



LOUISE STEPHENS

Create Engaging Captions That Convert



Creating Engaging Captions That Convert!

If you're like me posting on social media was overwhelming.

I knew I needed to start posting across my social platforms on a daily basis only I was stuck with what I should be writing AND how to write content that would showcase who I was, what I did as well encourage social users to engage with my posts WITHOUT feeling like a sleazy car salesman & selling all the time.

After countless hours & investing thousands of dollars into mentors, memberships & masterminds I FINALLY discovered a way that gave me confidence in how I was "showing up" online as well as converting ideal customers/clients into followers & followers into paying customers & clients!

The good news is that you don't have to follow the same frustrating path I did, in this week's lesson you are going to discover the exact formula I use to 'create engaging captions that convert!'

So, let's get started!

Step One; Get Clear on WHO You're Talking To.

To this day whether I'm writing copy for paid advertising or preparing my daily posts, the first thing I do is sit down & put myself into my 'perfect' customer or client's shoes.

Our 'perfect' customers or clients are simply a representation of a former version of ourselves. They are the men & or women who needed what we have now, only when we were in their shoes we decided to go out & create it.

So, how do we do this?

Simple!

Get out your butchers' paper, note books or whatever item you need to do some brain storming on, pull out those coloured pens or grab your favourite pencil & start by answering these questions

Is my perfect customer or client female, male or both?

What age bracket are they in?

What is my perfect customer/client's profession?

Are they single, married, separated, divorced?

Challenges: What is your perfect customer or client's biggest problems right now? What are their frustrations? What keeps them up at night?

What are the short-term solutions that your niche wants right now? If they take action, what are the immediate rewards that they may reap? What do they want, right now? If you could definitely provide this solution your niche would be willing to pay \$100 for this right now.

Long Term Fears: What are the long-term fears of your perfect customer or client if they don't invest in your product or service?

If your perfect customer or client invested in your product or service, what would the long-term rewards be? What is your perfect customer or client's aspirations? At the end of the day what are the long-term outcomes your perfect customer or client want?

Step Two: Plan your content

In the ideal world you will be planning your content month by month & it will be in alignment with your business plan.

However, we don't always live in the '*perfect*' world & sometimes that monthly planning can become week by week or even day by day!

Regardless of how far (or not so far) in advance you plan your content, it is **IMPORANT** for the growth of your business to have a big picture plan on what day you share what information with your 'followers' / social networks.

This 'plan' is what I like to call the business road map & the directions you need to follow to get your business from where it is to where you want it to be.

Once you have created your plan, the next step is to get writing!

Step Three: Writing Engaging Captions That Convert!

The first step in the writing process is to identify the ‘topic’ you want your post to be about & then to come up with a **‘hook’** to capture your audience’s attention.

In less than 2 seconds your ideal customer/client will decide if they will read your post, based on how you start your post.

If the start of your post isn’t capturing your ideal customer/clients’ attention in that time, guess what... they will scroll right past until they find a post that does!

So, how do we come with such magic?

The three most popular ways are;

- 1) Attention your post to a specific audience*
- 2) Reveal a secret, something that might be controversial, a juicy share that makes your target audience want to read more*
- 3) Ask an engaging question to encourage your target audience to want to read more & answer.*

Once you have come up with a ‘hook’ to reel your reader/target audience in, **the second step is to share a story or something insightful.**

I don’t think I need to spell this out, but just in case, you want to ensure your message is in alignment with the topic & your ‘hook’.

If it’s not, this is what is often referred to as ‘click bait’ marketing. Making bold statements just to ‘hook’ your reader & then start talking about something else will lose a lot of trust with your target audience & is the fastest way for business to stop growing.

The third & final step in the writing process is to end with a ‘Call To Action’ (CTA).

So many people write amazing posts online. They share motivation, inspiration, tips, their latest produce/service launch, BUT they forget to instruct their target audience on what to do next.

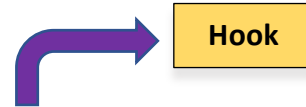
One of the greatest pieces of advice I have been given over my online marketing journey is; *“If a 7-year-old doesn’t understand what you have written or what you want them to do once they’ve read your post, then no one will!”*

So, if you want people to share their thoughts, comment back or head to your profile or website to buy, **you literally have to ask them to do so!**

A clear indicator that your posts are on the right track & your ideal customer/client is getting to know, like & trust you is by their engagement/comments on your posts, you will notice an increase in your organic reach AND an increase in traffic hitting your website or e-commerce store.

Here's some examples to help you on your way!

Example One:



So, I wasn't going to share this BUUTTT as many of you know, I simply cannot keep a secret!!

Last year when I made the move to rural New Zealand, not only did I have family around BUT I also had my high school bestie (& her husband) living close by too.

Although we hadn't really seen much of each other for years, you'd never guess & we immediately started living out of each other's pockets again.

As you do, we got talking about all the things in life that we are SO passionate about (sustainability, mental health, female empowerment... puppies 🐶) & before we knew it, we were dreaming about how we could 'be the change' we wanted to see in the world.

One thing led to another & over the past 6 (or so) months, we decided to turn our dreaming into action & launch Two Creative Girls



Story/Insight

Although we are still just over a week from popping the champagne & clicking LIVE our website, we would LOVE IT if you'd come on over & join our journey by 'liking' our page.

It would mean the absolute world to us & we hope to see you there!



**Call To Action
(CTA)**

Example Two:

"It doesn't matter how slowly you go, as long as you do not stop!"

Hook

During my morning walk with the puppies, I got thinking about the week that was & *what lessons I was going to apply moving forward.*

Like so many of you, I have **HUGE** dreams

But sometimes I give permission for those huge dreams to take over & **I start hustling for my self worth**

What I mean by that is, **instead of setting goals & letting go of the outcome**

Control & fear takes over & somewhere deep inside me I start telling myself "*If I don't achieve my goals, then I must be a failure!*"

(Which btw is utter rubbish! There is no such thing is failure, only lessons to encourage growth.)

What used to take me years to identify now only takes me a few days

And when I do, I giggle at the cheekiness of my inner critic & kindly remind myself that **Rome wasn't built in a day, so why would I expect to change the world overnight!**

Regardless of what the situation is, I am always brought back to the quote, "*it doesn't matter how slowly you go, as long as you do not stop!*" because it is T.R.U.T.H

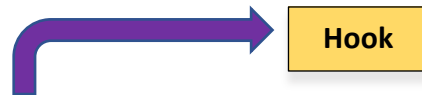
If you get up, show up & keep taking a step forward in the right direction, it is simply **IMPOSSIBLE** to not arrive at your destination.

Story/Insight

Because I love motivational quotes, *is there a saying you remind yourself of when you're being too hard on yourself?*

Call To Action
(CTA)

Example Three:



We were recently asked "where do your t-shirts get made & how do you know they're ethically produced?"

Which is such a GREAT question!

Before we answer it for you too, when we decided to start Two Creative Girls it was a non-negotiable for us that our products would be both sustainable & ethically sourced.

Believe it or not, this wasn't quite as easy as we thought it would be!

However, being the amazing researchers that we are, we came across Digitees who ticked all of our boxes!

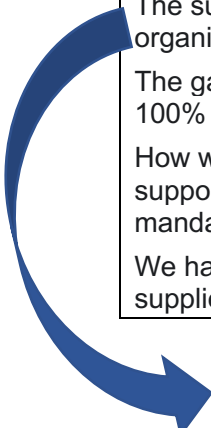
Regardless of what item you buy, all of our garments are printed especially for YOU & then sent straight to YOU!

The supplier of our tee's is AS Colour & we only use the products that come from their 100% organic cotton range.

The garments are made in Bangladesh & come with their 'tag of approval', stating the item is 100% cotton.

How we know our products are ethically sourced is because of AS Colours commitment to support like-minded suppliers too! AS Colour have a strict on-boarding process that includes mandatory visits, strict minimum expectations & a signed code of conduct agreement.

We have full faith in AS Colour & so grateful to have aligned ourselves with a like-minded supplier whose vision, we can support & can support us!



Story/Insight

Are you like us & passionate about supporting eco-friendly companies & products?



**Call To Action
(CTA)**

Now, it's your turn!

But before I leave you to it, I want to remind you that “every master was once a disaster” & although you now have my secret formula to create engaging captions that convert, it doesn't happen overnight!

But just like in the old school Pantene commercials, “it will happen!”