

# PURPOSEFUL CAPTION GUIDE

## A QUICK NOTE

One way to build connection with your followers is to have meaningful captions that either ask them a question, give them some knowledge and expertise, or creates inspiration.

With these caption prompts you'll be able to fill an entire month of daily posts while building connection, inspiring others, and keeping your feed valuable for new followers to join.

In the next couple pages I'll share my 8 caption categories and some examples for inspiration.



## LET'S GO!!!



# CAPTION TOPICS

## 1-3

### EXPERTISE AND TIPS

Share your experience by giving tips your target client would find helpful.

Example:

"Sunset photos are amazing on your wedding day. A great way to ensure you have plenty of time for photos at sunset is to plan your ceremony time for 1.5 - 2 hours before sunset that day."

### ABOUT YOU

Share about you and your personal brand. Do you love coffee? Share about your favorite roast, or your go-to coffee shop.

Are Marvel movies something your clients and you connect on? Share whether you'd recommend watching chronologically or in release order.

These are meant to connect with your followers on a personal level.



### BEHIND THE SCENES

People love to see you at work. If you don't have a lot of these, you can simply set up your phone on a timer and get a few shots of you on a photoshoot, at your desk, styling a flat lay.

This gives your followers a glimpse of what it's like working with you. Bonus if it's a video and they can hear how you interact with your clients.

## CAPTION TOPICS

# 4-6

### ENCOURAGEMENT

Everyone needs some encouraging words from time to time. And by that, I mean everyday haha

Write something from the heart or just drop a famous quote. These tend to be shared often, because even if your follower doesn't need your services right now, they may think of someone who needs to hear what you've shared.

Pinterest is a great place to find encouraging and inspirational quotes.

### YOUR WHY

This is the reason you do what you do. This is why you love working with wedding couples, or why you enjoy the challenges of working with newborns.

Do you photograph to preserve memories, build connection, or simple to provide for your family.

Share about it.



### YOUR VALUES

Every business should have a set of core values. These are the values that drive your client experience and create an amazing time working with you.

Examples of comment core values in case you haven't set yours.

Integrity, responsiveness, inclusion, innovation, respect, teamwork, empowerment.

Pick one of yours and share a little about it.

## CAPTION TOPICS

# 7-8

There is a reason that these two prompts are on the last page. You always want to provide far more value to your clients and followers compared to how often you talk about your services and how they can send you money.

### SERVICES WITH CTA

This is your time to share about your services. Talk all about certain aspects of working with you, services you provide, especially those bonuses that may not be obvious to everyone.

So, if you help couples with their wedding timelines, or you set up a shot list of photos and scenes for your branding clients, talk about that!

And end with a Call to Action (CTA). This is where you actually call them to take action. Follow the link in bio, DM me, comment with your wedding colors. This is to build engagement. Most times people just need to be asked to engage before they'll engage.

### PRODUCT SHOWCASE

Much like talking about your services, this is where you talk about tangible or digital products they'll receive.

Do you offer wedding albums? Post about them.

Do you have a gorgeous online photo delivery gallery? Post about that.

Do you sell merch, or prints, or guides, or questionnaires, or a photo booth, or anything possible thing you sell? Post about those.

**There are the 8 caption categories** to help build engagement and create a more streamlined caption building process for you.

I encourage you to mix up the order that you post them in. If you go through this cycle 4 times in a month, you'll have more than enough to fill daily posts for any month.

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