

5 PLUG-AND-PLAY POST IDEAS THAT SELL

For makers who crochet, sew, illustrate,
design stationery, pins, prints, apparel & more.



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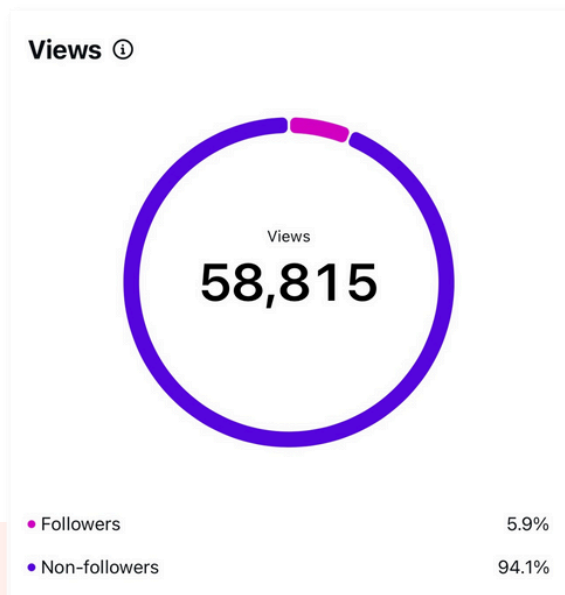


INTRO: HOW THIS WORKS

Most creatives think they need to:

Post every day
Be on every platform
Come up with endless ideas
Try to go viral

...YOU REALLY DON'T.



You need posts that lead somewhere...directly to:

👉 a product link in the DMs (ManyChat) or...

👉 an email signup

Your job is simple:

1. Pick one post idea
2. Use the script (no thinking needed)
3. Post it on Instagram (Reel or Carousel)
4. Choose your CTA:

If you have ManyChat: people comment a trigger word → they get the buy link automatically.

If you don't: they "Tap link in bio" or join your giveaway email list.

POST TEMPLATE #1 ORIGIN STORY

Why this product exists (emotion → sales)

*Works for: stickers, prints, plushies, sewn bags,
crochet toys, stationery, pins, apparel.*



REEL SCRIPT (FILL-IN-THE-BLANKS)

HOOK:

“I didn’t create [product] *just* to make something cute.”

THE REAL REASON:

“I made it because people kept telling me they struggle with [problem], and nothing out there actually helped.”

SOLUTION:

“So I created [product] to fix exactly that.”

CTA OPTIONS:

ManyChat Automation: “Comment ORIGIN and I’ll DM you the link.”

No automation: “Tap the link in my bio to shop.”

CAROUSEL VERSION

Slide 1: Why I created [product]

Slide 2: People struggle with: XYZ

Slide 3: Nothing fixed it

Slide 4: So I made [product] to help with: XYZ

Slide 5: Comment ORIGIN or tap link in bio

POST TEMPLATE #2

BEFORE → AFTER

Show the transformation (proof → sales)

Works for: planners, bags, prints, stickers, pouches, plushies, pin collections and more.



REEL SCRIPT (FILL-IN-THE-BLANKS)

HOOK:

“Here’s the REAL difference this [descriptive word] product makes.”

BEFORE:

“Before: [XYZ], You [share a negative feeling/problem]”

AFTER:

“After: [XYZ], You [share positive feeling/solution]”

CTA OPTIONS:

ManyChat Automation: “Comment AFTER for the link!”

No automation: “Tap the link in my bio to shop.”

CAROUSEL VERSION

Slide 1: Title Hook: Here’s the REAL difference this [descriptive word] product makes.

Slide 2: Before XYZ: List problems and/or negative feelings

Slide 3: After XYZ: List solutions and/or positive feelings

Slide 4: Why it works

Slide 5: Comment AFTER or tap link in bio

POST TEMPLATE #3

10-SECOND DEMO

Show the product in action (removes doubt → increases desire)

Works for: anything physical.



REEL SCRIPT (FILL-IN-THE-BLANKS)

HOOK:

“Here’s what [product] looks like in real life.”

DEMO:

Show hands using it: peeling a sticker, opening a pouch, flipping a planner, squeezing a plushie, pin closeup.

INSIGHT:

“People think [objection], but once you see it, you realise it’s actually super simple.”

CTA OPTIONS:

ManyChat Automation: “Comment DEMO for the link!”

No automation: “Tap the link in my bio to shop.”

CAROUSEL VERSION

Slide 1: Title Hook: “This tiny product does more than you think...”

Slide 2: A clear close-up demo photo or short step sequence.

Caption: “Here’s how it works”

Slide 3: People think [blank], but actually [blank]. For example:

“People think stickers won’t last... but these are waterproof + durable!”

Slide 4: It solves: XYZ (list points)

Slide 5: Comment AFTER or tap link in bio

POST TEMPLATE #4

UNDERRATED PRODUCT

Boost a product people overlook (scarcity → curiosity)

Works for: items that don't get enough attention.



REEL SCRIPT (FILL-IN-THE-BLANKS)

HOOK:

“Nobody talks about this product... but it might be my favourite!”

WHY:

“It’s perfect for [use case] and helps with [benefit]”

TESTIMONIAL

“Customers always say [testimonial].”

CTA OPTIONS:

ManyChat Automation: “Comment UNDERRATED for the link!”

No automation: “Tap the link in my bio to shop.”

CAROUSEL VERSION

Slide 1: Title Hook: “The product nobody talks about...but everyone who buys it LOVES it ••”

Slide 2: It’s perfect for: XYZ (list bullet points)

Slide 3: It helps with: XYZ (list bullet points)

Slide 4: Customers say: XYZ, or display 5* rating

Slide 5: Comment UNDERRATED or tap link in bio

POST TEMPLATE #5

PROBLEM → SOLUTION

Boost a product people overlook (scarcity → curiosity)

Works for: any product that solves a real frustration.



REEL SCRIPT (FILL-IN-THE-BLANKS)

HOOK:

“If you’re struggling with [pain point], this will help.”

PROBLEM:

“A lot of people deal with: XYZ”

SOLUTION:

“This product fixes that by: [blank]”

CTA OPTIONS:

ManyChat Automation: “Comment FIX for the link!”

No automation: “Tap the link in my bio to shop.”

CAROUSEL VERSION

Slide 1: Title Hook: “Struggling with this? You’re not the only one...”

Slide 2: Pain Point #1 (Make them feel understood). For example: messy supplies, notebooks that fall apart, stickers peeling etc

Slide 3: “Pain point #2: example: hard to find the right size? Caption: It doesn’t have to be this stressful

Slide 4: Solution - It helps by: [blank] example: saves time. Caption: A tiny upgrade → a smoother day!

Slide 5: Comment FIX or tap link in bio