NoOr

QUICK CHECKLIST

Start With Why: Simon Sinek's Golden Circle for brand content and Instagram in Muscat

https://noorsocial.com/en/journal/start-with-why-sinek-content-muscat/

A quick Golden Circle checklist for your next shoot

- [ ] **Write your why** in one sentence, as a belief, not a product description.
- [ ] **Open with the belief**: the first seconds of the video should show what you stand for, not the price list.
- [ ] **Show the how on camera**: your process, your standards, your people at work.
- [ ] **Present the what last**: the product or service as proof of the belief.
- [ ] **Run the filter**: before posting, ask whether this piece proves your why. If not, cut it.
- [ ] **Target the believers**: in Meta ads, start with the audience most likely to share your values, then widen.

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