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INSTAGRAM CAPTIONS - BEATING WRITER'S BLOCK

In this day and age, Instagram plays a vital part in everybody's business and their marketing, but
you know what the toughest thing is?

It's coming up with captions that generate conversations with viewers!

This is something that I've always struggled with; having the ability to articulately convey
thoughts and emotions whilst using a my own voice and still make connections.

But remember that time as a kid, when you were asked to write a story or a poem with some
theme in mind; it could have been about the solar system, or a magician and his tricks, maybe a
story about your favourite book? Well, I found that this approach really helps when tackling
Instagram captions! You've been given this topic, a place to start and off you go.

This simple guide will hopefully help break down those stumbling blocks that all small business
owners suffer from, and give you some suggestions on talking points!



No.1

Today

Waking up this morning, I feel _____

Today, I can't imagine waking up without _____

There are times throughout the day when I take a moment to

This evening you can find me _____.

I have this little routine which I try to exercise daily, it's
_____.

There are three things that I do first thing in the morning, and
they always seem to set me up for the day ahead;



No.2

You

You might be wondering why I became a _____, well
here's the whole story.

Picture this, you're sitting there in the (place) and you find
yourself _____

What are your deepest desires? I know that mine are
_____.

You'll never guess what happened the other day,
_____.

You know that feeling you get when you know you've done
something (right/wrong/challenging/exciting),
_____.

Have you ever been to _____?

Write about something that caught your attention out of the
corner of your eye.



No.3

Friendship & Family

There are a few things in life that I can't live without, and one of those just so happens to be _____

Friends come in many different forms; first you have (uni friends/work friends)_____, then (school friends/acquaintances) _____.

Being part of collaborations with industry professionals has really given me the bug to _____

Family to me means _____.

There are (number) of us in our family, and each one of us is (so unique/different/similar).

When I find myself in a situation I can't get my head around, or throw my heart in to, I always call _____.

What's the story behind your name?



No.4

Memories

I remember when I was just a kid and I used to love playing
with/in/on/near _____

The heart of our home really is the (room), and I love it
because it evokes such fond memories of when _____.

There was this one time when I found myself in such an
awkward situation... y'know - the one where you just want the
world to swallow you whole. You see, I'd just began to tell
people that I was a (occupation) and I _____.

There are three times I remember feeling _____.

When I was (age/in a place/moving house), I found myself
feeling _____

(Place) continues to be one of my favourite locations in the
world because _____

Tell the story of a scar, whether a physical scar or emotional
one.

Have You Ever Felt Embarrassed by Things You Used to
Like?



No.5

Tomorrow and Goals

Tomorrow we're planning to do _____.

The future for me involves getting to _____.

This week I will start _____.

Next year, there will be some (exciting/challenging/hard/
long/tough) things that we need to look at, _____.

The greatest thing about organizing the (week/month/year)
ahead is getting a chance to _____.

Talk about a win of yours this week and how that's helped you
get to the next place in your business.

Write about how you failed to do or failed to achieve
something. Describe what you tried to do, how you failed
and what you gained/learned from it.

If I could tell my younger self a few things about this job, I'd
have to mention _____.



No.6

Education

There are a few things I have learnt since I became a
(occupation), _____.

If I could learn how to (do something, speak a language, etc),
the first thing I would do would be _____.

My favourite subject at school was _____.

Fun fact, does anyone else know how to (play an instrument/
do yoga/rock-climb!) because it's one of my goals this year to
learn to _____.

When learning how to (something other than your
occupation) I must have spent hours _____.

The greatest thing about organizing the (room in the house/
time period ie week/month/year ahead) is getting a chance to
_____.



No.7

Favourite Things

The best smell in the world is _____.

If you had to choose to (eat/listen to/see) only one thing in the world, what would it be?

Whenever I have trouble sleeping, I _____.

My favourite place to relax would have to be _____.

My favourite photograph was taken _____.

Write about a time when you found the answer to something you didn't know.