NoOr

QUICK CHECKLIST

A Whack on the Side of the Head: Roger von Oech's 10 mental locks, unlocked for brand content in Muscat

https://noorsocial.com/en/journal/whack-side-of-head-von-oech-creativity-muscat/

A weekly "whack" routine for your content

- [ ] **Monday:** list the rules of your category and pick one to break this week.
- [ ] **Tuesday:** write five hooks for each post; go with the second or third, not the first.
- [ ] **Wednesday:** a ten-minute "worst idea" warm-up before planning.
- [ ] **Thursday:** shoot one safe version and one experimental version.
- [ ] **Weekend:** compare results, keep what worked, note what you learned from what did not.

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