NoOr

QUICK CHECKLIST

Hey Whipple, Squeeze This: Luke Sullivan's rules for ads people don't skip in Muscat

https://noorsocial.com/en/journal/hey-whipple-sullivan-content-muscat/

A Whipple-proof checklist for your next shoot

- [ ] **Write twenty hooks.** Keep three.
- [ ] **Find one true, specific product fact.** Build the piece on it.
- [ ] **Run the logo-swap test.** If a competitor could post it, rewrite it.
- [ ] **Hunt clichés** in the script, the shot list and the music.
- [ ] **Make it work on mute.** Then add sound as a bonus.
- [ ] **Sell after you have earned it.** Put the offer once, clearly, at the end.

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