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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.

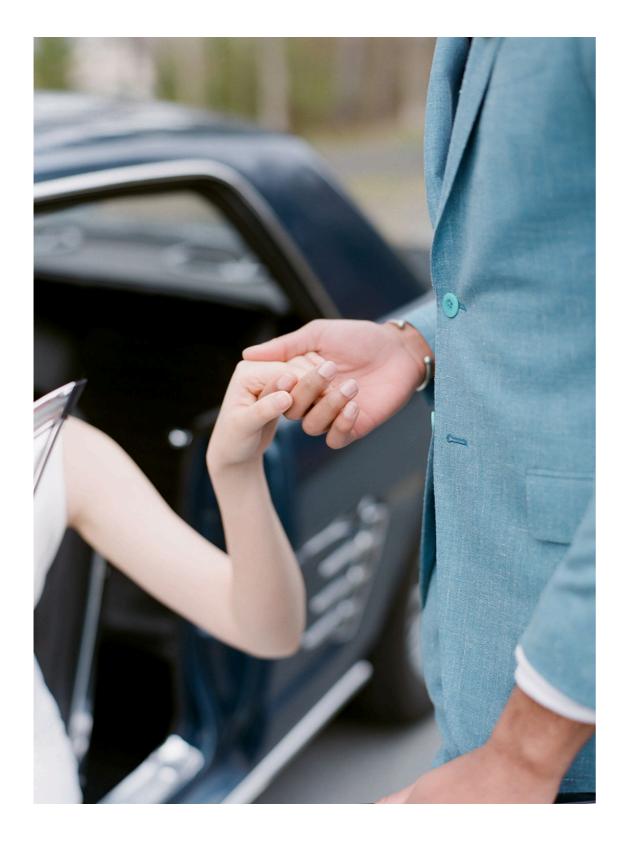
But remember that time as a kid, when you were asked to write a story or a poem with some theme in mind; it could have been about the solar system, or a magician and his tricks, maybe a story about your favourite book? Well, I found that this approach really helps when tackling Instagram captions! You've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



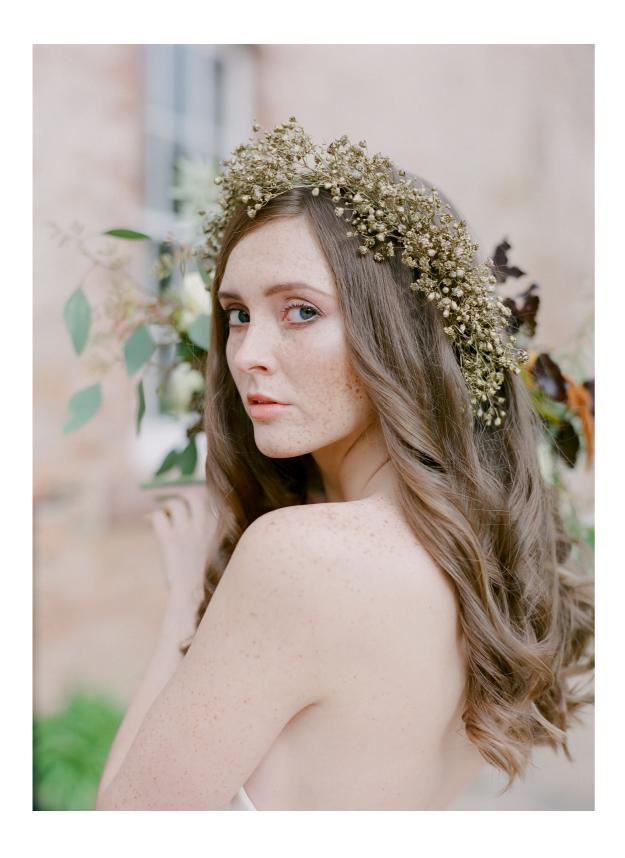
Today

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



You

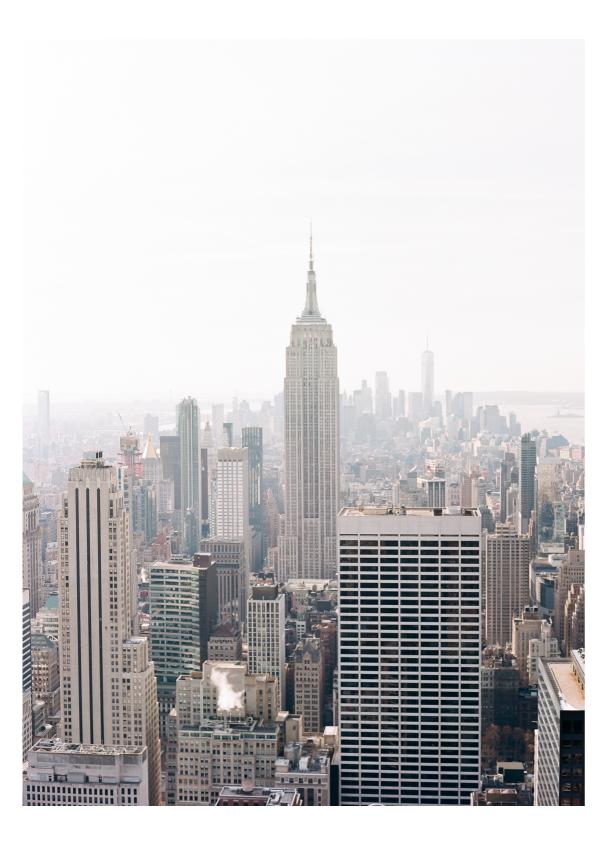
You might be wondering why I became a, well here's the whole story.
Picture this, you're sitting there in the (place) and you find yourself
What are your deepest desires? I know that mine are
You'll never guess what happened the other day,
You know that feeling you get when you know you've done something (right/wrong/challenging/exciting),
Have you ever been to?
Write about something that caught your attention out of the



Friendship & Family

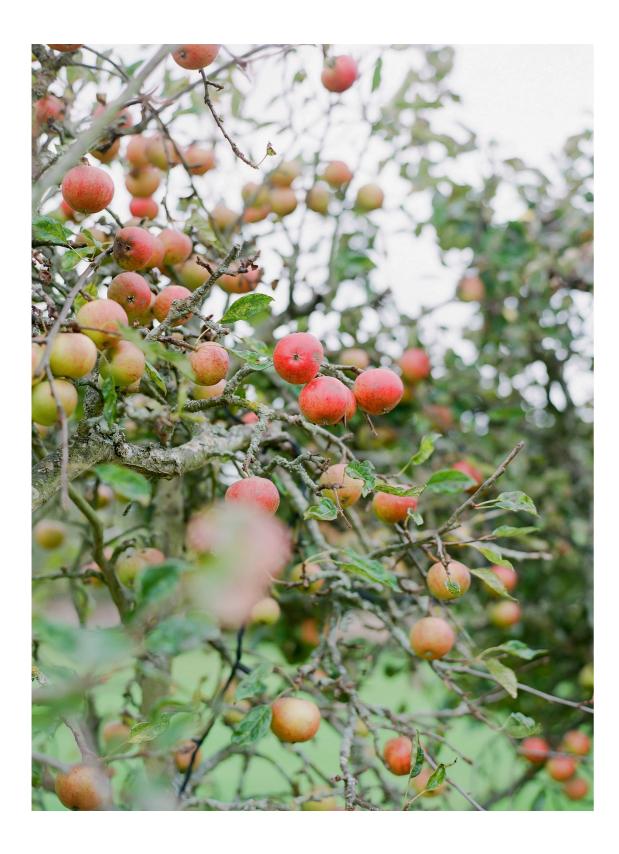
There are a few things in life that I can't live without, and one of those just so happens to be
Friends come in many different forms; first you have (uni friends/work friends), then (school friends/acquaintances)
Being part of collaborations with industry professionals has really given me the bug to
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?





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?



Tomorrow and Goals

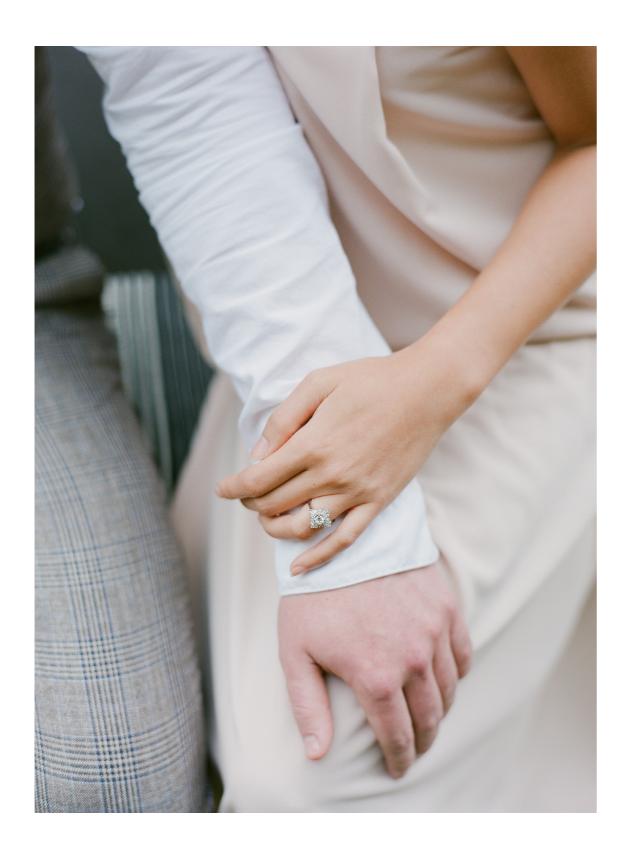
Tomorrow we're planning to do
The future for me involves getting to
This week I will start
Next year, there will be some (exciting/challenging/hard/long/tough) things that we need to look at,
The greatest thing about organizing the (week/month/year) ahead is getting a chance to
Falk about a win of yours 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





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





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.