

# Spec Sheet

**Requirement:**

**Audience:**

**Audience priorities or interests:**

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**Your ultimate goal with this content is to:**

**Select your highest priority:**

- Be useful
- Humanize your brand (be relatable)
- Promote other people
- Promote your brand
- Take a stand (be controversial)
- Be entertaining
- Be newsworthy (or timely)
- Be engaging

**Sandbox of existing resources (blogs, infographics, ebooks, etc.)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

**Desired audience action:**