Grateful Grounded	Happy Held Hopeful	Interested Intimate Intrigued Invigorated	Joyful	Loved	Nostalgic
Peaceful Pulled Positive	Relieved Romanced Refreshed	Sad Safe Satisfied Surprised Sympathetic	Triumphant Trustful Thoughtful	Value	Warm



Some important questions you can ask to supplement this:

- What is the emotional climate in your customers' world given the current context? ([refer to the buyer persona here](#))
- In what emotional state is a visitor usually arriving at your website?
- What are the top emotions you want people to associate with your brand? What emotions do customers already associate with your brand? What feedback have they given?

What do you want the reader to know? (IDEAS)

- After visiting your website, what's the one big idea readers should have?
- For each specific page, what are the 1-3 things that the reader should know?

What do you want the reader to do? (ACTIONS)



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Important questions for this:

- How important are websites in your industry?
- What's the standard for communication in your industry? Especially on a website?
- What's the process for communication like on your website?

How this works?

- Collection of words that conveys ideas + images
- Generate emotional responses. If emotional responses are repeatedly evoked and generated
- Emotional associations are formed (emotional crescendo)
- Actions