

Merry Email Marketing Mad Libs

MAD LIBS®

World's Greatest Word Game



A super silly way to fill in the _____!
(plural noun)
by Smith-Harmon

INSTRUCTIONS

On the following pages you'll find stories containing blank spaces where words are left out. One player, the READER, selects one of these stories. The READER does not tell anyone what the story is about. Instead, they ask the other players, the WRITERS, to give them words. These words are used to fill in the blanks in the story.

The READER asks each WRITER in turn to call out a word—an adjective or a noun or whatever the space calls for—and uses them to fill in the blank spaces in the story. The READER then reads the completed MAD LIBS game to the other players so they can hear the fantastic, funny, shocking, silly, crazy or just plain dumb story they created.

QUICK REVIEW

A NOUN is the name of a person, place or thing. *Sidewalk, umbrella, bridle, bathtub, nose, etc.*

An ADJECTIVE describes something or somebody. *Lumpy, soft, ugly, messy, short, etc.*

An ADVERB tells how something is done. It modifies a verb and usually ends in "ly." *Modestly, stupidly, greedily, carefully, etc.*

A VERB is an action word. *Run, pitch, jump, swim, etc.*

An EXCLAMATION is any sort of funny sound, gasp, grunt or outcry. *Wow, ouch, gadzooks, etc.*

When we ask for specific words like a NUMBER, COLOR, ANIMAL, RETAILER, ARTICLE OF CLOTHING, etc., we mean a word that is one of those things, like *25, blue, dog, Wal-Mart* or *shirt*. We may also ask for a particular form of a word, such as a plural noun (*dogs*), past tense verb (*jumped*) or adjective ending in "est" (*softest*).

MAD LIBS is fun to play with friends, but you can also play it by yourself! To begin with, DO NOT look at the story on the right-hand side of the page. If you want, you can fold the page back to keep yourself from peeking. Fill in the blanks below with the words called for. Then, using the words you have selected, fill in the blanks in the story. Now you've created your own hilarious MAD LIBS game!

CHRISTMAS WISH

Adjective _____

Adjective _____

Number _____

Silly name _____

Adjective ending in "est" _____

Number _____

Adverb _____

Hot gift from past years _____

Retailer _____

Animal _____

Article of clothing (plural) _____

Adjective _____

The worst ISP _____

Noun (plural) _____



MAD LIBS CHRISTMAS WISH

Dear Santa,

I've been very _____ this year. Using my
Adjective

_____ email marketing strategies, I drove
Adjective

_____ dollars in sales, which everyone agrees is
Number

industry-leading. In fact, during my annual performance review,

my boss—who we've secretly nicknamed _____—said
Silly name

I'm the _____ marketer she has ever met during her
Adjective ending in "est"

_____ -year career. During the Valentine's Day season,
Number

one _____ crafted email sold out the gold-plated
Adverb

_____ that we outbid _____ for. And during
Hot gift from past years Retailer

the back-to-school season, one of my emails sold a record

number of _____ -print _____. Because I've
Animal Article of clothing (plural)

been so nice, I hope you'll grant this _____ Christmas
Adjective

wish and destroy _____ with a hail of frozen _____.
The worst ISP Noun (plural)

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ELF-TASTIC E-CARD

Silly name _____

Animal (plural) _____

Exclamation _____

Adjective _____

Kind of plant _____

Noun _____

Noun _____

Article of clothing (plural) _____

Noun (plural) _____

Animal _____

Verb ending in "ing" _____

Noun _____

Color _____

Noun _____



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ELF-TASTIC E-CARD

The North Pole's best email creative elf-pert, _____,
Silly name
 presented Santa with a draft of his annual Christmas e-card,
 which he sends to all the elves and _____. St. Nick took
Animal (plural)
 one look at it and exclaimed, " _____! I love the
Exclamation
 _____ Christmas _____ in the background—
Adjective Kind of plant
 and the _____ ornaments and the glowing
Noun
 _____ on top are great touches. The _____
Noun Article of clothing (plural)
 with the green and red _____ on them worn by the
Noun (plural)
 elves are very festive, and the expression on the _____
Animal
 that the baby elf is _____ is priceless. But the one thing
Verb ending in "ing"
 I don't understand is why there's a _____ popping out
Noun
 of the present I'm holding. Can we change that to a bright
 _____ instead?"
Color Noun

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NEWSLETTER LAUNCH

Name of email marketing company _____

Noun _____

Number _____

Adverb _____

Name of reindeer _____

Noun _____

Adjective _____

Adjective _____

Noun (plural) _____

Verb (past tense) _____

Noun (plural) _____

Adjective _____

Verb (past tense) _____

Noun _____



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NEWSLETTER LAUNCH

After reading a case study from _____ about
Name of email marketing company

how the Easter Bunny boosted chocolate _____
Noun

production by _____ percent with an internal
Number

newsletter, Santa decided to launch his own, which he

_____ called _____'s Weekly _____.
Adverb Name of reindeer Noun

It included a countdown to Christmas, the names of the children

that had moved from the _____ list to the
Adjective

_____ list, a listing of the top 10 most wished for
Adjective

_____, and a picture of the elf that _____ the
Noun (plural) Verb (past tense)

most _____. Santa was sure to follow best practices by
Noun (plural)

using a/an _____ sender name and getting his IP
Adjective

address _____. After all, Santa is no _____.
Verb (past tense) Noun

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SANTA'S SPAM

Adjective _____

Name of industry _____

Number _____

Adjective _____

Adjective ending in "est" _____

Noun (plural) _____

Verb ending in "ing" _____

Article of clothing (plural) _____

Animal (plural) _____

Adverb _____

Noun (plural) _____

Country _____

Mode of transportation _____

Verb _____



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SANTA'S SPAM

Dearest Friend,

Are you trying to reach _____ kids this holiday season?
Adjective

Wii can help. Using our connections in the _____
Name of industry

industry, we have assembled a double opt-in list of more than

_____ email addresses for this _____
Number Adjective

demographic. This is a list that will make all your _____
Adjective ending in "est"

dreems come true. Segmentation is key to the success of any

email campain, so wii provide detailed information on every

children. Want to know witch children have visions of

_____ in their heads? Or witch children
Noun (plural) Verb ending in "ing"

have parents that where _____? Or witch children
Article of clothing (plural)

live in homes with _____? Christmas is approaching
Animal (plural)

_____, so act now. Please send 20 _____
Adverb Noun (plural)

along with your Social Security number to our customer

fulfillment center in _____ at the address below and wii
Country

will send you the list overnight via _____. Do knot
Mode of transportation

_____.

Verb

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THE THIRD LIST

THE THIRD LIST

Noun (plural) _____

The worst ISP _____

Noun (plural) _____

Adjective _____

Adjective _____

Country _____

Holiday food _____

Name of toy (plural) _____

Article of clothing (plural) _____

Expletive _____

Adjective _____

Retailer _____

Noun _____

Silly name _____

Everyone knows that Santa gives nice email marketers diamond-encrusted _____ and the secret codes to get through _____'s filters, while naughty email marketers get coal and nightmares about _____. But did you know that Santa prepares _____ gift baskets for spammers? Indeed, Santa has a crack team of _____ elves in _____ assemble them. Their workshop is well-stocked with barrels of poisoned _____, bins of radioactive _____, mounds of _____ laced with anthrax, and stacks of Elmo dolls that only say "_____." Each gift basket is wrapped in _____ paper bearing the logo of _____ and sprayed with perfume that smells like a/an _____. The final touch? A note from Santa saying, "Enjoy in good health, _____."

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Dear readers,

If you enjoyed our homespun MAD LIBS, visit madlibs.com and purchase some real MAD LIBS from the masters.

And if you didn't enjoy our MAD LIBS and thought they read like cheap, street corner knockoffs, visit madlibs.com and purchase some real MAD LIBS from the masters.

You'll laugh so hard, _____ will come out of
Liquid

your _____.
Body orifice

—*The Smith-Harmon team*