

Instagram Branding Caption Templates

By Allison Scholes/Boss Lady In Sweatpants

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1. Let's play a game. If you could work from anywhere, where would it be? I'd prefer _____ (to be on a beach, under an umbrella with my laptop/a cute little coffee shop with fancy treats and soft eclectic music playing/a quiet office with huge windows overlooking a lake). A girl can dream, right?!
2. Hey you, yes YOU! I have some great news! _____ (My latest podcast episode is 'live' and my special guest has some amazing tips/All of my products in my shop are 50% off/Starting this week, I'll be doing a 4-part video series on Facebook). I'm here to guide and help you with your business! Any questions.
3. Mom life: it's like riding a bike or running a race! Sometimes we're steering straight ahead with confidence, then something kicks up and nudges us off course or slows us down. But here's the thing, motherhood is a marathon, with a lot of "learning" rest stops. Don't sprint through mom life, embrace it.
4. So, it's no secret that I provide/sell [describe what you provide/sell to your ideal audience.] But it's not just the [state the service/product you provide/sell.] The real secret is I give [go deeper and explain how you solve a problem for your audience and how they feel once they've had it.] How can I help you today?
5. It's impressive how social media can bring us together, yet real connections are still lost. Today, I want to get to know you better. Growing up, I always wanted to be _____ (a professional dancer/a high school guidance counselor/a Broadway actress.) Lucky for me (and you) that didn't happen. Spill the beans, what did you want to be when you were growing up?
6. I have about 10 trillion things on my mind, but I can hardly wait to share my latest _____ (blog post/course/name of product) with you! (Share 3 valuable benefits with your audience about it.) See, I knew you'd love it!
7. This year, I've made many mistakes in my life and business, and I'm sure I'm not alone. It's tough being a _____ (solopreneur/single mom and running a business/raising 4 kids and building a business.) The hardest lesson I learned this year was **[tell your lesson]**. The truth is, I needed this lesson, so I can continue to grow. How about you, what lesson have you learned so far this year?
8. The number 1 question I get about _____ (my course/my membership/my business) is **[state the most common question you get.]** There are so many answers I could give, but I really want you to know **[state the**

number 1 benefit to your course/membership/business!] Tell me, was this helpful?

9. Things don't always go as planned. _____ (Today/last week/last night) I realized what I have written in my daily planner is never set in stone! I don't know about you, but it's a good feeling to take my pen or pencil and mark that checkmark on my planner. In real life, those checkmarks don't always happen. Here's the lesson: I can either drown in self-pity, put myself down, and eat countless cookies (because they're so good), OR learn from my situation and tackle that planner tomorrow! What choice will you make? (Of course, indulging with cookies once in awhile isn't totally bad, right?)
10. As a/an _____ (profession/what you do), I get to _____ (network with so many amazing women/design logos from the comfort of my home/help women lose weight without starving themselves.) But what really sets me apart from others who do the same thing, I _____ (provide 1:1 zoom calls every month with my clients to make sure they're getting the best from me/I also create an entire online marketing strategy for my clients/I create unique meal and fitness plans for each client.) I'm here to help you from the beginning, middle and end! Any questions?
11. If I could go back in time and give my 25-year-old self some advice, I would tell her _____ (STOP waiting for the perfect time to start your own business, start NOW!/perfection does not exist and you *are* a TERRIFIC mother/lead with your heart, turn off your mind, and push the mute button on people's opinions.) I certainly wish I had this advice years ago! What advice would you give yourself?
12. Confession: I've played the comparison game, often! My advice--don't bother! You are exactly where you're meant to be! Stay focused, be consistent, be fearlessly authentic and don't give up. Your dreams are worth it!
13. It's time to get the party-poppers out! I'm so proud of _____ (my new blog post/my recent addition to my shop/my latest discount.) It is sure to make you jump up and shout HORRAY! If you're ready to _____ (nail down your unique marketing strategy/add summer-inspired florals to your home/save 10% all month) then click my link. [link] I'm here to help!
14. We've all had bad days, like losing important computer files, our kids throwing a tantrum in the grocery store aisle or talking to someone with something in our teeth. There are days we feel humiliated, mad or disappointed, but we always prevail. This too shall pass. What helps you get through the tough days?
15. My workspace is anywhere my phone is. Today you'll find me _____ (location: at my kitchen table/local café, in bed) working on _____ (project.) Don't worry, I'll share the deets with you soon!
16. Life is good when business is a mix of work + pleasure...but mostly pleasure, especially when _____ (I'm traveling/on vacation/at the beach/my toes in the sand/etc.) Tell me, how do you mix work and pleasure?
17. The sky is not the limit, the only limit is your mindset.

18. I could sit here all day drinking _____, but reality is I'm working hard on _____ (a new blog post/product launch/etc.) Here's a peek at the three things you'll learn: _____, _____ and _____.
19. Today, I've decided to swap my laptop and phone for a full day of fresh air and relaxation! Sometimes you just need to take a break; it's good for the soul. Tell me friend, how do you relax and recharge!
20. So many new faces here, so today I'm going to share 3 things I can't live without.... _____, _____ and _____. How about you?
21. You mustn't be afraid to dream a little bigger...a good reminder the day before I _____ (launch a new website/go live with an announcement/embark on a new product.) Are you dreaming a little bigger today?
22. Most days you'll find me _____ [normal activity], but today I've decided to take a bit of a break and allow myself to indulge a bit. How do you spoil yourself?
23. Today I get to celebrate myself considering I'm my own boss! I will _____ (shutdown the laptop early and meet my best girlfriends for some drinks/treat myself to an extra coffee and binge watch my favorite Netflix show/finally order those fall boots I've had my eye on.)
24. Tell me boss, how will you celebrate yourself today?
25. This time of year is crazy for me! The kids have loads of homework (I'm terrible at 5th grade math), dance recitals, football practice, laundry, making dinner, and oh yeah, my business! I know how it feels to wear many hats and get it all done. Today, I'm going to share my #1 tip on how I keep myself sane with the holidays approaching. Are you ready? I _____ (only focus on 1 or 2 priorities in my business weekly to accomplish my goals/reached out to other moms at school and organized a carpool for all the activities/taught my kids how to do their own laundry!) Mom-of-the-year over here!! What tips do you have?
26. Sometimes it can be tough to get through the day. Occasionally there's always 1 or 2 things that keep us going. For me, it's _____ (coffee and Wi-Fi/walking and listening to music/my kids' laughter and Netflix.) Tell me, what's one thing you can't live without on the tough days?
27. Be honest, what is your weakness when it comes to your business? I tend to _____ (overcomplicate the process and not let it just happen/grab my phone too often and get distracted/compare my success to others and beat myself up about it). Phew, that felt good to get it out and in the open. So friend, spill the beans!
28. Note to self! Remember to stop and look around and be grateful for how far I've come. It's easy to look at what I haven't accomplished, but I know I need to remind myself of the things I have conquered, big or little. Share with me one accomplishment you've achieved this week; I want to cheer you on!
29. Nobody ever said entrepreneurship is easy. Balancing business and life is challenging, so when I'm feeling overwhelmed I _____ (close down the laptop early on Fridays and hit the road with the family for a long weekend adventure/hit the pavement for a quick run with my four-legged

sidekick/silence all my notifications for an entire day and simply be present with my kids.) What do you do when you're overwhelmed?

30. A brand-new month means it's that time again to introduce myself to some new faces. So, let's play a game, shall we?

Here are 2 things about me, but which one is true, and which one is false?

1.

2.

(state a true and false statement about yourself)

Which one of you is daring and will play?