

# caption templates

Your content should help your audience get to know you, establish yourself as an expert, and start conversations.  
Here's some captions to get you started!

## SALES / PROMOTIONS

Pop Quiz: How much time do you spend mindlessly scrolling on social media?

- A) No mindless scrolling here! I'm productive on social.
- B) Considering I don't know how I ended up on this post, I guess a lot.
- C) Wait...there's another way?

If you answered B or C, no judgement! Sometimes we need to scroll mindlessly while watching \_\_\_\_\_ [insert a show you love], but as business owners we need to be intentional with our time.

But when we don't have a strategy, social media can feel like a complete time suck.

Tell me if this sounds like you...

You spend hours trying to create content that converts.

And just when you think you have a plan you find yourself \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ [list 3 pain points here.]

To the point that \_\_\_\_\_ [their desire] seems unattainable.

But imagine this...[list out 3 benefits of working with you].

Sound too good to be true? I promise it isn't.

My \_\_\_\_\_ [name of package] was made with you in mind.

No more confusion. No more frustration. And no more wasted hours.

Want to learn more? Send me a DM!

Has social media become a time suck for you? What steps have you taken to be more productive on social?

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## EDUCATE / TIP

Don't post to \_\_\_\_\_ [platform you specialize in] until you've read THIS

One of the first things my clients tell me is how much they struggle with \_\_\_\_\_ [ideal client pain point].

So I've got a special treat just for you today!

Here are 3 ways to improve your \_\_\_\_\_ [name of platform] strategy today:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

BONUS TIP: You can hire an expert to handle it for you! PSST...that's where I come in to save the day. [Insert CTA for them to work with you].

And now it's time for you to get to work so you can stop spinning and start posting.

Which one of the tips above will you put into action today?!

## PERSONAL / BEHIND THE SCENES

Today's workspace is brought to you by [what's on your desk/workspace. Ex: A good playlist & strong coffee].

And hi! If you're new here, my name is \_\_\_\_\_ and I love \_\_\_\_\_, \_\_\_\_\_, & \_\_\_\_\_ [insert 3 things you love that aren't related to business].

I'm also crazy passionate about helping business owners shine on social media, and I have a lot of fun doing it.

It's my mission to grow a successful business without having to be in hustle mode 24/7...and I want the same for you!

If you're looking to put your social media in the hands of someone you can trust, tap "Book" in my Bio and let's hop on a quick call to discuss your goals to see if we could be a good fit.

So that's a little bit about me! And now it's time to tap into my creative zone and get to work!

Tell me! What's on your desk today? And what are you working on this week? Let me know how I can cheer you on!