



# PLUG & PLAY POST AND CAPTION PROMPTS

to help you get more clients.





# BUT FIRST, STRATEGY

This is a simple Plug & Play Template.

In order to get the most out of post prompts and captions to gain more clients, here's what you need to know;

Use the chart to Plug-in your...

- **Ideal Client**
- **5 Pains / Struggles - and why?**
- **5 desired Goals / outcome Desires - and why**
- **5 Solutions you provide - This is not your service but the transformation the relief your service provides**

# MY PRE-WORK

Use the chart on the next page and plug in the details. Here's an example of my pre-work

Ideal Client	Service Based Business Owners
List 5 PAIN/ PROBLEM	<ol style="list-style-type: none"><li>1. Wasting time Researching.</li><li>2. Unclear what to Post.</li><li>3. Need Help with Marketing</li><li>4. No Confidence</li><li>5. No Process</li></ol>
List 5 Desired Goals / Outcome Desires	<ol style="list-style-type: none"><li>1. More Clients</li><li>2. More Sales</li><li>3. Business As Main Income</li><li>4. Consistency</li><li>5. How to Convert Followers</li></ol>
List 5 Solutions you provide - This is not your service This is the transformation or the relief your service provides  After my Clients work with me they'll be able to	<ol style="list-style-type: none"><li>1. Learn Who they Serve and Why.</li><li>2. Understand How to Show up with Confidence.</li><li>3. How to Communicate Value.</li><li>4. Know how to attract the right clients.</li><li>5. Know Steps to Move Forward in Business.</li></ol>

# PRE-WORK

Here's your chance to brain dump everything you know about your ideal client in this chart.

<b>Ideal Client</b>	
<b>List 5 Pains / PROBLEM ?</b>	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li><li>5.</li></ol>
<b>List 5 Desired Goals / Outcome Desires</b>	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li><li>5.</li></ol>
<b>List 5 Solutions you provide -</b> This is not your service This is the transformation or the relief your service provides  <b>After my Clients work with me they'll be able to</b>	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li><li>5.</li></ol>

# CALL TO ACTION ( CTA )



1. Hit the link in my bio

2. Send me a DM

3. Drop an Emoji

4. Comment the Word " ME"

5. Leave a Comment

6. Sign Up

7. Like, Comment Share

8. Save this Post for Later *my favorite*

9. Tag a Friend

10. Follow For More

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# IMPORTANT!!

**Disclaimer:** If you're unable to complete the chart, your problem is NOT actually content...it's much deeper than that. The root issue is not fully knowing your ideal client, so therefore connections, engagement, inquiries and clients just don't happen.

## INSTRUCTIONS

Refer to your Pre-Work page and pulling information from the list of each color coded section to plug in the details on the post prompt.

Feel free to freestyle the post to make your own so that's it's more impactful

**NOTE:** Each post can be reused by plugging in different highlighted pieces from the color coded sections in the list you created in your pre-work.

*I've included my example and the instagram post for you to see it in action.*

#1

# POST/CAPTION PROMPT

## Post:

The main reason you're struggling with **PAIN/ PROBLEM** and what to do instead

**Headline:** Here's the reason your struggling with

**PAIN/ PROBLEM**

## Hook:

opt1 LISTEN... I had the same issue until **TRANSFORMATION**

opt2 LISTEN... My clients had the same issue until **TRANSFORMATION**

## Caption:

I remember **PAIN/ PROBLEM**

I knew I wanted **OUTCOME DESIRE** instead I would

always **PAIN/ PROBLEM** but the main reason I was

struggling with **PAIN/ PROBLEM** is because I didn't know

**TRANSFORMATION**

## CTA:

[Click here to See my example on Instagram](#)

# MY EXAMPLE

#1

## POST/CAPTION PROMPT

**Post:** The main Reason you're struggling **Marketing yourself** is and what to do instead.

**Headline:** Here's the reason you're struggling with **Marketing yourself**

**Hook:** LISTEN... I had the same issue in my business until I learned **who I served and why**

**Caption:**

I remember **needing help with marketing** knew I wanted **More Clients** but I would **waste time researching** but the main reason I didn't **how to market myself** is because I didn't know **who I served and why**

**CTA:** Drop a emoji if you been wasting time researching and still falling short.

[Click here to See my example on Instagram](#)





#2

## POST/CAPTION PROMPT

**Post:** Here's 3 reasons Why I love what I do.

**Headline:** Here's 3 reasons I love what I do

**Caption:**

BECAUSE I GET TO HELP

**Ideal Client**

#1 **TRANSFORMATION** so they can get **Desired Goal**

#2 **TRANSFORMATION** so they can get **Desired Goal**

#3 **TRANSFORMATION** so they can get **Desired Goal**

Share a story from the past that inspired you to help ideal clients with transformation.

**CTA:**

[Click Here to see My Example on Instagram](#)

#2

## MY EXAMPLE

### POST/CAPTION PROMPT

**Post:** Here's 3 reasons Why I love what I do.

**Headline:** Here's 3 reasons I love what I do

**Caption:**

Because I get to help **Service Based Entrepreneurs**

**#1 Learn who they Serve** so they can book **More Clients**

**#2 Communicate their VALUE** so they can get **More Sales**

**#3 Show up with Confidence** to become **More Consistent**

I started my graphic design business to serve entrepreneurs with Custom logos graphics and websites I immediately saw that entrepreneurs needed more. I felt a responsibility to learn and and teach more to make an impact in their life so they can achieve the goals they desired when they started their business.

**CTA:** Leave comment about why you love what you do.

[Click here to see My Example on Instagram](#)



#3

## POST/CAPTION PROMPT

**Post:** How I went from **PAIN/ PROBLEM** to **Desired Goal** by doing **TRANSFORMATION**

**Headline:** Are you **PAIN/ PROBLEM** like I was ?

**Hook:** I didn't realize I needed **TRANSFORMATION** until I **PAIN/ PROBLEM**

**Caption:** Because of this / As a result I've been able to

**Option 1** **TRANSFORMATION** without **PAIN/ PROBLEM**

**TRANSFORMATION** without **PAIN/ PROBLEM**

**TRANSFORMATION** without **PAIN/ PROBLEM**

**Option 2** Because of this / As A result I've been able to

**TRANSFORMATION** so that I can **Desired Goal**

**TRANSFORMATION** so that I can **Desired Goal**

**TRANSFORMATION** so that I can **Desired Goal**

**CTA:**

[Click here to see My Example on Instagram](#)

#3

## MY EXAMPLE

### POST/CAPTION PROMPT

#### Post:

How I went from **Clueless** to **Clear on what content to create**

**Headline:** Are you **Unclear what to post** like I was?

#### Hook:

I didn't realize I needed to know **who I served and why** until **spent hours and hours researching** with no results

#### Caption:

I thought I could start a business and post my services and the clients would come flooding in. I thought wrong.

Months and Months went by until I realized I had

**No Process** and was always **Unclear what to Post**

I needed help. The same Help I thought I could avoid

when I first started my business. Learning **who I served and why**

help me go from clueless to Clear on what content to

post.

Because of this / As a result / since id my

**Show up with confidence** to become **More consistent**

**Communicate My Value** to gain **More Clients**

**Attract the right clients** to gain **More Sales**

*CTA: Are you ready to stop being Clueless? Comment or DM me "CLUES" and I'll send you a copy of my FREE Guide that includes help on how to create content with examples I've used myself.*

[Click here to see My Example on Instagram](#)





## Remember this will not work if....

1. If you don't have a clear understanding of who your ideal client is.
2. If you don't understand the pain/problem your ideal client is struggling with.
3. If you don't know the desired goal of your ideal clients
4. If you don't know the transformation your business truly provides.





## Need A Partner?

If You're struggling with plugging in your details then chances are you need some additional clarity on how to really connect with the right people.

No Worries I'm here to help, Schedule a **FREE** call and bring this template and I'll tell you exactly what the problem is and how to fix it.

[Schedule a FREE Clarity Call](#)