Captions & Content Pillars

For the Instagram-Post-Pack.pptx in this folder: 30 designed posts (open in PowerPoint, Google Slides or Canva — change @yourhandle and the words, export as PNG). One caption starter per post below — finish it in your own voice.

The 5 content pillars (rotate through them and you'll never run dry)

• TEACH — tips your customer can use today (posts 2, 7, 12, 17, 22, 27)

• PROVE — reviews, before/afters, results (posts 6, 16, 24)

• ASK — questions & polls that start conversations (posts 3, 8, 13, 18, 23, 28)

• SELL — clear offers with a deadline (posts 5, 10, 15, 20, 25, 30)

• STAND — what you believe about your work (posts 1, 11, 21, 26, 29)

Caption starters

Post 1: “Real talk: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 2: “Save this one — …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 3: “True or false? …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 4: “Steal this checklist: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 5: “This week only: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 6: “Controversial, apparently: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 7: “Watch this space — …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 8: “Quick question: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 9: “Print this out: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 10: “New faces, start here: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 11: “A hill we'll die on: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 12: “The comments are the content: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 13: “Help us plan: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 14: “Three that never miss: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 15: “Good people know good people: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 16: “This is the whole ad: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 17: “One hour, whole week: …” — finish with one true sentence about YOUR business, then one clear next step (link in bio / DM us / visit).

Post 18: “Change our mind: …” — finish with one true sentence about YOUR business, then one clear next step (link