



# CONTENT CREATION *Strategy Guide*

*The Completely Actionable Guide to  
creating content for any platform on  
how to write captions to 90 captions  
for 3 Months!*

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# *How to write captivating captions!*

In this month's e-guide to social media I want to continue to encourage you to utilize these captions by giving you 3 actionable tips you can take to create a captivating caption that engages your audience.

## **Engage the reader...**

Now remember it's all about engaging with the right people...your people. Your target audience is the people that will convert into subscribers, clients, and customers.

The best way to do this is by identifying their struggles and connecting your services, your personality, and story into it.

Put yourself into their shoes.

Ask leading questions like

- Do you struggle with...
- Have you ever felt...
- Are you currently trying too...
- Have you ever wondered if...

Use these as if you was starting off a conversation with your ideal person in mind.

“

Do you struggle with imposter syndrome...

For example

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## **Establish value...**

Let's say for instance you have a blog post that you want others to read. You need to figure out how you can add value within your social media post that screams "I need to read this!"

Add value or give them a sneak preview of how it will benefit them to read.

*Keep it quick and to the point. Don't feel obligated to create a whole blog post within a social media post all of the time! You don't have to be like everyone else. I'm talking to myself too lol!*

Follow questions with an answer!



Do you struggle with imposter syndrome?

I know I did, still do! But instead of hiding away from the spotlight, Thinking "I have no business speaking up, doing photography, sharing branding tips...etc" I decided to show up, position myself as an expert even if I didn't quite know it all. I showed up nervous, scared, and painfully aware that I was not an authority in this field...not yet anyways...

For example

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## **Reel your reader in...**

Don't give everything away in one social media post. If you want to check out your blog post, subscribe to your email list, or even buy your latest ebook leave a little bit to the imagination.

You don't need to click bait your readers. You have an amazing blog post, product, or email list. Encourage them by adding a sample of what they could get...

Follow questions with an answer and leave them wanting more.



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If you are ready to show up every single day then join my email list because I have a special treat for you coming this Friday

Link in bio when you're ready!

For example

# Content Prompts to Try Out

Now that you have a basic understanding on creating your posts check out some caption prompts to use for this month on any of your social media platforms. Always try to tie your captions back into something your ideal customer, client, or reader would relate to in your biz.

Introduce yourself Again	3 Get to Know Me Facts	Share a business tip	Share a behind the scenes pic	Offer a Freebie	Share a video
Poll your followers	Share a testimonial	Answer a FAQ	Share your brands core values	Share something you are grateful for	Share your morning routine
Share your favorite superstitions	Share an inspirational quote	Share a funny story that includes your bff	Include a customers testimonial	Shoutout another influencer	Tell the story of how you got started
Recommend a Favorite Business Resource	Where do you live, why do you love it?	Favorite Business Resource	Share how you stay organized	Thank you followers for their support	Ask a silly question you've wanting to ask people
Who inspired you to start your biz	Two truths and a lie Question	Share a recent blog post	Sneek peek to a project you're working on	Quick Tip related to your niche	Showcase your product

# More Content Creation Ideas...

Share your Why	Show your work area	End of week completed goals	Share an inspiring quote	Reveal a hobby or passion	Tag a resource and tell why
Share a great book	Backstory to your logo	Share your brand values	Thank your fans or customers	Ask a question that pertains to niche or industry	Share industry news
Share a mini lesson through video	Share a controversial belief about business	Bust a myth about your business	Promote your email list	Share a before and after	Share a Throw back thursday picture
Offer a sneak peek of what you are working on	Share your excitement for Season or Holiday	Favorite podcast lately	Share a cute or funny pic of family/kids/pets	What challenges are you facing right now	What obstacle have you had to overcome
Share a hack to a problem	Get to know your customers	Share a video or pic of your morning	Reintroduce your business for new followers	Run a giveaway	Favorite lyric from a throwback song

## Simple Hacks for Re-purposing content ideas.

- Mix up your content ideas each month.
- Cater these prompts to you and your business
- You can recycle your post over and over again and use different pictures or graphics
- Mix up your content from pictures to videos to graphics
- Share your content on different platforms...chances are someone hasn't seen it yet.
- Use the content for FB or Insta-Stories too!

# More Content Creation Ideas...

Post a ready for the weekend pic	Let someone guest post	Post a statistic from your industry	Offer a discount or promo code	Highlight a blogpost you've read Tag them	Share a service you offer
Promote a free download	Share a feel in the blank post	Introduce your pets/family	Share a fun fact about yourself	Share a memory of where your were before business	Best moment of your day
What is your morning routine	Promote a blog post your done	What is your night routine	Describe your ideal day	Share your to-do list	How do you relax
What do you do when you are down	Favorite playlist that makes you productive	Share an end of the month reflection (selfie)	Share a client project you are working on	Favorite playlist that makes you get up and dance	Ask a "scale of 1-10" question
Get your audience feedback on something	Ask your followers to follow you on a different platform	Post a multi-photo image of your best sellers or services	Favorite playlist that makes your inspired	Post a multi-photo image of your best tips	Ask a This or that question

*There you go 90 days worth of content that you can use over and over again for the rest of the year!*



# *Content Creation Plan*

1. Commit to a set number of days that you will show up per week
2. Remember not to burn yourself out but do what you are capable of doing.
3. At the beginning of the month map out important dates such as launches, holidays, sales, events, etc.
4. Warm up your audience to important dates to enhance hype and anticipation 2-3 days before important date use content ideas from above.
5. Stick to a theme or 3-5 specific topics each month.
6. Schedule into a social media planning tool to help you remember to post.
7. Remember to engage each day with followers and potential followers.
8. Remember you are creating content for your ideal audience. When you feel stuck go back to what they would want to see from you. What do they need to hear right now.
9. Commit for 1 or 2 weeks at a time if you feel overwhelmed by doing a month long schedule.
10. Write out all of your captions first then search or create photos/graphics
11. Lastly do not beat yourself up if you don't execute your plan perfectly it's about showing up and finding relief in knowing that you don't have to constantly think of new things every.single.day!

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