NoOr

QUICK CHECKLIST

The Adweek Copywriting Handbook: Joseph Sugarman's slippery slide for captions, Reels and ads in Muscat

https://noorsocial.com/en/journal/adweek-copywriting-sugarman-muscat/

A Sugarman checklist for your next ad

- [ ] **Does the first line pull me to the second?** Read it aloud.
- [ ] **Any bumps?** Cut jargon, long sentences and anything that stops the flow.
- [ ] **Seeds planted?** End sections with a reason to continue.
- [ ] **Objections answered?** List the top three and handle them.
- [ ] **One honest trigger, clearly used?** Specific, provable, true.
- [ ] **Clear ending.** Tell people exactly what to do: message, book, visit.

Want a second pair of eyes? Ask for a free Instagram analysis: wa.me/96890103304