



# 30 Days of Captions

*Ideas, templates, and a little push to help you get your caption started*

## Day 1:

- **Prompt:** Re-Introduce/Introduce yourself to your audience so that new followers get to know you!
- **Caption Template:** I see some new faces out there, so let me give myself a proper introduction! 👀 [SHARE WHO YOU ARE AND WHAT YOU DO]. And because it's all about me around here (jokes!), I figured why not share a fun fact? [SHARE A FUN FACT ABOUT YOURSELF]. Alright, alright ... enough about me. Tell me something about you below! 👉
- **Caption Example:** I see some new faces out there, so let me give myself a proper introduction! 👀

Hello, hi there! I'm Kelly and I am the head honcho around here (lolz). I started my company 3 years ago, and it has steadily grown over the years into what you see today! It's been a long, exhausting, but insanely fun journey and I can't wait to take you along for the ride. And because it's all about me around here (jokes!), I figured why not share a fun fact? I still have my recorder from school and can still play Hot Cross Buns with ease. I know, don't be jealous. 😜 Alright, alright ... enough about me. Tell me something about you below! 👉

## Day 2:

- **Prompt:** Use the #TuesdayTip hashtag to give your audience a tip of the day (also, capitalize your hashtag words to boost accessibility!)
- **Caption Template:** Ready to start your Tuesday off on the right foot? My #TuesdayTip for you is [SHARE A TIP FOR THE DAY]. Tell me, what is your go-to way to reset in the middle of the day?
- **Caption Example:** Ready to start your Tuesday off on the right foot? My #TuesdayTip for you is to block off 15 minutes in the middle of your workday — right now — to get outside and enjoy the fresh air. Rain or shine. Whether you go for a brief walk or just sit outside, you will be amazed at the effect it can have on your mood. Tell me, what is your go-to way to reset in the middle of the day?



### Day 3:

- **Prompt:** We all have the travel bug after the past two years (ugh, can you believe it's been that long?!) Share where you are traveling to if you are able, or where you want to go.
- **Caption Template:** One of the biggest things I've missed over the past two years? Traveling. I don't know about you, but scrolling through my old travel photos has made me desperate to get back on a plane. [SHARE WHERE YOU ARE TAKING A VACATION TO OR WHERE YOU WANT TO GO]. What about you — where are you going or daydreaming of going? 💬
- **Caption Example:** One of the biggest things I've missed over the past two years? Traveling. I don't know about you, but scrolling through my old travel photos has made me desperate to get back on a plane. With all of the amazing deals that are currently happening (legit the only thing that's been good about the past two years??), I immediately booked a trip to Paris because c'est la vie? I can't wait to eat all the croissants I can get my hands on and wear a beret in the most touristy way possible. 🧑🏻✈️

What about you — where are you going... or daydreaming of going?

### Day 4:

- **Prompt:** Share what a typical day in your life looks like for you. Tip: this is an easy way to utilize Instagram Stories throughout the day!
- **Caption Template:** Anyone else really love getting a sneak peek into someone's day-to-day lives? Or, is it just me? 🤔

Today, I've decided to take you with me for the day and show you what I get up to today ... I promise it's more exciting than it sounds! Head over to my IG Story to follow me around for a bit. I've got some exciting things on the agenda ... [SHARE WHAT YOU HAVE PLANNED FOR THE DAY]

Share your favorite emoji below if you are going to be hanging with me on Stories!

- **Caption Example:** Anyone else really love getting a sneak peek into someone's day-to-day lives? Or, is it just me? 🤔

Today, I've decided to take you with me for the day and show you what I get up to today ... I promise it's more exciting than it sounds! Head over to my IG Story to follow me around for a bit. I've got some exciting things on the agenda...



[Emoji] I'm headed to meet a friend for brunch this morning (bottomless mimosas ... could be a bit dangerous)

[Emoji] Do returns and try not to spend too much \$\$\$ at the new Reformation store that opened

[Emoji] Get ready for dinner and drinks with the girls

I wonder what else I will get into along the way...

Share your favorite emoji below if you are going to be hanging with me today!

## Day 5:

- **Prompt:** Share with your followers what led you to do what you do.
- **Caption Template:** Double-tap if you are wondering if you will ever get to where you want to be in business. Don't worry, you are not alone! The journey to get to where I am today was long and winding, but I wouldn't trade it for anything! [SHARE ONE THING THAT LED YOU TO WHERE YOU ARE TODAY TO BE DOING WHAT YOU DO]. Don't give up!
- **Caption Example:** Double-tap if you are wondering if you will ever get to where you want to be in business.

Don't worry, you are not alone! The journey to get to where I am today was long and winding, but I wouldn't trade it for anything! My last job as an executive assistant for the CEO of a large corporation gave me the grit and organizational skills that I never would have had otherwise. Don't give up!

## Day 6:

- **Prompt:** Share your slow Sunday morning and how you prepare for the business week ahead.
- **Caption Template:** Easy like Sunday morning... [INSERT WHAT YOUR SLOW SUNDAY MORNING IS LIKE OR HOW YOU PREP FOR WEEK] Does anyone else know what I'm talking about? What's something you love doing to prep for the week ahead?
- **Caption Example:** Easy like Sunday morning... Today, I will be here on the couch, reading a book, drinking coffee, and not moving an inch. It's been a LONG week and sometimes you just need to curl up on the couch and take it nice and easy. This gets me ready for all my calls and projects during the week—and it's much-needed downtime. Does anyone else know what I'm talking about? What's



something you love doing to prep for the week ahead?

## Day 7:

- **Prompt:** Ask your audience who has inspired them the most in their life.
- **Caption Template:** One of my favorite questions to ask new friends is, “Who inspires you?” For me, it’s [INSERT INSPIRATIONAL PERSON AND WHY THEY INSPIRE YOU HERE]. Who is that person to you?
- **Caption Example:** One of my favorite questions to ask new friends is, “Who inspires you?” I know, I’m always the weirdo at the party.

For me, it is my mom because she is so hardworking and goes above and beyond for my brother and me growing up and now. Honestly, we don’t give our parents enough credit when we grow up (I definitely didn’t). What about you? Who inspires you?

## Day 8:

- **Prompt:** Share with your followers what led you to do what you do.
- **Caption Template:** Double-tap if you are wondering if you will ever get to where you want to be in business. Don’t worry, you are not alone! The journey to get to where I am today was long and winding, but I wouldn’t trade it for anything! [SHARE ONE THING THAT LED YOU TO WHERE YOU ARE TODAY TO BE DOING WHAT YOU DO].
- **Caption Example:** Double-tap if you are wondering if you will ever get to where you want to be in business. Don’t worry, you are not alone! The journey to get to where I am today was long and winding, but I wouldn’t trade it for anything! My last job as an executive assistant for the CEO of a large corporation gave me the grit and organizational skills that I never would have had otherwise. I also learned the value of organization and how to manage someone else’s work styles.

## Day 9:

- **Prompt:** Share a way you take care of yourself daily.
- **Caption Template:** Another day ... another million items on the to-do list. It seems like every day the list gets longer and longer, and I have a slight ✨ panic ✨ until I step away from the list and [INSERT SELF CARE ITEM HERE]. How do you practice self-care?



- **Caption Example:** Another day ... another million items on the to-do list. It seems like every day the list gets longer and longer, and I have a slight ✨ panic ✨ until I step away from the list and go for a long walk through my neighborhood.

For some reason, I always feel instantly better when I get fresh air, put a podcast in (yes, it is a true-crime one, thanks for asking!), and take a moment to myself. It helps me get my head back on straight and to be able to come back to my list and start crossing things off again.

What about you? How do you practice self-care?

## Day 10:

- **Prompt:** Share the best advice you have gotten from your parents or a mentor.
- **Caption Template:** It's funny how, when we are younger, the things our parents tell us seem "stupid" or too obvious — until we grow up. The number of times I have rolled my eyes at something my mom has said... woof. But one of the best pieces of advice she gave me was [SHARE THE BEST ADVICE FROM YOUR PARENTS/MENTOR]. What's the one thing your [PARENTS/MENTOR] told you??
- **Caption Example:** It's funny how, when we are younger, the things our parents tell us seem "stupid" or too obvious — until we grow up. The number of times I have rolled my eyes at something my mom has said ... woof. But one of the best pieces of advice she gave me was to trust my gut because your body is always on high alert for things you might not actively notice. See? Sounds silly but anytime I have ever been in a situation, and my gut is telling me something, I always trust it. And guess what? It's never let me down. Well, not that I know of anyway... 😂

What about you? What's the one thing your parents told you??

## Day 11:

- **Prompt:** Share a BTS video of your day-to-day life, your biz, a photoshoot, etc.
- **Caption Template:** 🤩 Oh, what's this? Just a behind-the-scenes look at my [DESCRIBE WHAT THE BTS LOOK IS]. Is this how you thought it would be or were you expecting something a bit more glamorous? 🤨 [SHARE A FACT ABOUT YOUR PRODUCT/SERVICE YOUR AUDIENCE MAY NOT KNOW]. Head over to the link in my bio to [SHARE HOW THEY CAN PURCHASE YOUR PRODUCT/SERVICE/OFFER].
- **Caption Example:** 🤩 Oh, what's this? Just a behind-the-scenes look at the latest project I've been working on because I can finally talk about it now! I've been working with some friends and we're officially launching our very own journal. Scroll through to see all the fun shots we took throughout the day and all the



teamwork it takes to create something like this! Is this how you thought it would be or were you expecting something a bit more glamorous? 😊 hehe! Did you know that it takes an absolute VILLAGE to get something like this off the ground?! But! Lucky for you all—head over to the link in my bio to pre-order the journal for yourself!

## Day 12:

- **Prompt:** Share something you are proud of yourself for doing or achieving.
- **Caption Template:** It's so easy to keep on truckin' and forget to celebrate when you accomplish something — no matter how big or small it may be! [SHARE SOMETHING YOU ARE PROUD OF YOURSELF FOR]. Comment below with one thing you are proud of yourself for!
- **Caption Example:** It's so easy to keep on truckin' and forget to celebrate when you accomplish something — no matter how big or small it may be! I made a goal to start drinking at least half a gallon of water a day and I am going on 2 months strong! It may seem small, but it has really improved how I feel day today. Comment below with one thing you are proud of yourself for.

## Day 13:

- **Prompt:** Ask a "this or that" question – this is an easy way to poll your audience, get feedback, and get more engagement. Pro-tip: use the poll feature on Instagram stories to do quick surveys!
- **Caption Template:** Soooooo I need some help, and what better place to ask for help than from you all! Strangers on the internet! I need help deciding between [INSERT TWO THINGS YOU'RE DECIDING BETWEEN]. Scroll through and let me know which one you prefer!
- **Caption Example:** Soooooo I need some help, and what better place to ask for help than from you all! Strangers on the internet! I need help deciding which color to paint the wall in my bedroom. I'm stuck between Sea Shell or Dusty Midnight and I'm getting to the point where I won't do it at all because the decision is too difficult 😊. Scroll through and let me know which one you prefer!

## Day 14:

- **Prompt:** Share a photo of your pets with your audience and ask them to share! If you don't have a pet, then share what you would have if you did have a pet.
- **Caption Template:** Where are my animal lovers out there?? Here is a photo of [SHARE YOUR PET PHOTO AND A LITTLE ABOUT THEM]. Your turn! I want to see your furry friends!



- **Caption Example:** Calling all my animal lovers out there (is there anyone who isn't?! My cat Lucy was looking extra sassy today, so I felt that it was time for her to make her Instagram debut. Look at those paws! Full. Sass. When I say she's the princess of the household, I definitely mean it. She won't even drink out of her water bowl until she sees you refilling it with fresh water every single day. 😊 And I wouldn't have her any other way.

Your turn! I want to see your furry friends! Tag me in the photos or DM me your animals!

## Day 15:

- **Prompt:** Promote a small business you want to share with your audience.
- **Caption Template:** Each and every year, I try to make it a point to shop small more and more. Especially with everything over the past year, it's so important for us to support our favorite, local, small businesses! And the other important thing to do? Share our favorite small businesses! 🎉 I'll begin, shall I? [SHARE ONE OF YOUR FAVORITE SMALL BUSINESS & WHY YOU LOVE IT]. Let's show our fave small business owners some love and support. Comment below with a favorite small business you love — and be sure to tag them!
- **Caption Example:** Each and every year, I try to make it a point to shop small more and more. Especially with everything over the past year, it's so important for us to support our favorite, local, small businesses! And the other important thing to do? Share our favorite small businesses! 🎉 I'll begin, shall I?

If you know me, you know that I love a good mug. You will forever be my favorite person if you buy me a fun coffee mug. And my favorite small biz @craftboner makes some of the best mugs EVER. Let's show our fellow small business owners some love and support. Comment below with a favorite small business you love — and be sure to tag them!

## Day 16:

- **Prompt:** Ask your audience how they deal with negative feedback or comments from others. Share how you deal with negativity in business.
- **Caption Template:** Haters gonna hate, hate, hate, hate ... or whatever T Swift says. Of course, singing about it doesn't make dealing with them any easier! [SHARE HOW YOU HANDLE NEGATIVITY]. How do YOU handle the haters?? Comment below!
- **Caption Example:** Haters gonna hate, hate, hate, hate ... or whatever T Swift says. Of course, singing about it doesn't make dealing with them any easier (but that is



an idea...). I get DMs every once in a while from people just complaining about a broken link or genuinely just not liking me and feeling the need to tell me! It can be so draining to see these come through my inbox and responding to them usually doesn't bring any good either. So, I just delete messages, occasionally respond to certain feedback, and learn to move on! How do YOU handle the haters?? Comment below!

## Day 17:

- **Prompt:** Did you know there is a National holiday every. single. Day? Figure out what National Holiday it is and share something fun about it today!
- **Caption Template:** Okay, we can ALL participate in this fun EMOJI day today! And if you don't use emojis ... who even are you? 🙄 I'm curious, what's your favorite emoji to use? These are definitely in my top 5 at all times: [SHARE YOUR FAVORITE OR MOST COMMONLY USED EMOJI]. What about you?! Share below!  
#NationalEmojiDay
- **Caption Example:** Okay, we can ALL participate in this fun EMOJI day today! And if you don't use emojis ... who even are you? 🙄 I'm curious, what's your favorite emoji to use? These are definitely in my top 5 at all times: 😊 😐 🙄 😞 🎉

What is your favorite emoji or the one you use the most often?! Share below!  
#NationalEmojiDay

## Day 18:

- **Prompt:** Share a quick reminder that you need to give yourself today
- **Caption Example:** Sometimes we all just need to remind ourselves that [SHARE WHAT YOU NEED TO REMIND YOURSELF OF TODAY]. [WHY YOU NEED THIS REMINDER] What do you need to take a step back and remind yourself of today?
- **Caption Template:** Sometimes we all just need to remind ourselves that there will always be "more" things that we could do or should do to be more successful, be a better friend, be a better sibling, be a better this or that. However, the older I get, the more I realize that sometimes we just need to take a step back and evaluate if we actually need to be better at those things or if we're actually doing pretty well and just being hard on ourselves. Spoiler alert: It's usually the latter! It's important to stop and remind yourself of these things though, especially when you're going into an emotional spiral. What do you need to take a step back and remind yourself of today?





## Day 19:

- **Prompt:** Share a summary of your latest blog post/podcast episode/email newsletter you have published/sent out.
- **Caption Template:** Have you [READ/LISTENED TO] to my latest [PODCAST EPISODE/BLOG/EMAIL/ETC.] all about [SHARE WHAT IT IS ABOUT]?? If not, I've got you! This past week on [THE BLOG/PODCAST AND SHARE A FEW TIDBITS/TIPS/HIGHLIGHTS]. For the full [EPISODE/POST/ETC], click the link in my bio!
- **Caption Example:** Have you checked out my latest blog post? I know, I know, it's been a while since I've updated you all on my life, but I thought I'd do a quick update of everything that's been happening in my world recently—like my new apartment updates (duh!). Check out all the photos and all the updates by clicking the link in my bio! You're welcome in advance.

## Day 20:

- **Prompt:** Everyone is on the hunt for the best [insert recommendation]. Ask your audience for their favorite recs for something you are looking for.
- **Caption Template:** Alright, besties! I am on the hunt for [INSERT WHAT YOU ARE LOOKING FOR]. I want to upgrade my [PRODUCT] and need your help with some new options! What is your favorite?!
- **Caption Example:** Okay, besties! It's officially time—I need new glasses (\*cries\* and I need some help finding the best brands. Besides Warby Parker, what are some great, stylish frames that aren't going to make me cry when I hand over my credit card? Tag them below! 🙌

## Day 21:

- **Prompt:** It's #humpday. You've made it to Wednesday, halfway through the week! Share what you are looking forward to this weekend and ask your followers what they have planned.
- **Caption Template:** It's #humpday. You've made it to Wednesday, halfway through the week and, if you're like me, you're looking forward to the weekend! [SHARE WHAT YOU ARE LOOKING FORWARD TO THIS WEEKEND]. Do you have anything fun planned for the weekend or are you going to be one with the couch?
- **Caption Example:** It's #humpday. You've made it to Wednesday, halfway through the week and, if you're like me, you're looking forward to the weekend! 🎉

I'm headed out of town with some friends to a winery that's recently opened. Fall weather, wine, and your best friends? What else is better?



What do you have planned? It's SO nice to be able to make plans again, am I right??

## Day 22:

- **Prompt:** Share one or two things that you just cannot go a day without and why!
- **Caption Template:** There are so many things we take for granted day after day, but there are two things that I just cannot go a day without. If you've followed me for a while, you probably already have a pretty good idea what they are ... [SHARE ONE OR TWO THINGS]. What are your daily must-haves?
- **Caption Example:** There are so many things we take for granted day after day, but there are two things that I just cannot go a day without. If you've followed me for a while, you probably already have a pretty good idea what they are: Coffee (honestly, put a coffee IV drip into my arm at this point) and at least one notebook to write out all my daily to-dos. Yes, I know, I'm probably one of the only people that still writes down their to-dos for the day, but there's just something so satisfying about crossing off something on your list with a pen. You know what I mean? Enough about me though. What about you? What are your daily must-haves?

## Day 23:

- **Prompt:** Everyone runs into challenges small and large, but you would never know it from their highlight reels! Share a previous challenge and how you overcame it or what you learned from it.
- **Caption Template:** What's been the biggest challenge you've faced this year so far? [SHARE A CHALLENGE FROM THIS YEAR]. [HINT SOMETHING COMING UP THAT YOU'RE LOOKING FORWARD TO].
- **Caption Example:** What's been the biggest challenge you've faced this year so far? For me, it's been trying to balance work and my personal life. Honestly, why is it so hard and why do I feel \*so\* guilty when I decide to prioritize my friendship overwork sometimes?! I'm slowly working on being better about it, but it's definitely a work in progress. But! I do have something fun planned with the girls coming up soon that I cannot wait for. What is something you're looking forward to soon?

## Day 24:

- **Prompt:** Share how you have been enjoying the weather so far this month. I know it sounds silly, but weather chat is good chat.
- **Caption Template:** One of my favorite ways to spend downtime in the summer (at least, it's summer here where I'm from—is it summer where you are?) is [SHARE



YOUR FAV WAY TO ENJOY SUMMER OR SOMETHING NEW YOU HAVE DONE]. I know this summer has been a lot more enjoyable than last summer, since we can be more out and about, and I'm thankful for it. What is your favorite summertime activity or something new you have loved?

- **Caption Example:** One of my favorite ways to spend downtime in the summer (at least, it's summer here in the Northern Hemisphere!) is out on the river on our kayaks! I know this summer has been a lot more enjoyable than last summer, since we can be more out and about, and I'm thankful for it. What is your favorite summertime activity or something new you have loved doing?

## Day 25:

- **Prompt:** Instagram is the perfect place to support fellow entrepreneurs and business owners. Share some of your fav accounts to follow and why you love them. Tag them too!
- **Caption Template:** I want to take a minute and shout out some of the amazing folks I love to follow on this app. Here are some of my favorite accounts to follow and why I love them! [SHARE 2-4 ACCOUNTS YOU LOVE TO FOLLOW AND WHY].

If you are looking for inspirational accounts to follow and see in your feed, be sure to give them a follow. And be sure to share your favorite accounts in the comments below! #womensupportingwomen

- **Caption Example:** I want to take a minute and shout out some of the amazing folks I love to follow on this app. Here are some of my favorite accounts to follow and why I love them!

@wellwomanco: Get your 6 Steps to a Miracle Morning Guide in Brooke's bio!

@paleomg: Can't get enough of Juli's Power Programs and incredible recipes!

If you are looking for inspirational accounts to follow and see in your feed, be sure to give them a follow. And be sure to share your favorite accounts in the comments below! #womensupportingwomen

## Day 26:

- **Prompt:** It's the last week of the month! How are you setting yourself up for success to finish your goals?
- **Caption Template:** Honestly, how in the world is it the last week of the month already?! I legit sound like an old lady but, "where did the time go?" I'm currently working on my to-do list for the rest of the month, and I'm curious what you're



determined to finish to wrap up this month? [SHARE WHAT YOU ARE GOING TO FINISH/GOAL/ETC]

- **Caption Example:** Honestly, how in the world is it the last week of the month already?! I legit sound like an old lady but, “where did the time go?” I’m currently working on my to-do list for the rest of the month, and I’m curious what you’re determined to finish to wrap up this month? I am determined to get the room I told myself I’d finish painting at the beginning of the month finally painted (no more procrastinating!) and will finally, FINALLY, start the planning process for my upcoming event. Yes, details will be following soon... don’t you worry!

## Day 27:

- **Prompt:** Tell your followers what your dream job was growing up and how that applies (or doesn’t apply) to what you do now!
- **Caption Template:** Remember when you were in elementary school and teachers would ask you what you wanted to be when you grew up? [SHARE WHAT YOU THOUGHT YOU WOULD DO WHEN YOU GREW UP & THEN HOW THAT APPLIES/DOESN’T APPLY TO YOUR JOB NOW!]. Tell me, what did you dream of doing when you were little?? Did your dream come true?
- **Caption Example:** Remember when you were in elementary school and teachers would ask you what you wanted to be when you grew up? When I was in 2nd grade, I was obsessed with hair and would pretend to be a hairstylist. I even decided to cut my sister’s hair one time for real. Let’s just say my mom was FURIOUS... Even though I am not currently a hairstylist, I do still love hair and trying out all kinds of new styles and colors. I think it helps me with my branding, too, because it’s all about personality. Tell me, what did you dream of doing when you were little?? Did your dream come true?

## Day 28:

- **Prompt:** Be Real! What are some things you’ve struggled with this year?
- **Caption Template:** While the photo might look like everything is great, and most of the time it is, but I’m here to remind you that not everything on social media is as it appears. [SHARE SOMETHING YOU ARE OKAY WITH SHARING AND HOW IT MADE YOU FEEL]. I hope this helps you remember that Instagram is a highlight of our lives and isn’t reality. ❤️
- **Caption Example:** While the photo might look like everything is great, and most of the time it is, but I’m here to remind you that not everything on social media is as it appears. There’s been a lot of ups and downs this past year—from moving into my dream apartment to going through one of the hardest breakups of my life. Life truly



is all about the ups and downs and I can tell you ... there have been a lot of tears shed. A lot.

I hope this helps you remember that Instagram is a highlight of our lives and isn't always reality. ❤️

## Day 29:

- **Prompt:** It's time for a good ol' #TBT. Share pictures of when you first started out vs now.
- **Caption Template:** I think it's time we bring back the traditional #TBT... Want to see something funny? [SHARE WHAT THE FIRST PIC IS OF]. And swipe to see [SHARE WHAT THE SECOND PHOTO IS OF]. Talk about a glow-up, amirite?! OK, now it's your turn. Tag me in your #TBT post!
- **Caption Example:** I think it's time we bring back the classic #TBT. Want to see something funny? This was my FIRST post. Ever. Instagram had just become a thing, and of course, I had to jump on the bandwagon by sharing a photo of ... my shoe? I mean, some things really don't change. But talk about a major glow-up, amirite? From Instagram's Nashville filter to my own downloadable presets.

Now it's your turn! Tag me in your #TBT post!

## Day 30:

- **Prompt:** Describe how you work best and ask your followers when they're most productive
- **Caption Template:** As someone who [TALK ABOUT THE ENVIRONMENT IN WHICH YOU WORK AND WHAT'S THE BEST WAY FOR YOU TO BE PRODUCTIVE]. What about you? What type of environment are you most productive in?
- **Caption Example:** As someone who hasn't worked a traditional 9-5 in a long time, having flexible working hours is a \*must\* for me. And speaking with friends over the past few months, it's wild how different the environment we all need in which to work. Some of us need complete silence (hi, hello, it's me). Some of us need to bounce ideas off each other. Some of us need music. Some of us need to be back in the office from 9-5. I'm curious ... what type of environment are you most productive in?



## Extra Prompts for Biz/Brand Owners

- **Prompt:** Share a review or testimony from a client/customer who has benefitted from your products/services.
- **Caption Template:** I love what I do, and it's so exciting when my clients love what I do, too. I want to take a moment to share one of my customer's experiences [SHARE PRODUCT/SERVICE THEY PURCHASED] and how it helped her [SHARE HOW IT BENEFITED HER]. Why not you?? Head over to my bio to get started today!
- **Caption Example:** I love what I do, and it's so exciting when my clients love what I do, too. I want to take a moment to share one of my customer's experiences with my custom site design package that helped her revamp her website without breaking the bank — or spending hours and hours trying to learn how to code herself.

Why not you?? Head over to my bio to get started today!

- **Prompt:** Use your most read blog or listened to podcast to repurpose into an impactful post!
- **Caption Template:** Are you looking to [SHARE A PROBLEM YOU CAN HELP SOLVE WITH 2-5 QUICK TIPS PULLED FROM YOUR BLOG/PODCAST/NEWSLETTER]. Ready to dive deeper?! [SHARE WHERE THEY CAN FIND THE FULL EPISODE OR POST].
- **Caption Example:** Are you looking for help with organizing your offers on your website? Here are a few easy tips to start!
  1. Showcase what you love first.
  2. Use comparison charts.
  3. User-friendly copy.

Ready to dive deeper?! Check out the full blog post linked in my bio!

### Brand and Business Prompts

- Share something you're excited about for the month ahead
- Share some of the best advice you've ever received.
- Ask your followers to save the post for later by giving them some tips about your biz.
- Share a TBT about your biz and how you got started  
Highlight one of your employees and introduce them to your audience



- Correct a common misconception that relates to the biz
- Share a quote that inspires you and why you love it so much  
Talk about new things you appreciate if your days have slowed down a bit  
Share some advice you learned from your industry a long time ago that you still use today.
- Explain what makes you and your biz different from others and why customers should come to you!
- Host a Q+A with your followers  
Be real! What are some things you struggled with this year?
- Ask a “this or that” question – this is an easy way to poll your audience, get feedback, and get more engagement. Pro-tip: use the poll feature on Instagram stories to do quick surveys!
- Share an app that you use often that makes you more efficient  
Share a moment from the past month that you loved