

CREATING PROFITABLE
BUSINESSES
THROUGH

SMART

SOCIAL MEDIA
MARKETING



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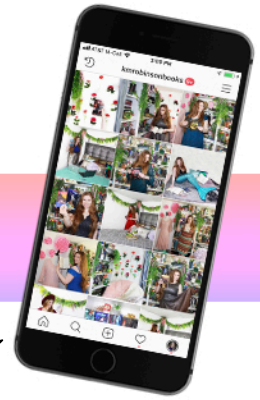
BATTLE-TESTED

IG CAPTIONS

to start conversations

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- 1.) What's one thing you need to be able to function in the morning? For me, it's _____. Without it, I can't get up and get (type of work you do) done everyday...and it would be sad if people had to live without (thing you do/make) because I missed out on (thing you can't function without.) Give me your best tips for functioning in the morning without (thing you can't function without)**
- 2.) What does your work space look like? This is my workspace! As you can see, I've got (describe your work space in relation to how you use it for your business) Do you have any of these things in your workspace too?**
- 3.) Advice needed: I'm taking an afternoon off this week and I want to do something fun to relax—where should I go/ what should I do? Best idea gets (\$5 giftcard/free skype session/some kind of business-related gift)**
- 4.) Do you shop at (name of store)? I'm going there tomorrow and I want to get ONE item to use in my IG photos. Give me your best photo prop ideas from (store) and then check my Stories tomorrow to see if I used your idea!**

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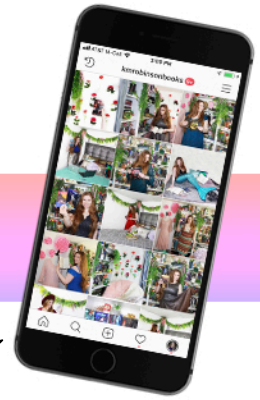
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- 5.) If you could create any one product to solve a problem, without money or location limitations, what would it be and why? For me, I decided to solve the problem of _____ by creating (the thing you sell or do + explanation of why you want to solve that problem for clients) Why would you do your thing if you could and what's holding you back now?**
- 6.) Mid-work snack break! You in? What are we getting, friend? I could definitely use a little snack pick-me-up. First one to help me pick what I'm munching on gets a virtual high five and a profile shout out in my Stories for my fans to see!**
- 7.) I need a good business book to read. Have suggestions? I've read (name books you've recently read) and I definitely want to spend more time growing my business, so I'll take all the suggestions I can get!**
- 8.) Why aren't work fairies real? If I could have a work fairy, I'd have them do (name one task in your business you'd like someone else to do for you) so I could focus more on (one task you love doing in your business)! What would YOUR work fairy do for you, friend?**

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9.) Do you have a work wife? Meet my work wife/husband, @(name)! She/he keeps me accountable while I'm working, keeps me sane when I'm flooded with orders/meetings, and is my go-to when I need to bounce ideas. I couldn't run my business nearly as effectively if I didn't have them in my life. Who is your work bestie? Give them a shout out and tell me the top three reasons they rock!

10.) Recommend your best vacation place to me. I'm taking a break later this (month/summer/year) and I want to start daydreaming about it while I finish up (name the project you're working on) Give me a location, and if you've got recs for places to stay and things to do there, I'll take those too! Sound off!

****Use these as a copy-and-paste template OR use them as a jumping off point to write your own captions and see how they work on your IG account! Remember, it takes time to condition people to engage with you, so it might take a few weeks before it starts to pick up, so keep at it!**

K.M. Robinson

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