

How to Captions

→ Elocin Marketing Quick Guide
on writing captions that work!





Caption Formula: 6 easy steps

**Let's have fun writing captions
to jump start your business!**

Follow these easy steps to have fun and make
your brand stand out, grow engagement and
followers and most importantly – earn revenue.

Let's Start!

First 3 steps



Headline: Write a **captivating** headline



Write a **captivating headline** to start your caption. This is key as only the first 1-2 lines shows as preview text in your follower's feed.

Setup: Next is **Context.**



Next is **context**. What do you want your followers to know right away? Think of a hook, make them want to know more.

Share: Get to the **Value** of your post.



Now, get into the **value** you're offering. Examples can be: Inspiration (describe the life your followers aspire to have or need) Tips or information, or Entertain (Share an interesting story).

Next Steps: Closing your post

Connection: Why
should they care? →

Think of this as the “The Why”. Why should your follower care? What’s in it for them? Phases to use in this step: “That’s why...”, “I want to share this so that...” or “What this means for you...”

Call to Action: One
action for them to take. →

What do you want them to do next? Give them ONE action to take from your post. Example Call to Action: “Head to the link in my bio..”, “Share this post if..”, “Comment below with..”, “Save this post...”

Always Remember to
include your **hashtags** →

Add your **location** to your post to get seen by more people. Most important, post your hashtags either at the end of your post or as the first comment (within the first minute of publishing).

Caption Starters



How it works

The next few pages includes caption **starters**. Use the next pages to start writing your posts. Anything within brackets can be changed to bring out your brand / persona. Anything that says [YOUR NICHE], should be replaced with your brand industry or brand name.

Caption Starters



Gaining Visibility

- CALLING ALL BOOKWORMS. I just finished reading [BOOK NAME] and here are 3 key takeaways I got from it: [SHARE 3 LEARNINGS] What this means for you is [SHARE]. Tell me in a comment: what's one book I should add to my reading list?
- SHOUT-OUT TO THE CLIENTS WHO KEEP GOING EVEN WHEN PLANS CHANGE. I want to share the story of my client [@NAME] who has achieved [RESULTS] despite facing challenges like [SHARE]. I share [@NAME]'s story with you because I want you to know that [SHARE WHAT'S POSSIBLE]. Send me a DM if you can relate or are going through something similar – I'd love to chat.
- THE BEST I EVER HAD. Today I want to tell you about the best coaching experience I ever had as a client [SHARE a short story, tagging the @NAME of your coach]. Who's a coach that you admire or loved working with? Tag them in a comment below!
- MY EARBUDS HAVE BEEN BUSY. Lately I've been binge-listening to a podcast hosted by [@NAME]. So far, I've learned 3 key things from [@NAME]: [SHARE 3 TAKEAWAYS]. Tell me in a comment below... who is someone you've learned from recently?
- COMMUNITY OVER COMPETITION. I'm a coach and yep, I have friends who are coaches too. I'm not worried about sharing how wonderful they are – because we all bring different gifts to the table. Take [@NAME] for example, who's fantastic at [SHARE]. Or [@NAME] who's a great at [SHARE]. Please head to their profiles and show them a little love too :)

Caption Starters



Driving Engagement

- A COACH IS NOT IMMUNE TO FAILURE, REJECTION OR HEARTACHE. In fact, I'd argue that many people become coaches *because* of the adversities they've overcome. Today, I want to share a particular time where I was rejected – and I thought the humiliation might ruin my [LIFE / CAREER / RELATIONSHIP / etc.]: [SHARE] From that moment, here's what I learned about myself: [SHARE]. Let me know in a comment below: can you relate to these feelings at all?
- WOO OR NAH? In the coaching world, you might have noticed a lot of interest about "woo" topics – things like [mantras, affirmations, Law of Attraction, etc.] In my coaching, I use the tools [SHARE] to guide my clients where they want to go. I'm curious... do you use any tools like these in your daily life? Let me know in a comment below.
- THE ONE ON JEALOUSY. I remember early on as a coach, I felt super jealous when [SHARE]. I thought something was wrong with me! But then I learned that jealousy is a powerful emotion. It meant that I was seeing an example of what I wanted. What a realization! Now, whenever I'm feeling a little jelly, I thank that person for showing me what's possible. How have you dealt with feelings of jealousy in the past?

Caption Starters



Leads

- 4 EXAMPLES OF CLIENT [TRANSFORMATION]. The best way I can convey how I help my clients is through stories and examples. Here are 4 clients I've worked with, including where they started and where they are today: [SHARE]. Resonate with any of their stories? Want these results for yourself Hit the link in my bio to book a free call with me today!
- THERAPY VS COACHING – WHAT'S THE DIFFERENCE? If you've considered hiring a coach, you might be wondering this very question. Here are 3 ways that coaching is different than therapy [SHARE]. I share this so that when you hire your next coach, you're clear on what the dynamic will be like. Comment below if you're thinking of hiring a [coach]... what are your big hesitations?
- HOLD UP. This is not recycled advice. People hire coaches not for strategy or advice, but for accountability. So here are the 3 ways I keep my clients accountable when we work together [SHARE]. I share this so that you know exactly what your investment is getting you when you hire me as your coach. So let's meet! Head to the link in my bio to book a free call with me.
- THE STRUGGLE IS REAL. As a coach, I keep things private between my clients and I (of course). But lately, I've noticed a few similar themes pop up between my various clients. Here are the top 3 things I see my clients struggling with right now: [SHARE]. Are you working through one of these challenges right now? Send me a private message and let's get you over this hump.

Caption Starters



Sales

- I WON'T HOLD YOUR HAND, BUT I WILL DO THIS! One question I get a lot about my [coaching style] is how much support or access to me do I provide to my clients? And my answer is this: [SHARE]. So no, I won't be holding your hand every step of the way, but the truth is? You won't need me to! You'll be given the tools, accountability and support along the way so that the shifts you make... truly come from you. And that's what has staying power. Ready to work with me as your coach? Send me a DM today and let's chat.
- 3 RANDOM FACTS ABOUT MY [SIGNATURE COACHING PROGRAM]. I created this program because [SHARE]. My first client was someone who [SHARE]. To date, I've helped [#] people achieve [SHARE]. That's why I'm excited to help even more people like you! DM me or head to the link in my bio to see if I'm the right [coach] for you.
- IF MONEY IS TIGHT RIGHT NOW... you have options. If you've been looking at my coaching services and now doesn't feel like the right time, there are 3 (free) ways you can learn from me: [SHARE]. I hope you know there are *options.* Save this post for the next time you need a little direction.
- THIS BELIEF COULD CHANGE YOUR LIFE. Dramatic? Perhaps. But in my most successful clients, I've seen them adopt this one major belief: [SHARE the belief that your successful clients have]. The reason why this shift is so powerful is because [SHARE]. What do you think – are you ready to be my next most successful client? Send me a Direct Message today. Let's chat!

Caption Starters



Visibility

- My brand is in the [YOUR NICHE] world. And while we might not be the oldest industry around, there are a few products that we'd consider classic and timeless. Here 5 products in the [YOUR NICHE] world that we think are as timeless as [Audrey Hepburn] or [Cleopatra]: [SHARE, tagging the @NAMES of the accounts]. Go ahead and check out these amazing fellow products!

Engagement

- NOT ALL PURCHASES BREAK THE BANK. In fact, we've specifically designed our products to be awesome AND under \$50. If you're on a budget or are just looking to get the most bang for your buck (who isn't), take a peek at our top selling products – all under 50 bucks: [SHARE]. Which is your favorite from that list?

Caption Starters



Leads

- My [PRODUCT NAME] has been a hot seller and many of you have asked us to bring in other [colors! So we turn to you – our most trusted fans and customers. Help us decide! What colors do you think we should bring in? Comment below by using [EMOJI] for [COLOR] or [EMOJI] for [COLOR]. We'll follow up and let you know which color is the winner!

Sales

- [SHARE CUSTOMER REVIEW OR TESTIMONIAL] When this review came in through our [DMs / INBOX / MESSAGES], I literally shrieked out loud. And then did an embarrassing happy dance (luckily it was just [THE DOG / THE PLANT / COWORKER] who saw). This message right here is the reason why we do what we do. If you'd like to feel like just [@NAME] above, then get thee over to [URL] or tap the link in our bio to shop our latest [SALE / COLLECTION / RELEASE]. My hope is you'll be sending me messages like this one day!



The best marketing doesn't feel like marketing.

Tom Fishburne

