



# Content Made Simple:

## ChatGPT Prompts for Time-Poor Creatives

This guide gives you 50 plug-and-play prompts you can feed into ChatGPT to instantly generate Instagram hooks and captions—created just for you.

For heart-led  
entrepreneurs who  
value authenticity.



# HEY, I'M LEAH

**Mum of three, content creator, and marketing mentor.**

With over 12 years in marketing and a thriving content business under my belt, I've learned a thing or two about building an online community (and avoiding the dreaded zero likes moment).

In just a few years, I turned Instagram from a little side hustle into my full-time gig—growing an audience of over 80K by showing up as my real, messy, imperfect, human self. Sharing raw, relatable content didn't just build a community—it built a business that outpaced my marketing salary and completely changed my career.

Whether it's photography, social media, storytelling, or simply figuring out how to post without overthinking it for three hours—I've got you. Think of me as your Instagram BFF, business cheerleader, and the friend who'll hype you up and give you the strategy to make it all work.

Let's build an Instagram presence that feels like you—authentic, aligned, and actually fun.

# How To Use This Guide

Welcome to your ultimate time-saver for content creation!

This guide is here to make your life easier with 50 ready-to-go Reels and carousel hook ideas, each paired with a caption prompt designed to work with ChatGPT. No more blank screens. No more wondering what to post.

These prompts will help you create high-converting, on-brand Instagram content in minutes—not hours.

Whether you're creating a Reel or a carousel, here's a quick tip:

- For Reels, your hook is the on-screen text your audience sees in the video.
- For carousels, it's the copy on the first slide—that scroll-stopping first impression.

Here's how to get the most out of this guide:

1. Start with the Business & Instagram Overview Prompt.
2. Think of this as your ChatGPT intro—it gives the AI a quick snapshot of your business, audience, and tone of voice. This helps it write captions that actually sound like you.
3. Then, choose your hook + copy prompt.
4. Once you've filled out your overview, simply copy the caption prompt that matches the hook you want to use, paste it into ChatGPT—and voilà! Watch it generate an Instagram caption that's tailored to your brand, your voice, and your message.

Simple. Fast. Aligned.

This guide is your secret weapon for cutting down content creation time, showing up more consistently, and making your Instagram feel effortless and effective.

Let's get started!



# How To Use This Guide

## Your brand & instagram prompt.

Before diving into the caption prompts, this is your go-to starting point. Think of it like setting the scene—you're giving ChatGPT the backstory so it can help you write content that actually sounds like you.

This step is like chatting with a copywriter friend who's about to take over your content calendar—they just need to understand your business, your audience, and your tone to get it right. Trust me, giving ChatGPT this info first makes all the difference.

So before you jump into any specific hook or caption prompt, fill this out and feed it into ChatGPT. It'll set the tone and make everything that follows feel more aligned, on-brand, and like it came straight from your own brain.

## The prompt:

I want you to act like a social media and marketing expert who is also a creative copywriter specialising in Instagram content.

I need your help crafting engaging and impactful captions for my Instagram account. These captions should be between 150–250 words and include helpful guidance, tips, or advice that delivers real value to my audience.

Please format the captions so that each thought is on a new line for easy reading. Begin each caption with a short (3–5 word) hook to grab attention quickly.

Before I give you the specific prompt for the caption, here's an overview of my business so you can tailor your writing to match my voice and brand:

**Business Type:** I run a [describe your business type, e.g., online boutique, coaching service, digital product brand].

**Niche & Offerings:** My business focuses on [describe your niche, target audience, and key offerings].

**Instagram Audience:** My audience is primarily [describe your audience demographics, e.g., women entrepreneurs, small business owners, creatives], and they care about [describe what your audience values, e.g., tips on business growth, mindset shifts, digital product creation, lifestyle inspiration].

**Brand Tone:** I speak to my audience in a [describe your brand tone, e.g., warm, conversational, down-to-earth, supportive] tone. Please reflect this in the captions.

**Call to Action:** I'd like the captions to include a CTA that encourages my audience to [describe the desired action, e.g., leave a comment, share their thoughts, click the link in my bio, save the post].

# Using ChatGPT

## What even is ChatGPT?

Think of it as your friendly go-to assistant for brainstorming and writing those perfectly worded Instagram captions.

ChatGPT is a clever little AI tool that can help you come up with creative, engaging, and on-brand captions—saving you a whole lot of time (and second-guessing). Whether you need a scroll-stopping hook, a relatable story, or a thoughtful CTA, ChatGPT makes the caption-writing process easier, faster, and honestly... way more fun.

It's like having a copywriter bestie in your back pocket—ready to help, 24/7.

## Tips for getting those most out of it:

- **Be Specific:** The more detail you share about your audience, brand, and message, the better ChatGPT can tailor the captions.
- **Provide Examples:** Include examples of captions you love (or don't love) to steer the direction and vibe.
- **Ask for Variations:** Don't settle for the first version. Ask for 2–3 options or tweak the tone until it feels just right.
- **Infuse your Personality:** Describe your brand voice and values to help ChatGPT write captions that sound like you.
- **Test & Tweak:** Use ChatGPT's suggestions as a starting point, then edit and shape them to truly reflect your voice and message.

# Posting Tips

## **Consistency**

Pick a realistic posting schedule and stick to it.

## **Use ~3-9 hashtags**

There are 30 available so sometimes experiment with varying sizes to see what works best for your content, audience and niche. Ideally, choose a mix of large >1M and smaller <100K uses so you simultaneously categorise your content in the algorithms & increase exposure in smaller communities.

## **Timing**

Post consistently (between 3x a week up to 3x a day) and train your audience to always expect you to show up for them on specific days and times, at least for the first few months.

## **Trending Audio**

Add it in right before posting, so you can select one with low uses.

**Use ~5-10 SEO** (search engine optimisation) keywords in your video and caption. This is like a recipe or post office mailing instructions of where to “deliver” your message to “virtual” mailboxes.

## **Add topics**

Before you post, scroll down to “Add Topics” and select up to 3, if relevant.

## **The more engagement and comments**

on your reel, the more the algorithm will push it, and as you learn more about your audience, you learn how to best serve them.

## **Stay on Instagram**

Sometimes after posting your reel to be responsive to comments on your own post, pose follow up questions to continue the dialogue and cement relationship with your audience.

## **After replying to the comment**

with a question, go to that account and return the favour by commenting on their content as well!

# Caption Writing Tips

Caption writing can vary depending on your goals and style—but this is a **proven formula** to help drive leads and conversions.

Start with an **enticing hook** in your Reel: something inspiring, humorous, educational, or bold. This grabs attention and stops the scroll.

Follow it with a concise **second hook** as the first line of your caption. This line should spark curiosity, feel relatable, or clearly lead into the rest of your message.

Share **personal storytelling** that reflects your own ethos, values, or experiences—this builds trust and connection with your audience.

Bring it back to your **core message** or offer. What's the bigger vision behind your business or Instagram account? Anchor your content in what matters to your audience.

Make it **easy to read**. Use line breaks, a conversational tone, and sprinkle in emojis or personality to keep your captions engaging and digestible.

# Reel Myth-busting

There's A LOT of noise out there on what you "need" to be doing for growth, here's a few total myths:

✗ Post at the same time every single day

✗ You have to post 3x per day otherwise you won't grow

✗ Engage with other account 15 minutes before and after you post

✗ You shouldn't share you reels to your stories

✗ Use all 30 hashtags

✗ Jam Keywords into your Reel and then slide it off the screen

✗ Follow your target audience

✗ Don't copy and paste captions, write them manually

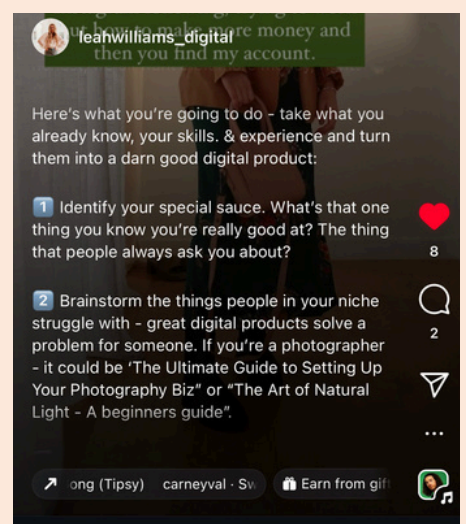
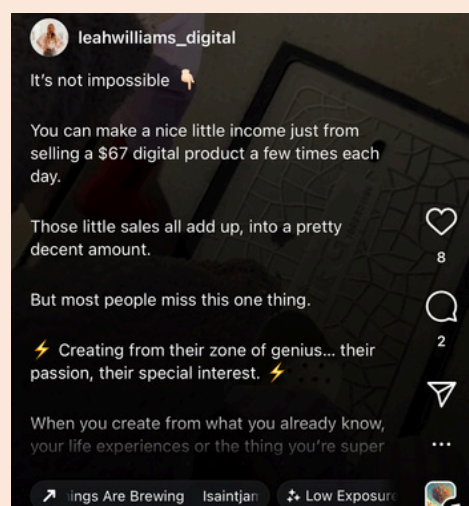
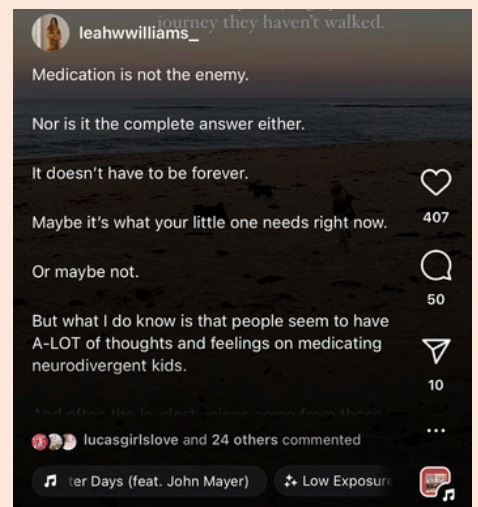
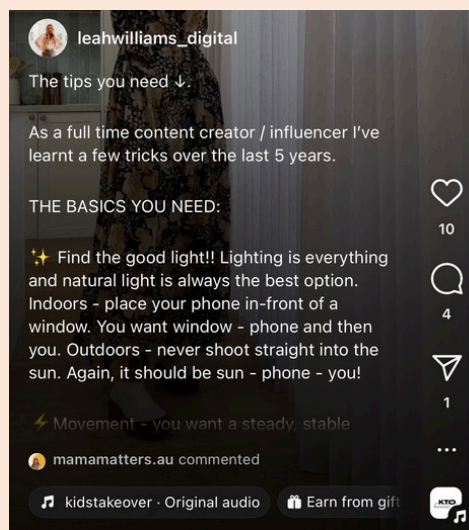
# Writing Captions

When it comes to Instagram captions, think of them as your chance to chat directly with your followers. The best captions do more than just fill space - they provide value, spark emotions, and create a connection. They should be conversational, like you're having a heart-to-heart with a friend.

Break your captions into short, punchy lines to make them super easy to read. Each thought or statement should get its own line, making it a breeze for your audience to follow along.

And don't forget the power of emojis! They're great for adding personality, highlighting key points, and breaking up text. Use them to make your captions feel and sound more like you.

## visual examples.



# Carousel Captions

Carousels are a great way to engage your audience and tell a compelling story across multiple slides, instead of all in the caption section. This trend is gaining momentum on Instagram because it lets you break down your message into digestible chunks, keeping viewers hooked from start to finish.

Here's the trick: use short, impactful pieces of text on each slide to build a narrative, teach something or tell a story. Think of each slide as a chapter in your story - keep it concise and engaging to encourage users to swipe through every slide.

Breaking up your content in this way not only makes it easier to read but also creates a visual flow that guides your audience through your message.

Use attention-grabbing headlines, supportive details, and a strong call-to-action to keep them scrolling.

Don't forget, carousels are perfect for blending informative content with captivating visuals. Combine compelling captions with graphics or photos to make each slide stand out. This approach will help you connect with your audience, deliver value, and keep them engaged from the first swipe to the last.

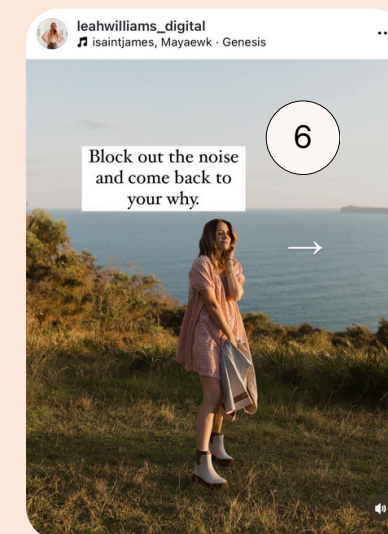
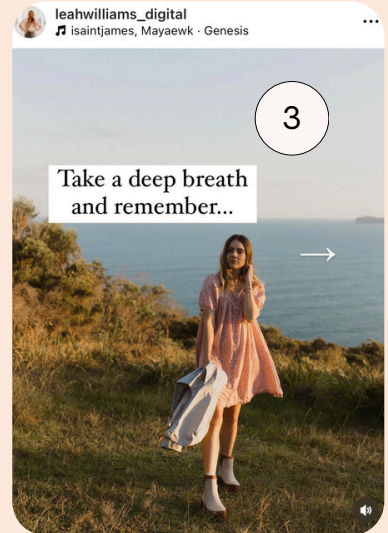
**Bonus tip:** You can now create text on your images right in Instagram. This is a new feature rolled out recently and it's amazing as it just saves SO much time! To do it, just go into post, hit the carousel button, tap on the images you want to use, and then tap the letter icon for text (Aa). Simply pop your text on, hit done, and scroll across do the same for the next image in the carousel.

Take a look on the visual example over the page.



# Carousel Example

HOOK + CAPTION IN CAROUSEL



# How To Use This Guide

## Your step-by-step guide to create content fast.

1

Take your business & Instagram overview prompt, copy and paste into ChatGPT. Make sure you edit it to suit your brand.

2

Choose the hook you'd like to use for your content, then edit & fill in the blanks of the caption prompt, and copy & paste into ChatGPT.

3

Tweak any copy you feel like needs revising - if you don't love the copy ChatGPT gives you, just ask it to try again and tell it how you want the copy to be.

4

Grab your hook & your final caption copy and create your reel or carousel in Instagram. Don't forget to add in emoji's where it works too.

Important: Don't  
forget to put your  
Business & Instagram  
overview prompt into  
ChatGPT first!

Let's get into  
*the prompts.*



# HOOK

why is no one talking  
about \_\_\_?

# PROMPT

In my industry, there's a critical topic that often gets overlooked, and it's [insert topic, e.g., the true cost of running a small business, the impact of burnout on entrepreneurs, the importance of sustainable practices]. Can you help me create a caption that highlights why this issue matters, why it's not being discussed enough, and how my brand or business addresses it? I want the caption to spark a meaningful conversation among my audience and encourage them to share their thoughts or experiences on this topic.

# HOOK

If I had to restart & build my \_ from scratch, here's what I'd do.

# PROMPT

If I had to restart and build my [insert your business type, e.g., online boutique, coaching business, etc.] from scratch, what would be the key steps I should take based on my industry and target audience? How can I create a caption that inspires others to consider their own approach?

# HOOK

Here's how to [audience's desires] in 2024

# PROMPT

In 2025, my audience wants to [insert specific desire, e.g., grow their small business, launch a digital product, increase their social media following]. How can I craft a caption that outlines actionable steps or tips for achieving this goal, while reflecting the values and unique selling points of my brand?

# HOOK

You're dreaming of [audience's desire] but have no idea on where to start? Don't worry, I've got your back.

# PROMPT

My audience often dreams of [insert their desire, e.g., starting their own business, launching a product, mastering social media], but they don't know where to begin. How can I create a caption that reassures them, offers clear starting steps, and positions my brand as a supportive resource on their journey?

# HOOK

POV: you finally figured out [common challenges], and this happened...

# PROMPT

My audience struggles with [insert common challenge, e.g., finding clients, maintaining work-life balance, creating consistent content]. How can I write a caption that shares a story of overcoming this challenge and the positive changes that followed, making it relatable and encouraging for my audience?

# HOOK

Unpopular opinion: « insert it here\_»

# PROMPT

I have an unpopular opinion about [insert opinion related to your industry, e.g., "You don't need a large following to be successful," "Working 24/7 isn't a sign of success"]. How can I turn this into a caption that challenges my audience's thinking and invites them to share their perspectives? I want this copy to be a bit controversial.

# HOOK

The ONE piece of advice got  
me \_\_\_\_

# PROMPT

One piece of advice that transformed my business was [insert advice, e.g., focusing on customer service, embracing social media, outsourcing tasks]. Can you help me create a caption that shares this advice, explains its impact on my business, and encourages others to consider it in their own journey?

# HOOK

Uncomfortable truth... But  
somebody had to say it \_ \_ \_ \_

# PROMPT

There's an uncomfortable truth in my industry that people rarely talk about [insert truth, e.g., "Success takes longer than expected," "Not every client is a good fit"]. How can I write a caption that addresses this truth in a candid yet supportive way, prompting my audience to reflect on their own experiences?

# HOOK

The truth about X in 20 seconds.

# PROMPT

I want to share the truth about [insert topic, e.g., launching a product, running a small business, growing a social media presence] in 20 seconds. How can I create a concise yet impactful caption that reveals a key insight or myth-busting fact that my audience needs to know?

# HOOK

The ONE thing people get wrong about \_\_\_\_

# PROMPT

People often get [insert topic, e.g., branding, pricing, customer engagement] wrong in my industry. Can you help me create a caption that clarifies this misconception, offers the correct approach, and positions my brand as an expert in the field?

# HOOK

5 ways to \_\_\_\_\_

# PROMPT

I want to share 5 ways to [insert action, e.g., improve online sales, streamline business processes, increase social media engagement]. Can you help me create a caption that lists these methods, explains their benefits, and encourages my audience to try them out in their own business or creative work?

# HOOK

I'm going to be completely honest with you about \_\_

# PROMPT

I want to be honest with my audience about [insert topic, e.g., the challenges of entrepreneurship, the importance of self-care, the realities of scaling a business]. Can you help me create a caption that's open, sincere, and encourages my audience to reflect on their own experiences or struggles?

# HOOK

Instead of X try X.

# PROMPT

Many people in my industry tend to [insert common practice, e.g., follow every trend, lower prices to attract customers], but I believe [insert alternative, e.g., focusing on unique value, adding extra value instead]. How can I craft a caption that suggests this alternative and explains why it's a better approach?

# HOOK

This is why you need  
[something]...

# PROMPT

I believe my audience needs [insert specific tool, strategy, or resource] because [describe why it's important]. How can I create a caption that explains the necessity of this item, details its benefits, and provides examples of how it can make a difference in their lives or businesses?

# HOOK

I made a HUGE mistake in my business and this is what happened...

# PROMPT

Reflect on a time when I felt I made a mistake in my business or creative work and what I learned from it. The huge mistake I made in my life or business was [insert here] and what I learnt was [insert here]. How can I craft a caption that shares this story openly, offers valuable lessons or tips, and helps my audience navigate similar challenges with confidence?

# HOOK

Why I'm no longer [doing something] in my business/life.

# PROMPT

Explain why I stopped doing [insert activity or approach] and the positive changes that followed. How can I write a caption that discusses this decision, the benefits of the change, and offers advice or encouragement to my audience who might be considering a similar shift?

# HOOK

How my client went from [no results] to [desired outcome] using my [service/product].

# PROMPT

Share a success story where my client went from [insert initial situation] to [insert desired outcome] using my [service/product]. How can I craft a caption that outlines this transformation, emphasises the effectiveness of my offering, and inspires my audience by showcasing real results?

# HOOK

What I wish I knew when I started [your niche]...

# PROMPT

Reflect on the key lessons or insights I wish I had known when I first started in [insert your niche]. How can I create a caption that shares these valuable pieces of advice, offers guidance to those starting out, and provides encouragement based on my experiences?

# HOOK

The ugly truth about [topic]...

# PROMPT

Share an uncomfortable truth about [insert topic] that isn't often discussed. How can I create a caption that candidly addresses this issue, offers honest insights, and helps my audience understand and navigate this truth in a supportive way?

# HOOK

If you don't like [something],  
but still want [desired  
outcome], do [alternative].

# PROMPT

If my audience doesn't like [insert common practice or method] but still wants to achieve [insert desired outcome], what alternative approach can I suggest? Create a caption that addresses this concern, proposes a practical solution, and explains why the alternative might be a better fit.

# HOOK

Stop making excuses and start  
[action]

# PROMPT

My audience often makes excuses about [insert action or goal, e.g., starting a new project, implementing a new strategy]. How can I create a caption that encourages them to stop making excuses and take actionable steps towards this goal, while offering practical advice and motivation?

# HOOK

The best [technique/thing]  
I've ever done.

# PROMPT

Share the best [insert technique, tool, or method] I've ever used in my [business/creative work]. How can I write a caption that highlights its impact, details why it was so effective, and provides insights for my audience to consider using it themselves?

# HOOK

Everything you knew about [topic] is wrong.

# PROMPT

Challenge common beliefs about [insert topic, e.g., marketing strategies, business growth, creative processes] by revealing why everything people knew is wrong. How can I create a caption that debunks these misconceptions and offers a fresh perspective that will engage and educate my audience?

# HOOK

The worst [advice] I've ever had...

# PROMPT

Reflect on the worst piece of advice I've ever received about [insert topic, e.g., running a business, marketing, personal development]. How can I craft a caption that shares this experience, explains why it was harmful, and provides alternative, more effective advice for my audience?

# HOOK

You need to stop [action/habit].

# PROMPT

My audience needs to stop [insert action or habit, e.g., procrastinating, overcomplicating tasks]. How can I create a caption that clearly explains why this change is necessary, offers practical advice on how to make the shift, and motivates my audience to take action?

# HOOK

5 trends for [year/industry].

# PROMPT

Highlight 5 trends for [insert year or industry, e.g., 2024, digital marketing, small business, copywriter, clothing boutiques]. How can I create a caption that outlines these trends, explains their significance, and helps my audience stay ahead of the curve by incorporating them into their strategies?

# HOOK

Why you should avoid  
[common mistake].

# PROMPT

Explain why my audience should avoid [insert common mistake or pitfall in your industry]. How can I write a caption that outlines the negative impact of this mistake, offers advice on how to avoid it, and provides actionable steps for making better choices?

# HOOK

What life is like as a [role/position].

# PROMPT

Describe what life is like as a [insert role or position, e.g., entrepreneur, freelancer, creative professional]. How can I craft a caption that gives a realistic portrayal of this role, shares the highs and lows, and connects with my audience by offering insights into this lifestyle?

# HOOK

The best thing I ever did as a [role] was [action].

# PROMPT

Reflect on the best thing I ever did as a [insert role, e.g., business owner, coach, designer] and how it positively impacted my work or life. How can I create a caption that shares this experience, explains why it was so effective, and inspires my audience to consider similar actions?

# HOOK

The most common misconception on [topic].

# PROMPT

Address the most common misconception about [insert topic, e.g., entrepreneurship, marketing strategies, productivity]. How can I write a caption that clarifies this misconception, provides accurate information, and educates my audience on the correct understanding of this topic?

# HOOK

Are you guilty of making this mistake?

# PROMPT

Pose a question about a common mistake my audience might be making in [insert context, e.g., their business practices, content creation]. How can I create a caption that highlights this mistake, provides tips for correcting it, and encourages my audience to reflect on their own practices?

# HOOK

My favourite tool for [task].

# PROMPT

Describe my favourite tool for [insert task, e.g., managing projects, designing graphics, tracking social media performance]. How can I write a caption that highlights why this tool is my favorite, explains its benefits, and encourages my audience to consider using it in their own work?

# HOOK

Exposing the truths about  
[topic].

# PROMPT

Expose the truths about [insert topic, e.g., the reality of running a business, the challenges of content creation]. How can I create a caption that candidly reveals these truths, provides valuable insights, and helps my audience understand and navigate the realities of this topic?

# HOOK

My toxic trait is [trait].

# PROMPT

Share a personal reflection on my toxic trait of [insert trait, e.g., perfectionism, overthinking]. How can I create a caption that openly discusses this trait, its impact on my work or life, and offers advice for overcoming or managing it, while connecting with my audience on a relatable level?

# HOOK

It hits hard when [situation].

# PROMPT

Describe a situation when [insert situation or experience, e.g., facing rejection, encountering setbacks] hits hard. How can I craft a caption that conveys the emotional impact of this experience, shares a personal story or lesson learned, and resonates with my audience who might have faced similar challenges?

# HOOK

Let's normalise [behaviour/idea].

# PROMPT

Advocate for normalising [insert behaviour or idea, e.g., taking breaks, asking for help]. How can I create a caption that promotes this idea, explains its importance, and encourages my audience to embrace or support this change in their own lives or communities?

# HOOK

Just a reminder that [message].

# PROMPT

Share a reminder about [insert message, e.g., self-care, persistence, setting boundaries]. How can I create a caption that conveys this reminder in a supportive and encouraging way, offering practical advice or motivation to reinforce the message with my audience?

# HOOK

It hits hard when [situation].

# PROMPT

Describe a situation when [insert situation or experience, e.g., facing rejection, encountering setbacks] hits hard. How can I craft a caption that conveys the emotional impact of this experience, shares a personal story or lesson learned, and resonates with my audience who might have faced similar challenges?

# HOOK

How it started vs how it's going.

# PROMPT

Compare 'How it started' with 'How it's going' for [insert project, goal, or journey]. How can I create a caption that visually or descriptively contrasts the beginning with the current status, shares the progress or growth, and engages my audience by highlighting the journey and results?

# HOOK

This tip/hack/advice got me [result] in only [time] days.

# PROMPT

Share a tip, hack, or piece of advice that helped me achieve [insert result] in only [insert time, e.g., 7 days]. How can I craft a caption that details this tip, explains its effectiveness, and encourages my audience to try it themselves for similar results?

# HOOK

I don't know who needs to hear this but [message].

# PROMPT

Share a message that might resonate with someone who needs to hear it, such as [insert message, e.g., "you're doing better than you think," "it's okay to ask for help"]. How can I write a caption that conveys this message in a heartfelt way, encouraging reflection or reassurance for my audience?

# HOOK

I wish I knew about this [topic] when I started [journey].

# PROMPT

Reflect on a topic or piece of advice I wish I had known when I started [insert journey, e.g., my business, my creative career]. How can I create a caption that shares this insight, explains its importance, and provides value for my audience who may be in a similar position?

# HOOK

Your step-by-step strategy to [goal].

# PROMPT

Provide a step-by-step strategy to achieve [insert goal, e.g., increasing sales, improving work-life balance]. How can I write a caption that outlines each step clearly, offers practical advice, and motivates my audience to follow this strategy to reach their own goals?

# HOOK

POV: you decided to [action].

# PROMPT

Provide a point of view where someone decided to [insert action, e.g., take a bold step, make a change]. How can I craft a caption that illustrates the outcome of this decision, shares a personal story or example, and inspires my audience to take similar actions in their own lives?

# HOOK

How to [action] in [time]  
minutes.

# PROMPT

Explain how to [insert action, e.g., boost engagement, streamline a process] in [insert time, e.g., 10 minutes]. How can I create a caption that offers a clear and concise guide to achieving this action within the specified time, and provides practical tips or steps for my audience to follow?

# HOOK

Do this one [action] to [benefit].

# PROMPT

Suggest one specific action [insert action] that leads to [insert benefit, e.g., improved productivity, better engagement]. How can I create a caption that explains how to implement this action, highlights the benefits, and encourages my audience to try it out for themselves?

# HOOK

Major mistakes most  
[profession] make.

# PROMPT

Identify major mistakes that most [insert profession, e.g., entrepreneurs, content creators] make. How can I create a caption that outlines these mistakes, provides advice on avoiding them, and offers guidance to help my audience improve their practices or approach?

# HOOK

Stop making these 3 mistakes.

# PROMPT

Highlight the most common 3 mistakes related to [insert topic, e.g., marketing strategies, time management]. How can I create a caption that points out these mistakes, offers solutions or alternatives, and helps my audience avoid them in their own work or life?

# HOOK

3 reasons why you need to start [action].

# PROMPT

Present 3 compelling reasons why my audience should start [insert action, e.g., implementing a new strategy, adopting a new habit]. How can I write a caption that clearly explains these reasons, highlights the benefits, and encourages my audience to take the first step?

# HOOK

I never thought I could  
[accomplish something].

# PROMPT

Reflect on something I never thought I could accomplish, such as [insert accomplishment]. How can I craft a caption that shares this personal achievement, the journey to reaching it, and offers encouragement or inspiration for my audience who might have similar aspirations?

# HOOK

Why doing [action] will not help you [achieve this goal].

# PROMPT

Explain why [insert action, e.g., following trends blindly, overworking] will not help [insert goal or outcome]. How can I write a caption that clarifies this misconception, offers alternative approaches, and educates my audience on more effective strategies?

# HOOK

If you're tired of [issue], it's time to try [solution].

# PROMPT

Address an issue my audience might be tired of, such as [insert issue, e.g., lack of client leads, ineffective marketing]. Offer a solution or alternative to try, [insert solution]. How can I create a caption that highlights the problem, presents the solution, and encourages my audience to make the change?

# HOOK

My Roman Empire is [thing].

# PROMPT

Share what my 'Roman Empire' is—[insert thing or passion, e.g., a particular aspect of my business, a favorite hobby]. How can I write a caption that highlights why this is so significant to me, the role it plays in my life, and invites my audience to share their own 'Roman Empire'?

# HOOK

The ONE thing people get wrong about \_\_\_\_

# PROMPT

People often get [insert topic, e.g., branding, pricing, customer engagement] wrong in my industry. Can you help me create a caption that clarifies this misconception, offers the correct approach, and positions my brand as an expert in the field?

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A little  
progress  
each *day*  
adds up to  
big *results*.

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# I'm cheering *you* on!

As you dive into the world of Instagram, remember that the real magic lies in being unapologetically you. These tips and prompts are tools to help guide you, but your unique personality is the secret ingredient that sets you apart. Embrace it. Take these ideas, mix them with your creativity, and make them your own.



**Are we friends on Instagram yet?**

**[@theleahwilliams](#)**

