AMILLI

// CREATIVE STUDIO

CAPTION STARTER PACK

50 READY-TO-USE CAPTIONS FOR YOUR BUSINESS



AMILLI
// CREATIVE STUDIO

HOW TO USE THIS GUIDE

These 50 captions are designed to save you time, keep you consistent and help you show up with purpose on social media.

1

PICK A CATEGORY

Choose a caption from the category that fits your content.

2

MAKE IT YOURS

Customize the caption to match your brand voice, offers and audience.

3

ADD A VISUAL

Pair it with a photo, video or graphic that fits the message

4

POST & STAY CONSISTENT

Show up regularly to build visibility, trust and engagement.

AMILLI
// CREATIVE STUDIO

CAPTION CATEGORIES

50 CAPTIONS DIVIDED INTO 5 KEY CATEGORIES
TO GIVE YOU A VARIETY OF CONTENT IDEAS
FOR EVERY STAGE OF YOUR BUSINESS.



01
BRAND STORY

Share your story, values and what makes your business unique.



02
BEHIND THE SCENES

Give a glimpse into your process, day-to-day and the real side of your business.



03
TIPS & EDUCATION

Provide value, share your expertise and position yourself as the go-to in your industry.



04
ENGAGEMENT

Start conversations, ask questions and connect with your audience.



05
PROMOTIONS & OFFERS

Announce your services, share special offers and turn followers into clients.

AMILLI
// CREATIVE STUDIO

50 READY-TO-USE CAPTIONS

COPY. CUSTOMIZE. POST.

BUILT TO SAVE YOU TIME AND KEEP
YOUR CONTENT CONSISTENT.

01 BRAND STORY (10 CAPTIONS)

1. Here's the story behind why I started this business...
2. What started as a passion has turned into...
3. We believe in...
4. Our mission is simple...
5. What makes us different?
6. A little reminder of what we're all about
7. The values that guide everything we do...
8. This business is more than just work, it's...
9. We're so greatful for this community...
10. Then vs. now... look how far we've come!

02 BEHIND THE SCENES (10 CAPTIONS)

1. A look behind the scenes...
2. Todays to-do list...
3. Real life at the studio...
4. What it actually looks like...
5. From idea to finished product...
6. A little BTS from today's shoot
7. The messy middle is part of the process...
8. Small progress still counts...
9. Setting up for something exciting...
10. Not everything makes it to the feed but here's a peek...

AMILLI
// CREATIVE STUDIO

50 READY-TO-USE CAPTIONS

COPY. CUSTOMIZE. POST.

BUILT TO SAVE YOU TIME AND KEEP
YOUR CONTENT CONSISTENT.

03 TIPS & EDUCATION (10 CAPTIONS)

1. One simple tip that can make a big difference is...
2. If you're struggling with (problem), start here...
3. Here's what most people get wrong about (topic)...
4. Save this for the next time you need...
5. A quick wau to improve your (result) is...
6. Did you know this about (industry/topic)?...
7. Before you (take action), make sure you...
8. The easist way to get better results is to...
9. If I could give just one peice of advice, it would be...
10. Here's a simple step-by-step approach to...

04 ENGAGEMENT & COMMUNITY (10 CAPTIONS)

1. Tell us - what's something you're working on right now?
2. Which would you choose: (option A) or (option B)?
3. Be honest - is this you too?
4. Fill in the blank: The one thing my business needs more of is?
5. What's a question you've always wanted to ask about (topic)?
6. Drop an emoji that matches how your week is going.
7. We want to know - what do you find hardest about (topic)?
8. If you could wave a magic wand and fix one problem in your business, what would it be?
9. What kind of content do you want to see more of from us?
10. Tag someone who needs to hear this today.

AMILLI
// CREATIVE STUDIO

50 READY-TO-USE CAPTIONS

COPY. CUSTOMIZE. POST.

BUILT TO SAVE YOU TIME AND KEEP
YOUR CONTENT CONSISTENT.

05 PROMOTIONS & OFFERS (10 CAPTIONS)

1. If you've been thinking about working with us, this is your sign...
2. We've opened spots for (servuce) abd would love to support you...
3. Our (offer/service) is designed to help you...
4. Want help with (problem)? Here's how we can help...
5. We created this offer for business owners who need...
6. Looking for a simpler way to (reult)? Start here...
7. This month we're focusing on helping clients with...
8. Ready to stop doing it all yourself? Let's talk...
9. If you're ready for (desired result), send us a message.
10. Doors are open - here's how to book/get started.