

INSTAGRAM ENGAGEMENT BOOSTERS FOR AUTHORS:

a Word Weavership resource guide



Ready to create engaging, scroll-stopping content on Instagram? Whether you're promoting your latest book, building relationships with readers, or simply sharing your writing journey, this guide will help get you started!

xoxo, Sam

WHAT YOU'LL FIND INSIDE:

1. Reel Hooks That Stop the Scroll

2. CTAs That Drive Clicks and Actions

3. Storytelling Prompts to Connect with Readers

4. Engaging Questions to Ask Your Readers

A FRIENDLY REMINDER

COPYRIGHT NOTICE

Hey there! I'm so excited for you to dive into this resource and use it to boost your IG engagement, spark creativity, and have a little fun along the way. I pour my heart into creating these tools for you because I genuinely love helping you succeed. But here's the deal: this resource (and everything else in the membership) is for your personal use only. This resource comes with an exclusive, non-transferable personal use license—meaning it's all yours to enjoy, but it's not to be shared, copied, resold, or distributed outside of this membership.

Sharing these goodies with others, whether it's your bestie or that random person in your DMs, is a bit like sneaking someone into a ticketed event. Not cool, right? Plus, if everyone had access, it wouldn't be as special for you!

By keeping this document within the membership, you're not only respecting my hard work, but you're also making sure I can keep showing up with more great stuff for you!

Thank you so much for understanding! Your support means the world to me, and I love creating things that make a difference in your journey and I hope this guide helps!

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If you have any questions at all or need any support, please email me at support@samscreativcure.com.





REEL HOOKS THAT STOP THE SCROLL

The first few seconds of your Instagram reels are everything—this is where you grab attention and convince your readers to stick around. You only have about 3 seconds to pull them in before they keep scrolling, so making those moments count is essential!

Use these reel hooks as a starting point, tweak them to fit your author brand and style, and watch your engagement soar!

REEL HOOKS THAT STOP THE SCROLL

1. "If you love [popular book], you need this on your shelf."
2. "I wrote this book after binge-watching [insert trending show], and I regret nothing."
3. "If [ex: grumpy/sunshine] couples are your thing, this book is for you."
4. "This book is going to ruin your sleep schedule – you've been warned."
5. "If you love [insert popular trope], this book will be your next obsession."
6. "If [insert popular book/series] and [insert another book] had a baby, it would be THIS."
7. "That moment in [ex: a hockey romance] when he/she...."
8. "Love [ex: cozy romantasy books]? You'll want to curl up with this one."
9. "Are you even a [genre] fan if this book isn't on your shelf?"
10. "If you can't get enough of [ex: forbidden love], you'll want to read this ASAP."
11. "This one is for readers who can't get enough of (insert trope here)"
12. "What happens when (insert character's trait) meets (insert other trait)?"
13. "For readers who love [ex: enemies to lovers]—this story was made for you."
14. "If you love (ex: strong, independent heroines), you're going to fall for (character name)."

REEL HOOKS THAT STOP THE SCROLL

1. ""For fans of (ex: brooding heroes and haunted pasts), this story is a must-read."
2. "Are you even a [genre] fan if this book isn't on your shelf?"
3. "Ever wonder what would happen if (insert unique plot element)? You're about to find out."
4. "This is the book I wish someone had written when I needed it most."
5. "Three reasons why (book title) needs to be on your shelf."
6. "You won't believe what this book dedication says."
7. "Stop scrolling if [ex: slow-burn, heart-wrenching stories] are your thing."
8. "Warning: This book will break your heart and then put it back together."
9. "Here's why my latest book is not your typical romance."
10. "If (ex: second-chance romance) makes you swoon, this one belongs on your TBR."
11. "Looking for (insert trope here)? This book delivers."
12. "Here's what I'd recommend if you loved (recent trending book or series)."
13. "For fans of (recent book or movie that went viral), this will be your next obsession!"
14. "If (ex: flawed but redeemable) characters are your thing, (character name) is your new favorite."



CTAS THAT DRIVE CLICKS & ACTIONS

These CTAs are designed to boost engagement, drive clicks, and spark interaction with readers.

CTAS THAT DRIVE CLICKS & ACTIONS

GENERAL CTAS TO DRIVE CLICKS:

1. "Save this post for later!"
2. "Link in bio"
3. "Double-tap if you agree"
4. "Tap 'Add Reminder' so you don't miss this!"
5. "Send this post to someone who would love it"
6. "Tag a friend who needs to see this!"
7. "Follow me for more updates"
8. "Check out my stories for more"
9. "Turn on notifications so you don't miss the next update!"
10. "Bookmark this for your next read!"
11. "Save this for when you're ready to dive in!"
12. "Want more? Head to the link in bio!"

ENGAGING CTAS FOR STORIES:

1. "Which scene should I share a sneak peek of? Vote: |ex: sweet moment or spicy moment?|"
2. |insert question box| "Ask me anything about my upcoming release"
3. "How excited are you for |book title| Slide to let me know!"
4. |insert poll box| "Guess which character said this: '|insert quote|.'"
5. "Pick a number between 1 and 500 and I'll share a quote from that page"
6. "Should I drop an early sneak peek? Vote: Yes or Absolutely!"
7. "Choose my next post: |option A OR option B|"
8. "Which scene should I tease next? Vote: |Option A| or |Option B|"

CTAS THAT DRIVE CLICKS & ACTIONS

INTERACTIVE CTAS TO ENCOURAGE COMMENTS:

1. "Which character would you love to hang out with for a day?"
2. "Tag a friend who needs this book on their TBR!"
3. "Which trope do you hope to see in my upcoming book? Let me know in the comments."
4. "Drop a 🧐 if you want a sneak peek!"
5. "What snack pairs best with reading? I need your recommendations!"
6. "Which one of my characters would you want as your best friend? Let me know!"
7. "If you could ask [main character] one question, what would it be?"
8. "What's the one thing that always hooks you in a book? Comment below."
9. "What's your favorite book trope? Tell me in the comments!"

CTAS FOR LAUNCHES AND PREORDERS:

1. "Want a sneak peek? Download the first chapter now!"
2. "Preorder now and get an exclusive bonus scene."
3. "Love a good bonus scene? Preorder now and I'll send it straight to your inbox."
4. "Preorder your copy now and start reading on release day—no waiting!"
5. "Get an exclusive character art print when you preorder!"
6. "Secure your spot—signed copies are limited!"
7. "Be the first to meet [character name]! Preorder your copy now!"



STORYTELLING PROMPTS TO CONNECT WITH READERS

Use these prompts to spark conversations, share personal insights,
or encourage reader engagement!

STORYTELLING PROMPTS

1. "The hardest scene I ever wrote and why..."
2. "A book that changed my life and how it shaped my writing."
3. "If I could meet one of my characters in real life, it would be..."
4. "This character trait in [character] was inspired by someone I know"
5. "A time when I almost gave up on this book and how I kept going..."
6. "One thing I want readers to take away from this story is..."
7. "If my book had a theme song, it would be [song name] because"
8. "One habit I developed to stay motivated through the writing process"
9. "What I hope readers feel when they finish this story"
10. "My favorite writing ritual when I'm deep in the creative process..."
11. "A Piece of Writing Advice That Really Stuck"
12. "The Real-Life Inspiration Behind [Setting or Scene]"
13. "The Day I Knew I Was Meant to Be a Writer"
14. "The First Person Who Believed in My Story"
15. "If My Story Had a Color Palette"
16. "A Day in the Life of an Author"
17. "If [Book Title] Was a Season, It Would Be..."
18. "A Character Trait I Borrowed From Real Life"
19. "What I Love Most About My Genre"
20. "The Most Rewarding Part of Being a Writer"
21. "The Question I'm Always Asked About My Writing"
22. "How I Celebrate Finishing a Draft"

STORYTELLING PROMPTS

1. "The Weirdest Writing Habit I Have"
2. "My Favorite Part of the Writing Process"
3. "The Most Unexpected Influence on My Writing"
4. "The Real Story Behind My Book's Title"
5. "The Research Topic I Never Expected to Fall in Love With"
6. "Why I Love Writing Villains"
7. "Here's The Character I'd Trust With My Secrets..."
8. "If [Character's Name] Were an Aesthetic, They'd Be..."
9. "The Book Trope That I Couldn't Resist Writing..."
10. "My Ideal Dream Cast for the Movie Adaptation of [book title]"
11. "The Line I Hope Readers Highlight and Remember..."
12. "The Weirdest Fact I Researched for This Book..."
13. "The Scene That Felt Like Therapy To Write..."
14. "What My Characters Would Do on Their Day Off"
15. "If My Book Had a Signature Scent, It Would Smell Like"
16. "Three Words I'd Use to Describe My Main Character"



ENGAGING QUESTIONS TO ASK YOUR READERS

These questions are versatile and perfect for connecting with your readers, inviting them to share their preferences, opinions, and bookish quirks!

ENGAGING Q'S TO ASK YOUR READERS

1. "If you could only read one genre for the rest of your life, what would it be?"
2. "If you could live in any book world, where would you choose?"
3. "What's your go-to comfort read?"
4. "Do you prefer long series or standalone novels?"
5. "If you could swap lives with any of my book characters, who would it be and why?"
6. "What's one bookish habit you'll never give up?"
7. "What's the book that got you hooked on reading?"
8. "What's one genre you'd love to see more of?"
9. "Do you read multiple books at once or stick to one at a time?"
10. "What's your favorite setting for a story—city, forest, beach, or mountains?"
11. "What's your ideal reading setup—morning with coffee or cozy nighttime read?"
12. "If you could erase one trope from books forever, which one would it be?"
13. "Which book world would you love to vacation in?"
14. "What's a bookish pet peeve that drives you crazy?"
15. "Which character from [book title] do you think you're most like?"
16. "If your life were a book, what genre would it be?"
17. "If you could give one character from [book title] a different ending, who would it be?"
18. "What's a trope you can never resist?"
19. "Which of my character's wardrobe would you love to steal?"

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Now that you're equipped with these engagement boosters, it's time to get started! Use these 120 hooks, CTAs, and prompts to bring your readers closer, spark conversation, and showcase your unique personality and story.

Remember, consistency and authenticity are key—so have fun with these ideas and make them your own! Can't wait to see the amazing connections you create. Happy posting!

xoxo, Sam