Ask a friend.

What do you feel? Put their word next to the feeling you picked.



Pick one.

You can have a second note, as long as it complements the first.

Three pieces.

One word for each.

01 Pick the feeling

02 Ask a friend

03 Put it in the brief

Type in the fields, or print and write.

EXERCISE 01

Pick one feeling.

01

You can have a second note, as long as it complements the first.

Trust	Credibility	Competence	Approachability	Safety	Exclusivity	Urgency	Inspiration

Competence	"we know what we're doing."
Safety	"you can stop worrying."
Exclusivity	"this isn't for everybody."

OUR PRIMARY FEELING

OUR SECOND NOTE

EXERCISE 02

Ask a friend.

02

Pull your last three pieces. Show them to a friend, someone honest with no stake in it, and ask: what do you feel?

THE PIECE	WHAT THEY FELT Your friend's one word	WHAT WE PICKED	THE GAP

Any gap between those is your work, and now you can see it.

EXERCISE 03

Put it in every brief.

03

Put your primary feeling at the top of every brief, and bring it up at every content meeting.

THE FEELING:

When the editor asks about music, when someone debates the thumbnail, the answer is whatever serves that feeling.

Decide what that thing is before you make anything else.