NoOr

QUICK CHECKLIST

It's Not How Good You Are, It's How Good You Want to Be: Paul Arden's rules for bolder brand content in Muscat

https://noorsocial.com/en/journal/its-not-how-good-arden-content-muscat/

Quick checklist

- [ ] Ambition beats talent: decide how good you want your content to be, then aim above your current level.
- [ ] Ask for criticism, not praise; 'what is wrong with this?' improves a Reel faster than 'do you like it?'.
- [ ] Give your best ideas away in your content; generosity builds trust and more ideas follow.
- [ ] Show rough ideas early: a quick sketch or test clip invites feedback before money is spent.
- [ ] When you are stuck, the rules of your category are often the problem, so try the opposite.

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