



Content that Converts.

150 hooks, captions and CTAs that stop the scroll, build trust, and turn quiet lurkers into buyers.

No fluff. No cringe. Just copy that sounds like you, louder.

BEFORE WE START

Hey, I'm Lisa. If you're posting into the void, read this.

Here's the truth nobody tells you: most women don't fail online because they're lazy or not camera-ready. They fail because their content sounds like everyone else's. Generic hooks. Forgettable captions. CTAs that whisper when they should sell.

This cheat sheet fixes that. Inside you'll find 50 scroll-stopping hooks, 50 caption frameworks and 50 CTAs, tested, tweaked and ready to steal. Which matters, because staring at a blank caption box is exactly where your brain slides off and the post never gets written.

Use one a day, or raid the whole thing in an afternoon. Either way, you're about to sound like you, louder.

Let's go,

Lisa x

01

50 hooks that stop the scroll.

The first two seconds decide everything. If she doesn't stay, she doesn't buy. These are the opening lines that make her stop mid-scroll and actually read the rest.



Curiosity hooks.

Use these when you want her to need the answer. Open a loop, and don't close it until the end.

- 01 Nobody's talking about this, but it's why you're still stuck.
- 02 If I had to restart my online business tomorrow, this is the first thing I'd do.
- 03 I spent £3,800 on a course I never finished. I'm about to tell you what it should have taught me, for free (yours: your real number).
- 04 The reason you're stuck isn't what you think.
- 05 You've started a hundred things. Here's why you finished none of them.
- 06 Read this if you've tried everything and nothing sticks.
- 07 The thing quietly keeping capable women broke in time.
- 08 This took me years to work out. You can have it in three minutes.
- 09 If you're still doing X, you're leaving money on the table.
- 10 The unglamorous truth about building something online.
- 11 Stop scrolling if you're tired of being underpaid.
- 12 This one shift changed how the whole thing felt for me.
- 13 Here's what nobody tells you about leaving the 9 to 5.
- 14 You don't have a money problem. You have a strategy problem.
- 15 Why smart women are quietly building income online.
- 16 The small daily habit that changed how I work.
- 17 Read this if you feel like you're running out of time.

Calling-out hooks.

Speak directly to her. Make her feel seen in the first line and she'll read the rest to feel understood.

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- 18** To the mum reading this at 10pm with cold coffee, this is for you.
-
- 19** If you've ever cried in your car on your lunch break, keep reading.
-
- 20** You're not lazy. Your brain runs on interest, not importance. There's a difference.
-
- 21** Stop doing 10 things. Do this instead.
-
- 22** This is your sign to stop waiting until January.
-
- 23** If no one has told you today: you're allowed to want more.
-
- 24** You don't need another promotion. You need a plan.
-
- 25** Big sister energy: here's what I'd tell you over wine.
-
- 26** You're not behind. You just haven't started the right thing yet.
-
- 27** For the woman who's doing fine but knows she could be doing so much more.
-
- 28** If you've bought three courses and finished none of them, this one's for you.
-
- 29** To the ambitious woman who's tired of trading hours for money.
-
- 30** You already have what you need. You just don't have a system built for your brain.
-
- 31** Read this if you're stable but secretly unfulfilled.
-
- 32** For the mum building something during nap time, keep going.
-
- 33** You're not stuck. You're one decision away.
-
- 34** This is for the woman who refuses to settle. You know who you are.
-

Bold hooks.

Take a stance. Say the thing everyone's thinking and watch the comments roll in.

- 35 Most so-called opportunities are just jobs with extra steps.
- 36 Your 9 to 5 isn't safe. It's just familiar.
- 37 You don't need 10k followers to make real money online.
- 38 Saying this with love: your content is boring because you're boring yourself.
- 39 Consistency is overrated. Clarity is everything.
- 40 The biggest lie in the online space: just be authentic.
- 41 Stop calling yourself a beginner. It's keeping you small.
- 42 You don't have imposter syndrome. You just haven't done the work yet.
- 43 Most money advice online is written by people who've never made any.
- 44 Your salary isn't the flex. Your freedom is.
- 45 The hustle myth lied to us. Here's what actually works.
- 46 You don't need more motivation. You need fewer open loops.
- 47 The algorithm isn't the problem. Your offer is.
- 48 If your income depends on your boss's mood, that's not income. It's permission.
- 49 Most women don't want more hustle. They want more leverage.
- 50 The best time to start was yesterday. The second best is while you read this.

02

50 captions that keep her reading.

Hooks get her in. Captions keep her there. These are the frameworks I reach for when I actually need a post to convert, not just collect likes from my mum.



Story-driven captions.

Facts tell, stories sell. Drop her into a moment, make her feel it, then land the point.

01 6 months ago I was [painful situation]. Today I [new reality]. Here's what changed.

02 The day I decided to stop [old habit] was the day everything shifted. Here's what happened.

03 I nearly didn't post this. But if one person needs to hear it, it's worth it.

04 Plot twist: the thing I was avoiding was the exact thing I needed to do.

05 Two years ago I was where you are now. If you're there right now, read this twice.

06 This is the conversation I wish someone had had with me when I was starting out.

07 I used to think [old belief]. Then this happened, and I changed my mind completely.

08 Last week someone told me something that stopped me in my tracks.

09 The moment I stopped [X] was the moment everything clicked.

10 I remember sitting in my car thinking this can't be it. If that's you right now.

11 Here's what nobody tells you about [topic]. I learnt it the hard way.

12 True story: [something surprising that proves your point].

Teaching captions.

Give her something she can use today. Educate, don't lecture, and always end with the next step.

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| 13 | 3 things I wish I knew when I started [niche]. Save this for later. |
| 14 | Here's a 5-minute exercise that will change how you think about money. |
| 15 | The simplest way to start is [step]. That's it. That's the post. |
| 16 | If you only do ONE thing this week, make it this. |
| 17 | The 3 mistakes keeping you stuck online. I've made all of them. |
| 18 | Here's the exact framework I use every single week. |
| 19 | Steal my [X] approach. Took me years to work out. Yours in two minutes. |
| 20 | If I had one hour a day to build an income online, here's what I'd do. |
| 21 | The difference between women who build something online and women who don't? This. |
| 22 | 5 signs your job is keeping you stuck, and what to do about it. |
| 23 | Here's the unglamorous truth about [topic]. Read the whole thing. |
| 24 | A quick reminder: [powerful truth]. Screenshot this. |
| 25 | The roadmap nobody gave you. Save and share. |

Relatable captions.

Make her feel less alone. The more specific you are, the more it lands.

- 26 If you've ever [very specific feeling], this is your sign you're not alone.

- 27 Tell me you're a [your niche] without telling me. I'll start.

- 28 Things I thought I was the only one doing. Turns out, no.

- 29 POV: it's 9pm, kids are in bed, and you're Googling how to make money from home again.

- 30 If your brain sounds like [relatable inner voice], you're not broken. You're wired to start, not finish.

- 31 Raise your hand if you've ever [specific shared experience]. Just me? Cool cool.

- 32 Drop an emoji if you've been there.

- 33 Be honest: how many times have you said next month I'll start?

- 34 Here's what your best friend would tell you if she knew what I know.

- 35 This is your permission slip to stop doing the thing that's draining you.

- 36 To the woman reading this and feeling seen: hi. I made this for you.

- 37 The things we don't say out loud but all feel. Let's talk about it.

- 38 If this resonates, send it to a friend who needs to read it too.

Confident captions.

Position yourself as the woman who knows. No apologising, no softening, just the truth.

- 39 I'll say it louder for the women at the back: [strong belief].
- 40 Controversial, but: [opinion that divides her audience in a useful way].
- 41 I've worked with women on exactly this, and here's the pattern I see every time.
- 42 If I was your coach right now, this is what I'd tell you.
- 43 Stop asking what if it doesn't work and start asking what if it does.
- 44 The thing separating you from the women you admire is a decision. Make it.
- 45 I won't sugarcoat this: [hard truth]. But here's the good news.
- 46 The reason I can say this with confidence is because I've lived it.
- 47 I'm not here to be your friend. I'm here to be the voice in your head that won't quit.
- 48 If you take nothing else from my page, take this.
- 49 The women who build something online all do one thing. I'll tell you what it is.
- 50 You can keep scrolling. Or you can do something about it today. Your call.

03

50 CTAs that actually convert.

The sale is made or lost in the last line. These CTAs don't beg, don't shout, and don't end in let me know if you're interested. They just work.



DM and comment CTAs.

Low friction, high intent. Make it a one-word action and watch the comments flood in.

- 01 Comment EXIT and I'll send you the roadmap.
- 02 Type READY below if you want the next step.
- 03 Drop a flower in the comments and I'll DM you the link.
- 04 Comment ME if this is hitting a little too close to home.
- 05 Reply with YES and I'll send you exactly what to do next.
- 06 Type GUIDE below for the free starter plan.
- 07 DM me the word SHIFT, I've got something for you.
- 08 Comment your favourite emoji and I'll share my top resource with you.
- 09 Tag a friend who needs to read this.
- 10 Comment MORE and I'll send Part 2.
- 11 Drop an emoji if you want the full breakdown.
- 12 Write START below and I'll DM you the first step.
- 13 Comment your biggest block and I'll answer it.
- 14 Type BRAVE if you're done playing small.
- 15 Comment NAP and I'll send the mum-friendly version.
- 16 DM me CLARITY, I've got a 2-minute audit for you.
- 17 Comment TEMPLATE and I'll send you the swipe file.

Link-in-bio CTAs.

For when you want the click, not the comment. Be specific about what she's getting, because vagueness kills conversion.

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- 18 Grab the full roadmap, link in bio.
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- 19 The cheat sheet everyone's talking about. Bio link.
-
- 20 Ready to stop guessing? Link's in my bio.
-
- 21 Your next step is one click away. Bio.
-
- 22 This is what got me out of my 9 to 5. Link in bio.
-
- 23 Stop saving posts. Start taking action. Bio link.
-
- 24 The exact blueprint in my bio. No fluff.
-
- 25 If you're nodding along, the next step is in my bio.
-
- 26 Everything I teach in one place. Bio.
-
- 27 Want the step-by-step? It's in my bio.
-
- 28 Start your exit plan today. Link in bio.
-
- 29 Not ready to buy? Free resource in my bio.
-
- 30 Built for the woman who's done waiting. Bio.
-
- 31 30 minutes equals your new plan. Bio link.
-
- 32 The thing I wish I'd had when I started. Bio.
-
- 33 Your roadmap is waiting. You just have to go get it. Bio.
-
- 34 Stop writing captions from scratch. It's all in my bio.
-

Story and reel CTAs.

Best for warm audiences, stories and reels. Permission-based and pressure-free, but still moves her forward.

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- 35 If this was useful, save it for later.
-
- 36 Share this with the friend you keep thinking about.
-
- 37 Follow me if you want more of this energy.
-
- 38 Tap the link in my bio when you're ready.
-
- 39 This is your invitation. You don't need another one.
-
- 40 If you made it this far, you know what to do.
-
- 41 The women who build something take the next step. Will you?
-
- 42 Send this to past-you.
-
- 43 Screenshot this. Read it every morning this week.
-
- 44 Your future self is asking you to take one tiny action today.
-
- 45 Here's your sign. You've been waiting for it. It's this.
-
- 46 Stop overthinking. Start with one thing today.
-
- 47 The decision is small. The life on the other side is not.
-
- 48 You can do this. Quietly, slowly, imperfectly. Just start.
-
- 49 Come back to this when you're ready.
-
- 50 If no one told you today: go. Do the thing. I'm rooting for you.
-

NOW GO USE IT

That's the whole playbook.

Save this. Screenshot it. Print it out and tape it above your laptop. You don't need more content ideas. You need to post the ones you already have, better.

If this cheat sheet just saved you a hundred hours and zero cringe, tag me when you use it. I want to see your next post.

Lisa x

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