NoOr

QUICK CHECKLIST

Alchemy: Rory Sutherland's case for 'illogical' ideas, turned into content that sells in Muscat

https://noorsocial.com/en/journal/alchemy-sutherland-psycho-logic-content-muscat/

A quick psycho-logic check for your content

- [ ] What does your customer worry about before buying? Make one video that removes that worry.
- [ ] Where is the "ribbon" in your product? Film the detail that shows care.
- [ ] Show the process, the team or the wait, so it feels under control.
- [ ] Add one risk-reducer to your next ad: a guarantee, a sample or a real review.
- [ ] Each month, test one idea that feels slightly illogical, and measure it.

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