SEQUENCING TOOL

Your opener should make the next image necessary.

Use this before publishing a carousel. The scorecard checks whether the first image simply looks good or actually starts the visual sequence.

01	**Entry**	Can viewers enter fast?
02	**Question**	Does it create curiosity?
03	**Direction**	Where can the set go?
04	**Rhythm**	Does it leave room?
05	**Need**	Is slide two necessary?

Quick reminder

The opener is a door, not a trophy.

Final check

A good first image makes the second image feel earned.