NoOr

QUICK CHECKLIST

Everybody Writes: Ann Handley's habits for captions, scripts and Meta ads in Muscat

https://noorsocial.com/en/journal/everybody-writes-handley-content-muscat/

An Everybody Writes routine for your next content week

- [ ] **Write the caption before the shoot.** It forces you to know the point.
- [ ] **Draft ugly, then rewrite** every script at least once with the viewer in mind.
- [ ] **Run the "so what?" check** on each line: does the reader gain anything?
- [ ] **Cut 20%.** Most first drafts survive the cut and get stronger.
- [ ] **Write AR and EN natively,** each from its own reader's side.
- [ ] **Keep a swipe file** of customer phrases from WhatsApp and comments, and use their words in hooks and ads.
- [ ] **Practise daily.** One caption, one hook, one headline. Habit beats talent.

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