

30

# INSTAGRAM POST PROMPTS

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*that get buckets of likes + comments!*

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# HEY FRIEND!

Does this scene sound familiar?

You're SO excited to connect with your tribe and dream clients... but when you actually sit down to write social media posts, your brain draws a complete blank.

Maybe you finally land on a topic, you write your caption, and send it out into the world, and get... crickets.

Oof! I've been there SO many times.

But after a lot of trial and error, I figured out what REALLY resonates (and what doesn't!) and I reverse-engineered all my highest-performing captions, just for you.

Translation? You *always* have the seeds for awesome social media content that gets buckets of likes and comments!

Because you have SO much to offer your community and the people who need your help and your message!

Sometimes, you just need someone asking the right questions to unlock ALL that potential you have inside.

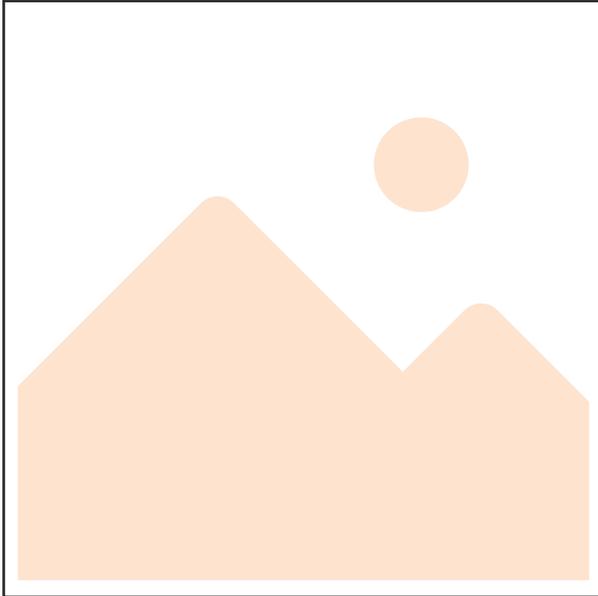
So dive into these post prompts – and be sure to tag me so I can follow your journey!

Always in your corner,

Ashley

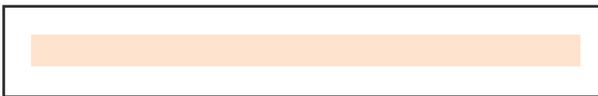


# THE PERFECT POST



## IMAGE

Choose an image that stops their scroll! It could be a quote, a photo of you or your product, or an image that relates thematically to the caption.



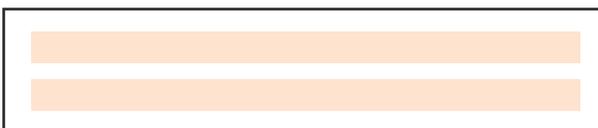
## HEADLINE

Start off your post with an attention-grabbing opening line that makes them want to read more (see examples on the next page!)



## BODY

Explore a topic, problem, or idea your tribe cares about! Be sure you tie in your unique voice, message, and what your brand stands for. You're not just posting to make noise, you're growing your brand!



## CALL TO ACTION

Ask a question, point them to a free download, or challenge them to make a change today!

# THE PERFECT HEADLINE

*Your headline (the first line at the top of your caption) is super important! You want it to spark curiosity and make people want to read more. Here's a round-up of 20 awesome caption headlines to capture your audience's attention and keep them reading!*

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- "I'm not cut out for this!" I said, for the hundredth time.
- What if achieving your biggest goal was actually... easy?
- For years, I struggled with finding my voice.
- Are you tired of the follow/unfollow game?
- Confession time! I don't do my morning routine every day.
- "How can I get more website traffic?" I hear this question all the time!
- Sometimes you hear no from every direction...
- There are entire industries designed to convince us we're not enough.
- "But what if they don't like me?"
- I make more money than my husband and that feels weird.
- I know I'm smiling in this picture, but it was the worst day.
- What if you woke up to 100 comments on one post?
- What comes to mind when you hear the word "engagement"?
- I used to be ashamed of the way I looked.
- Are you creating the life you really want, or just daydreaming about it?
- Can you guess the hardest lesson I've learned as an entrepreneur?
- 3 Steps to the Perfect Instagram Caption
- 3 Tips for an Epic Launch
- 3 Times I Failed and What I Learned
- 3 Mindset Shifts to Reach Your Next Level

# 1

## SHARE YOUR WHY

Introduce yourself, what you do, and why it matters so much to you, and the impact you hope to make in the world!

### PLUG-AND-PLAY

*Hi! If we haven't met before, I'm [Name] and I help [customer group] [do something] so that they can [customer goal]. The reason I care so much about this is because [driving motivation / problem you want to solve / etc.].*

*What about you? How do you impact people's lives?*

# Why

## THIS MATTERS

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*This post is awesome for covering the basics and articulating in one clear statement, what you do, and WHY.*

*"People don't buy what you do; they buy WHY you do it."*

*- Simon Sinek*

# 2

## WHAT YOU LEARNED

Think about a lesson you've learned in life or in business, and how it changed things for you. Explain what you learned and turn it around to how it can apply to your dream customer's life.

### PLUG-AND-PLAY

*I used to think that [what you believed before]. [How it impacted your life.]*

*But [over time or because of something happening] I learned that [the truth you learned].*

*If you're [the situation you were in before you learned this], know that [what you learned, applied to your customer's life].*

# Why

## THIS MATTERS

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*Sharing a lesson you learned reveals your values and is a powerful way to express your brand voice in a memorable way. It also positions you as someone who can help your dream customer live a happier, more fulfilled life.*

# 3

## SPREAD THE LOVE

Let people know what led you to deciding to work specifically with your market. What do you love about working with those people?

### PLUG-AND-PLAY

*I work with [market segment] because...*

- I admire their...*
- I was/am one of them...*
- I understand what it's like...*
- I believe in their ability to...*

*Does this sound like you? What do you love about being \_\_\_\_?*

# Why

## THIS MATTERS

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*We all like people who like us, and who see us in a positive light. So telling your customers why you like them is powerful stuff!*

*We also all choose brands that reinforce our own desired identities to ourselves and to the world. When you buy a Gucci purse, it's because you want to see yourself and be seen as a posh fashionista!*

*Tell your customers the positive traits they get to claim when they work with or buy from you.*

# 4

## NAGGING QUESTION

Share the most common question or FEAR your clients/customers have. What's behind this question or fear? What's the answer?

### PLUG-AND-PLAY

*By far the most common question I hear from clients and [people your customer identifies with] is [question]. So I'll tell you what I tell them...*

*Why*

### THIS MATTERS

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*Social proof is a psychological phenomenon. We tend to trust the opinions of others and think that they must know something we don't, so we follow their lead. This is "normative influence."*

*If someone else asked this question, I probably want to know the answer too!*

*This post both positions you as a credible expert, and signals to your customer that other people trust your opinion, and they should too!*

# 5

## STORY OF CHANGE

Write about a transformation in your life that led you to where you are today, that your customer also needs to make, and inspire them to believe they can do it too.

### PLUG-AND-PLAY

*So much has changed in the past [however long ago you started your business]. I wasn't always [what people admire about you now]. Not even close! In fact, I used to be [how your customer feels right now]. Then everything changed when [what happened]....*

*What about you? Have you ever [something from your story that your customer may be able to relate to]?*

# Why

## THIS MATTERS

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*Storytelling is in our blood; it might be the oldest art form in human civilization. When we hear a story, the mirror neurons in our brains sync up (this is “neural coupling”) and we empathize with and LIKE the storyteller.*

*Not only are you tapping into the power of storytelling; you're also building rapport with your customer by sharing your own struggle.*

*Then you're flipping the script and casting THEM in the leading role, the hero in the same story.*

# 6

## CORE CONNECTIONS

Write about one of your core values, why it matters to you, and how it shows up in your business.

### PLUG-AND-PLAY

Have you noticed how [evidence that the world needs more of your core value]? Well, that's why one of our/my core values is \_\_\_\_\_.

Because I want to live in a world where [what the world would look like if your core value were universal].

How about you? What change are you helping to create?

*Why*

### THIS MATTERS

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*We connect over shared values. 64% of people cite shared values as the MAIN reason they have a relationship with a brand. It's one of the main reasons we decide which brand is right for us, in a sea of options.*

*Your core values should shape everything you do, but sometimes it's nice to share them directly by talking about them, and showing what's behind your business.*

# 7

## GIVE A SNEAK PEEK

Share a behind-the-scenes look at your process, and then explain why you do things the way you do!

### PLUG-AND-PLAY

Have you ever wondered how \_\_\_\_\_? Well, let me show you!  
[Explain an interesting part of your process].

What about you? Have you ever experienced \_\_\_\_\_ before?

*Why*

### THIS MATTERS

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*Letting people behind the scenes is a powerful way to show transparency! 94% of consumers say they're likely to be loyal to a brand that offers transparency.*

*It's also a great way to wow your customer with your mad skillz and build credibility!*

*AND you're inviting your customer along for a little sneak peek, and they're gonna appreciate it.*

# 8

## THE RIGHT PATH

Share a moment from your life when you realized you were on the right path for you... and what it made you realize.

### PLUG-AND-PLAY

*To be honest, I didn't always feel certain about going into [your industry]. There was a time I questioned that decision. But I finally realized I was on the right path when...*

*How about you? How did you know you were on the right path?*

*Why*

### THIS MATTERS

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*This is another way to share your WHY and the passion behind what you do. Giving your customer a concrete example of a moment that won your heart or spoke to your soul, lets them into your head to see how you think and what you're motivated by.*

# 9

## EMPATHIZE + RELATE

Write about a time you struggled with the problem your customer has right now, and the shift that needed to happen in order to get past it. Then apply it to your customer's life.

### PLUG-AND-PLAY

*I see you, [type of person in your market - dreamer, goal getter, boss babe, etc.]. I know how it feels to [struggle with that problem]. Because I've been there. [Share your experience and what changed].*

*So if you're struggling with [problem], know that [heartfelt advice].*

*What about you? Have you ever \_\_\_\_\_?*

## Why

### THIS MATTERS

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*Getting vulnerable about a time that you struggled is a powerful way to make yourself relatable and even likeable. We tend to like people MORE when they make mistakes.*

*Plus, being vulnerable specifically about a time you struggled with the same problem your customer is having right now, shows your empathy, your heart for them, and makes them want to learn how you got past it.*

*Lastly, we are biologically programmed to like people who are similar to us, so sharing how you're "like" your customer can be a powerful motivator.*

# 10

## APART FROM THE CROWD

Shed light on what you see as the main difference between you and a “typical” player in your industry.

### PLUG-AND-PLAY

*There are so many great [business type] out there, but I want to let you in on how we're different. Our main claim to fame is that instead of [what your competitors typically do], we [what you do differently].*

- We emphasize...
- We shake things up by...
- We specialize in...

*How about you? How do you stand apart from the crowd?*

*Why*

### THIS MATTERS

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*Branding guru Debbie Millman describes branding as “deliberate differentiation”...meaning building a brand is all about being different in an intentional way.*

*Taking a stand on something and going against the grain, shows how you're different from the crowd. It positions you as a thought leader and an influencer, with independent ideas, and a unique voice in a sea of “yes men.”*

*Keep it positive though, because any negative traits you ascribe to others will reflect back on you. Just emphasize that you're different, without putting anyone down.*

11

## #REALTALK

Share a struggle you've been facing lately, that your customer may be facing too. And then light the path toward what's possible for you both.

### PLUG-AND-PLAY

*I'm feeling a little [nervous / self-conscious / fearful] sharing this online but I want to share it in case it helps you in some way. You see, lately I've been struggling with [problem / difficulty / question]. This has been hard because [the impact it has on you, how it feels, show that you get it]. But here's the thing... I know that [true wisdom that you and your customer both need to remember].*

*What about you? Have you ever dealt with this before?*

*Why*

### THIS MATTERS

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*Again, same as #9! Being transparent and sharing your own struggle - especially one your customer is also dealing with - sparks a "me too" response in the brain and shows how you're similar.*

*It's also all about that vulnerability and realness, y'all!*

# 12

## COFFEE DATE

If you and your ideal customer sat down for coffee, what would you have to say to her?

### PLUG-AND-PLAY

*Hey, can we have a chat? I wanted to share something with you...*

*Why*

### THIS MATTERS

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*Great brands connect over more than just a product or service. You want to have something to say to your customer that goes deeper than “buy now.” You need to have something else to talk about, in order to build up that rapport and that know-like-trust factor. At the heart of it, this is an informal way to connect over shared VALUES.*

# 13

## #FRIDAYINTRODUCTIONS

Share three random facts about yourself: one funny or awkward; one vulnerable or personal; and one about something you did or experienced that was positive and shows one of your core values.

### PLUG-AND-PLAY

Hey there! If we haven't met, I'm [Name], and here are three random facts about me:

1. Something funny/awkward
2. Something vulnerable/personal
3. Something positive that shows one of your core values

What about you?? I want to learn something new about you! Tell me a random fact about yourself!

*Why*

### THIS MATTERS

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*There's that know-like-trust factor again! Pull back the curtain and share some personal tidbits about yourself to make your customer feel like she really knows you as a 3-dimensional human being. It does wonders for making you MEMORABLE!*

# 14

## WHAT PEOPLE ARE SAYING

Round up some of the best words and phrases your customers have used to describe your customer experience, and share them!

### PLUG-AND-PLAY

*If you've been curious about what it's like to work with us, here are a few of the ways our clients describe their experience with us!*

*[Insert words and phrases here in quotation marks]*

*What about you? How would you describe the BEST customer experience you ever had?*

# Why

## THIS MATTERS

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*People don't care about process - they care about how something is going to FEEL. Focus on the EXPERIENCE to show your customer that they're going to enjoy working with you. This removes some of the fears in her head that working with you won't be fun, or might be uncomfortable, and it's also a powerful way to use social proof.*

# 15

## LETTER TO YOURSELF

Think back to your younger self, and describe what you struggled with. Share what you would tell him or her if you could.

### PLUG-AND-PLAY

*Not long ago, I was struggling hard with [problem your customer has that you've experienced]. It was [how it felt]. Looking back, I wish I could tell my younger self [words of wisdom].*

*Have you ever struggled with this! DM me and tell me what's up.*

## Why

### THIS MATTERS

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*Getting vulnerable about a time that you struggled is a powerful way to make yourself relatable and even likeable. We tend to like people MORE when they make mistakes.*

*Plus, being vulnerable specifically about a time you struggled with the same problem your customer is having right now, shows your empathy, your heart for them, and makes them want to learn how you got past it.*

*Lastly, we are biologically programmed to like people who are similar to us, so sharing how you're "like" your customer can be a powerful motivator.*

# 16

## CLIENT SHOUT OUTS

Shout out one of your customers who is excelling thanks to your work together! Feel free to mention they're a client, but make their success about them, not you.

### PLUG-AND-PLAY

*Shout to [person's name] who just [big success]! They've worked hard for this by [what they did that led to success].*

*This is possible for you too!! But what do you feel like is the biggest obstacle in your way?*

*Why*

### THIS MATTERS

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*Showing the successes of your clients is a powerful way to show what's possible for your potential customer, and letting her know that what she truly wants is within reach, if she acts.*

*It also shows how supportive and encouraging you are!*

*The reason you make the success more about your client than about you, is that they are the ones doing the hard work. They are the hero of the story. You're just the guide... you're Dumbledore, but your client is Harry Potter.*

# 17

## LOVE WHAT YOU DO

Share your FAVORITE thing about what you do!

### PLUG-AND-PLAY

*I gotta say, after working at this for [how long you've been in business], my favorite part of being a [your title] is [your favorite thing].*

*What do you love most about what you do??*

# Why

## THIS MATTERS

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*Similar to sharing your WHY, people also want to hire someone with PASSION and enthusiasm for what they do. Who wants to hire someone who hates what they do?*

*By the way, thanks to a psychological phenomenon called "trait transference" we also associate people with the way they describe others (and, presumably, other things).*

*So try to stay positive in your descriptions, to absorb those positive traits for your brand.*

18

## 3 TIPS TO FIX

Write about the biggest struggle that you help solve, and three tips that can help someone who's dealing with it now.

### PLUG-AND-PLAY

*If you're struggling with [problem], you're so not alone. SO many [people in your customer segment] deal with the same exact thing. [Share your own personal experience, or share an example from your client work (not naming names).] Do you know how I/they turned it around? Here are the 3 main things I/they did...*

*Why*

### THIS MATTERS

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*Credibility and relevance are two powerful traits for your brand. People want to know you're a credible expert who understands the problem and the solution, AND that you know how to solve THEIR problem - i.e., that your expertise is relevant to them.*

*Can't hurt that you're also helping your customer out by giving them some useful intel!*

# 19

## LOCATION, LOCATION...

Name the town or city where your business is located, and what makes it the perfect location for your business!

### PLUG-AND-PLAY

*You may already know that [business name] is located in [city], but you may not know why! Well, [the main reason you're located where you are and why it's the perfect place for you]. OR [what you don't love about this place, but what you do love about it that makes up for it].*

*Why*

### THIS MATTERS

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*Telling people where you are, helps them actually see you in their mind, you become real - a real, living, breathing person (or team) located somewhere in the world.*

*It's also a great way to let people in your local area know you're nearby!*

# 20

## THE HERO + THE VILLAIN

Your customer is the hero, and the problem in her way is the villain. How will they defeat it?

### PLUG-AND-PLAY

*I know that [villain / problem / obstacle] is hard to defeat. But you are stronger than [villain / problem / obstacle]. [Your best advice for getting past this obstacle].*

*Why*

### THIS MATTERS

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*We all want to see ourselves as the hero in our own story. Show your customer that you see her path to victory! Be the “guide” and give her the peptalk she needs to keep going.*

# 21

## BY ASSOCIATION

Shout out someone who inspires you, the quality they have that you want to see in your own brand, and how you're trying to adopt that quality in your own business.

### PLUG-AND-PLAY

*Today I'm shouting out [inspiring person] who [reason they inspire you]. [Lesson you take from learning about them, and how you try to apply it in your own life and business].*

## Why

### THIS MATTERS

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*Remember in #17 when we talked about "trait transference"? The way we describe others influences how other people see it. When we hear person A talk about person B, we ascribe the mentioned qualities to person A. Crazy right?*

*So talk up that person you admire to show your good will AND some of those positive traits might just rub off on you!*

# 22

## PIVOTAL MOMENT

What was something that happened early in your business (or before you launched) that influenced who you are today?

### PLUG-AND-PLAY

*I'll never forget when [event that shaped who you are today]. It was hard because [what made it so difficult]. But I kept going because [what motivated you]. I'm so glad I did, because [the final outcome that made it all worth it]. And I learned [something about yourself].*

*What about you? Have you persisted through a hard time and come out on the other side? What kept you going? What did you LEARN from it?*

# Why

## THIS MATTERS

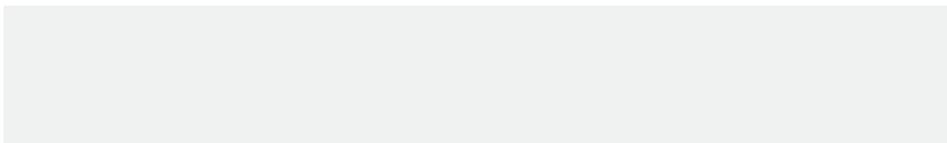
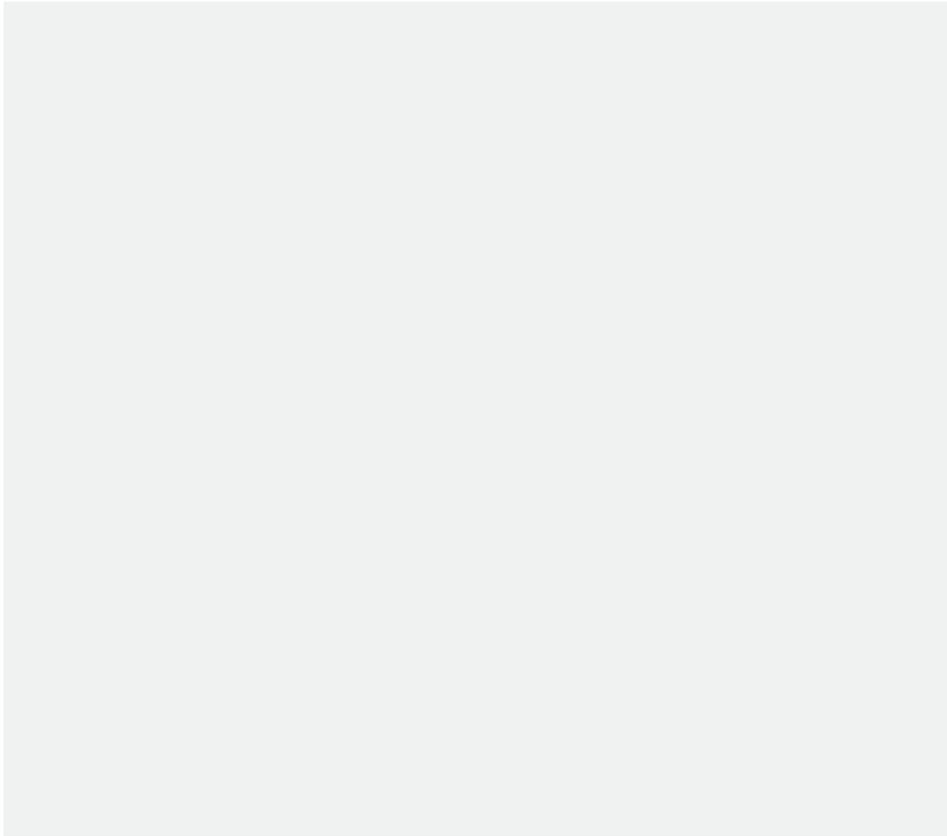
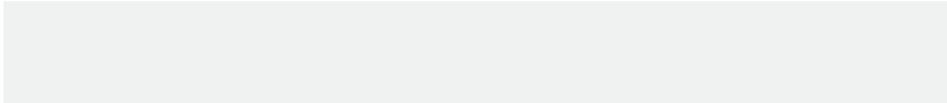
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*Revealing your origin story and how it shaped who you've become, lets people see you motivators and what drives your actions - i.e., your VALUES and your WHY. It also inspires them to think about their own experiences in a new light - even their current struggles.*

# 23

## EVERGREEN CONTENT

What's your single best piece of free content that represents your expertise and credibility in your industry? It could be your favorite blog post or podcast episode you've created, an ebook, a masterclass, or something else.



### PLUG-AND-PLAY

Are you *[struggling with the problem this content can solve]*? Grab the *[Content Title]* and find out *[juicy carrot to entice your customer to want to check it out]*! I created the *[resource]* to help *[people like you]* stop *[what's holding them back]* and start *[what they want]*.

*[Invite them to DM you for the link or point them to a link in your bio]*

*Why*

### THIS MATTERS

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*There's that C-word again!  
No, not that C-word. I'm  
talking about  
CREDIBILITY! Your  
content should position you  
as the expert and the go-to  
resource for a specific type  
of person who has a  
specific type of problem.  
Let your customer know  
you have something to cure  
what ails'em.*

# 24

## NEW PROJECT PARTY

Pick one thing you LOVE about starting a new project with a new client! It could be learning about a whole new industry, or seeing your client's self-confidence shift when someone else finally sees their vision, or whatever you love the most about new projects.

### PLUG-AND-PLAY

One of my FAVORITE things about starting a new project with a new client is [describe it]. I just love that [describe what you love about it].

What about you? What's your fav part of starting a new project?

# Why

## THIS MATTERS

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*Your next client is just inches away from the beginning of their project with you, so let them see what kind of fun and adventure is just around the corner!*

*Plus, so much of how people feel about a brand is about the EXPERIENCE. What does it FEEL like to interact with this brand? This is your chance to tell them.*

*This also goes back to the importance of people seeing your passion and your enthusiasm for what you do.*

25

## HAPPY DANCE

Share something that happened recently that made you SO HAPPY. Try to choose something that illustrates one of your core values.

### PLUG-AND-PLAY

*Recently the most amazing thing happened. [Explain what it was].. Here's why this is such a big deal. [Explain why it was so powerful or exciting to you, in a way that shows one of your core values!]*

*Why*

### THIS MATTERS

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*Again, giving your customer glimpses at your core VALUES based on what you like, what you enjoy, and what makes you happy, lets them see how similar you really are, and that you're on the same page and wavelength.*

# 26

## GOING AGAINST THE GRAIN

Choose an industry standard, message, or “best practice” that you think is bogus. Share what you see as a better way!

### PLUG-AND-PLAY

*I've always been [frustrated/confused/wary] of this idea that [industry “best practice” or gospel truth]. Here's the problem. [State what irks you about it, and how it leads people down the wrong path]. Here's what I think is a better way. [Explain your alternative and why it's better!].*

## Why

### THIS MATTERS

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*Branding guru Debbie Millman describes branding as “deliberate differentiation”...meaning building a brand is all about being different in an intentional way.*

*Taking a stand on something and going against the grain, shows how you're different from the crowd. It positions you as a thought leader and an influencer, with independent ideas, and a unique voice in a sea of “yes men.”*

*Keep it positive though, because any negative traits you ascribe to others will reflect back on you. Just emphasize that you're different, without putting anyone down.*

# 27

## INSPIRED BY CLIENTS

Share something your client said or did that inspired you! Explain what was so great about it and thank them.

### PLUG-AND-PLAY

Recently [person] said/did the most amazing thing. [Explain what it was]. I love it because [what you love about it]. Thank you [name] for being such a [great example/shining light/etc.]!

*Why*

### THIS MATTERS

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*It reflects well on us when we speak well of others, and you're also showing you're willing to admire and respect the wisdom in your clients. Your next potential client wants to know that you will admire and respect them, and make them feel good about themselves. So let them live a little vicariously through another one of your clients.*

# 28

## FIRST 3 QUESTIONS

Share the first three questions you ask your customers when you start working together, and why!

### PLUG-AND-PLAY

*Whenever I start working with a new client, I always ask these three questions: [List the questions and explain why the answers are important].*

*What about you? How would you answer these questions?*

# Why

## THIS MATTERS

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*Your next potential customer may already be wondering what it's like working with you... why not give her a sneak peek?*

*You're also "giving" away a few minutes of the client process, and letting her experience being your client for just a moment. It's a great way to get her familiar with the idea of being your client. Kinda like letting someone hold an iPhone for just a moment.*

# 29

## PERSONALITY TYPES

Share your Myers-Briggs type, the names for that type (e.g., “The Diplomat”), that type’s strengths and weaknesses, and celebrities or fictional characters with the same type.

### PLUG-AND-PLAY

*Have you taken the Myers-Briggs test? I’m a [INFP], which is [The Idealist]. Strengths include... and weaknesses include... [Celebrities/fictional characters] are also [your type]!*

*What’s your type? Do you feel like your personality helps you in your business?*

*Why*

### THIS MATTERS

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*The main point here is to share your weaknesses, because seeing someone’s flaws makes us like them more. The celebrity/fictional character matches also give them a rough idea of what you’re like to be around, personality-wise, so they can decide if you’re the type of person they want to spend time with - without having to meet you face-to-face.*

# 30

## A WHOLE NEW LIGHT

Share a metaphor that helps your customer see a confusing topic in a new way. (e.g., “Your brand is like a tree seedling, it needs space and time to grow”).

### PLUG-AND-PLAY

If you think about [the metaphorical symbol for the topic], you know [what the person knows about that thing].

In a lot of ways, [that thing] is like [your topic]. [Describe how they're similar, in a way that helps your customer see things more clearly].

# Why

## THIS MATTERS

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*Metaphors show creativity, out-of-the-box thinking, and they position you as a teacher and guide who makes things easy to understand. This is also your chance to educate your potential customer on a topic that she may not know about, or may have false information about. The more she learns from you, the closer she comes into your world.*

# 31

## HOW YOU'VE GROWN

Share what you were like growing up, and how you're the same or different now. Bonus points if you can tie your strengths and weaknesses back then to what you do now!

### PLUG-AND-PLAY

*Some things are just meant to be. When I was little, [explain what you were like]. Fast forward to today, and I still [what you do today that reveals you're still the same person you were when you were younger].*

*What about you? What were you like as a kid? Are you the same now, or totally different?*

# Why

## THIS MATTERS

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*When someone opens up to us about what they were like in a vulnerable period like adolescence or childhood, it makes us want to reciprocate by offering our trust and opening up in return. If you want your customer to open up to you, you have to be the first.*

ARE YOU BUILDING  
*a heart-centered brand?*



*for the heart-centered entrepreneur who wants to inspire,  
serve, and attract your tribe through your message,  
presence, content, and what you stand for.*

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CLARITY WORKBOOK // MESSAGING FRAMEWORK // MOODBOARD TEMPLATE //  
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