NoOr

QUICK CHECKLIST

Youtility: Jay Baer's useful-content playbook for Instagram and Meta ads in Muscat

https://noorsocial.com/en/journal/youtility-baer-content-muscat/

A Youtility checklist for your next content batch

- [ ] **List ten real customer questions** from WhatsApp and the floor. Rank by how often they appear.
- [ ] **Pick three** you can answer on camera this week without inventing facts.
- [ ] **Open with the problem**, not the logo. Usefulness is felt in the first seconds.
- [ ] **Give the full answer.** Partial tips that force a DM for the rest feel like bait, not utility.
- [ ] **Design for saves and shares.** If nobody would bookmark it, it may still be pretty — it is probably not Youtility.
- [ ] **Promote the useful piece in Meta** with the same helpful framing; let the offer ride along as a natural next step.
- [ ] **Track usefulness:** saves, shares, returning profile visits, and “this answered me” replies — then connect those to leads.

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