How to

WRITE A STAND OUT CAPTION!

Not sure what to write when it comes to your captions? I'm letting you in on my caption framework secret to help engage & convert your audience!

Not sure how to go about writing your captions?

I'M GOING TO TAKE YOU THROUGH STEP-BY-STEP ON HOW TO GRAB YOUR AUDIENCES ATTENTION THROUGH YOUR CAPTION!

CREATING A STANDOUT CAPTION FRAMEWORK

ONE *one*

Lead with a hook or stand out headline

TWO *two*

Problem awareness

THREE *three*

Add some story telling

FOUR *four*

The solution & call to action

one

LEAD WITH A HOOK

Make the most of your first sentence to really capture your audiences attention so they feel inclined to read the whole caption from the very first sentence!
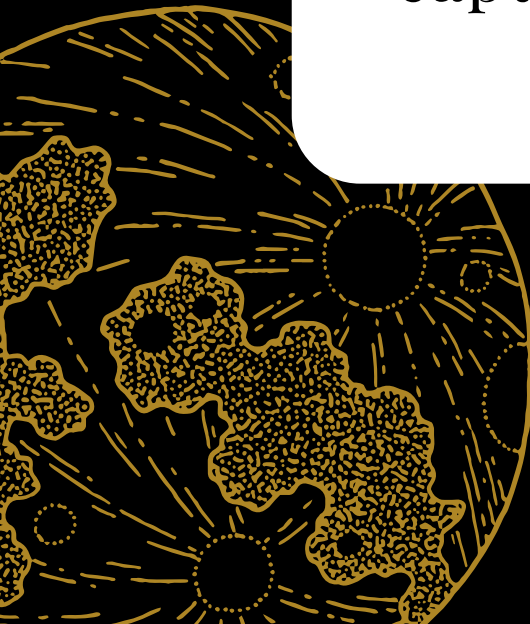
two

PROBLEM AWARENESS

What problem does your product solve for potential customers? Bring up this problem to make them realise issues they may be experiencing

three

STORYTELLING

Tell a story about your product, tap into their interests and add personality to your caption

four

THE SOLUTION

Now you've established a problem your audience may be having it's time to provide the solution ~ your product!

five

CALL-TO-ACTION

Each of your posts should have a purpose & an intention behind them, direct your audience to what you want them to do whether that's to go to your website or comment section!

CALL-TO-ACTION EXAMPLES

- I really regret buying (product) said no one ever, treat yourself to 15% off
- Tag 3 friends who'll love this, we'll DM you a discount!
- If you've never fallen in love at first site, you've never shopped on our website!
- Want (solution e.g glowing skin)? Grab our (product) before it sells out!

ADD EMOJIS & PERSONALITY

Make sure you're not speaking like a robot through your captions and add some personality by writing how you would usually speak & add some fun emojis!

EXAMPLE CAPTION USING THE FRAMEWORK

3 reasons you're suffering from breakouts right now and how to solve it

Feel like giving up when it comes to your skincare? You're not alone! We've definitely had our fair share of breakouts and the frustration never gets easier, that's why we created our acne serum! ✩☆

Imagine having manageable skin that looks and feels amazing, designed to create no more surprise breakouts so you can feel happy and proud of your skin, because let's face it, your skin is here to stay!

Grab yourself & a friend our bottled magic, don't sleep on your skincare, head over to our website for 15% off, ends soon!

NOW IT'S YOUR TURN!

Follow the framework & use the example to refer back to to create your very own stand-out caption!