



## CAPTION STARTERS

Use these ideas to "stop" the scroll and invoke curiosity:

- [statement related to your niche here] Don't just take my word for it. 👍 Here's what the experts say
- You might have some questions - Here are the answers 🤔
- 👁️ FOR YOUR EYES ONLY \*save when you need [insert benefit here]\*
- GIVEAWAY ALERT!! 🤩 Is it your lucky day? 🍀 Tag a friend you would share some luck with...
- Let's make a PLAN: 📅 Here are 10 ways you can [insert topic here].
- 🤔 Still thinking it over? Maybe these 5 TIPS to [X] can help
- 📢 [ANNOUNCING] [big announcement here]
- The first time I tried this, it was an EPIC FAIL. How about you?
- Copy and paste my 📄 [insert your digital product here]. ⌚ They're going in 3...2...1...
- Did you get your INVITE yet? 📧 🤔
- Don't say I didn't warn YOU: 🚫 5 things to avoid when [insert topic here]
- What the perfect \_\_\_\_? Check this out. 📌
- It happens TOMORROW... Can you guess what? 🤔
- The answer: STRONG \_\_\_\_.
- I've got 3 ideas to help you get started with [X]... 📌
- Here's everything you wanted to know about \_\_\_\_ but were too afraid to ask:
- I have good news and bad news... 📰 Which one do you want first?
- DON'T PANIC. 😱 We can fix this [or fix X]. Here's how...
- 💥 HUGE Announcement! A brand new event/product, etc is coming...
- REAL TALK: The truth about \_\_\_\_\_. 💡
- Can you explain THIS to me? [start story...] 🤔
- Don't get fooled: 5 QUESTIONS TO ASK before \_\_\_\_\_. 🤔
- [CHECKLIST] ✅ 10 Things to \_\_\_\_\_. 📌
- Get a head start on \_\_\_\_\_. 📌 Here are X [items] you can COPY and PASTE.
- The \_\_\_\_ GOLD MINE. Make sure you grab a nugget or two!
- 📌 You have my permission to COPY this... 📌
- Would you say this is a bad decision? 🤔
- 💥 10 CRAZY facts about \_\_\_\_\_. 📌
- Since we all can't win the lottery, 🎰 I thought I'd give you \_\_\_\_.
- A QUICK SURVIVAL GUIDE TO [insert topic here]. 📄
- How to \_\_\_\_\_. Save this post. Your future self will thank you for it!
- 📌 It's not enough to \_\_\_\_\_. Find out what your \_\_\_\_ is missing.
- 📢 PSA: There has never been a better time to \_\_\_\_.
- Here's the 30-second \_\_\_\_\_. [insert your own time frame]
- Can you believe it's been a MONTH/YEAR? When I first started my...



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- \_\_\_\_\_ IS NOT 🤖 FOR \_\_\_\_\_. I'll tell you why...
- 5 things you DIDN'T know about me (and probably should) 🤔...
- MY EXACT METHOD TO... \*save this post\* ↓
- 10 STEPS to [insert topic idea here] (and how to \_\_\_\_\_ too!)
- OPEN THIS WHEN YOU \_\_\_\_\_. \*save this post\*
- This is an OPEN LETTER ✉️ for all you who \_\_\_\_\_. 🗣️
- If you're frustrated about [X] lately, I GET IT. Here's what I did...
- How my client made \$\$ 💰 in [timeframe] - Check it out...
- 5 THINGS YOU DON'T 🤖 HAVE TO WAIT FOR (if you want [X])...
- Don't let your \_\_\_\_\_ go cold! ❄️ Here's a good warm-up to [insert benefit here]...
- Double-tap if you get the reference! 💕💕
- 3 RULES I'm BREAKING this month 🤔 (and you should too)...
- 🌟 WEEKLY ROUNDUP! 🗣️ 5 of my absolute FAVORITE \_\_\_\_\_.
- I can't decide if I should do/wear/say \_\_\_\_\_ today or \_\_\_\_\_. What do you think?
- 5 ROCK SOLID 💪 formulas to [insert topic here]...
- I SEE YOU 👁️ [describe a mistake your customers typically make]. STOP and [do this] instead...
- HERE IT IS: the NUMBER 1 question I get ALL the time. ↓ (and an answer you may not have guessed)...
- SSSH... 🤫 I have a secret - don't tell anyone, but save this post...
- Spilling the TEA today. How to \_\_\_\_\_ when you \_\_\_\_\_.
- HANDS DOWN the BEST thing about [a topic in your industry or niche] is \_\_\_\_\_. 🤔 Here's why...
- 👍 THUMBS UP OR 👎 DOWN: [Insert a question related to your niche]?
- Soooo....you're doing [X] but is it [positive benefit]? 🤔
- Here's the MAGIC FORMULA to [insert topic here] without [negative result].
- 10 \_\_\_\_\_ trends to STOP 🛑 USING in [current month/year].
- SWIPE AND LEARN SISTER: How to [X] in [time frame] or less.
- That moment when you hear \_\_\_\_\_ \*face palm\* what would you do??
- 😊 MOOD: Let me explain...
- Please tell me I'm not the only one who does this... 🤔👇
- This is not a sale...It's a CELEBRATION!! 🥂🎉
- Nope, still NOT giving up. Here's what I'm changing this month/year.
- The CLOCK'S TICKING 🕒 Have you [insert action here] yet? 3 things you'll want to do FIRST...
- 🌟 BYE BYE BYE! 5 things I'm letting go of this year [or getting rid of, or making room for, etc]...
- What's your rating? 🗣️ Would you get a 10/10? [ratings or quiz post]
- EVERYONE'S TALKING ABOUT \_\_\_\_\_. Whyyyyyy??
- I've heard some good things and some bad things. What do you think about [X]?



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- Yesterday I woke up to [X], then [X] happened...
- Are you letting [X] stop you from [X]? 😞 Here's a new take...
- Cross [X] off your list, finish it with these steps... ✅📌
- 🌟 NEW SERIES: How to [X] when you....
- 🎉 FUN FACT: There's only one way to [X], here's how...
- Secrets to [X] in [X] days...
- I'm not trying to spoil your day, but....
- You should probably know that....
- OMG??! Did I just [insert action here]?! 🤪
- \*5 STEPS TO [insert topic here]\*
- HEY!! 📌 Stop right there. Let's talk about your....
- SAVE THIS POST 📌 when you're struggling to...
- It's time to leave [X] on the table. Here's how...
- NO. You can't \_\_\_\_\_. HERE'S WHY... 📌
- How to improve your \_\_\_\_\_. 📖 Here's my fundamental guide:
- YIKES. 😞 Everyone's doing [X], is it really working?? Let's chat about it.
- GET IN NOW! And learn how to [insert topic here]...
- Doing [X] ISN'T A STRATEGY. ↓ Here's why...
- How to choose the BEST [insert topic here] PART 1:
- How do you know if you're \_\_\_\_\_? 😞 Is it really working? ↓
- Sooo, I thought I'd either do one of 2 things...
- I'll just be honest here and say [insert relatable statement]...
- 💡 The NUMBER 1 THING you should know about [X]...
- SAVE THIS 📌 The \_\_\_\_\_ blueprint for [insert benefit here]...
- 😞 Anyone else ready to \_\_\_\_\_?
- The 10 COMMANDMENTS 📖 to \_\_\_\_\_. Are you making these mistakes?
- My BIGGEST mistake changed everything. Here's what happened...
- EVERY \_\_\_\_\_ IS DIFFERENT - Learn to distinguish between them. 📌
- 6 EASY ways you can [insert action here].
- LET'S GO ! Who's ready to STOP \_\_\_\_\_, and START \_\_\_\_\_? 🏃‍♀️
- Which one would you choose? 📌
- Guess which percentage of people do [X]?? 💡
- TRUE OR FALSE: [insert statement here]. 📌
- 💰 Are you investing in these things? 📌