

PLANN

*The*  
**NON-WRITERS**  
**GUIDE**  
*to copywriting*

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**HOW TO CREATE KILLER CAPTIONS!**



# Introduction

At Plann, our mission is to make EVERY part of your social media process easier, more streamlined and even fun! From planning your strategy and designing a jaw-dropping grid to scheduling your posts at the optimal times, we've left no stone unturned. But, one of the biggest questions we still get from our Plann'rs is... 'What the heck should I write in my Instagram captions?'

Yep, even the most creative of us fall prey to writer's block from time to time! There can feel like there's so much pressure to say exactly the right thing in your social media captions and to be witty, heartfelt and engaging, at all times. This can keep you stuck staring at a blinking cursor on a blank page.

The good news is, captions don't need to be hard! While we can't write your social media captions for you (yet!), what we CAN do is share some of our go-to tips, strategies, and prompts to spark caption inspiration. Those words will be flowing effortlessly out onto the page in no time at all!

Read on for our ultimate copywriting guide that will help you craft captions that captivate and convert.... Even if you're not a writer!



Without Plann, I definitely wouldn't have the business that I do now.

**Nicola Jane Creative - 26k**



**STAY IN TOUCH**  
**THROUGH INSTAGRAM**



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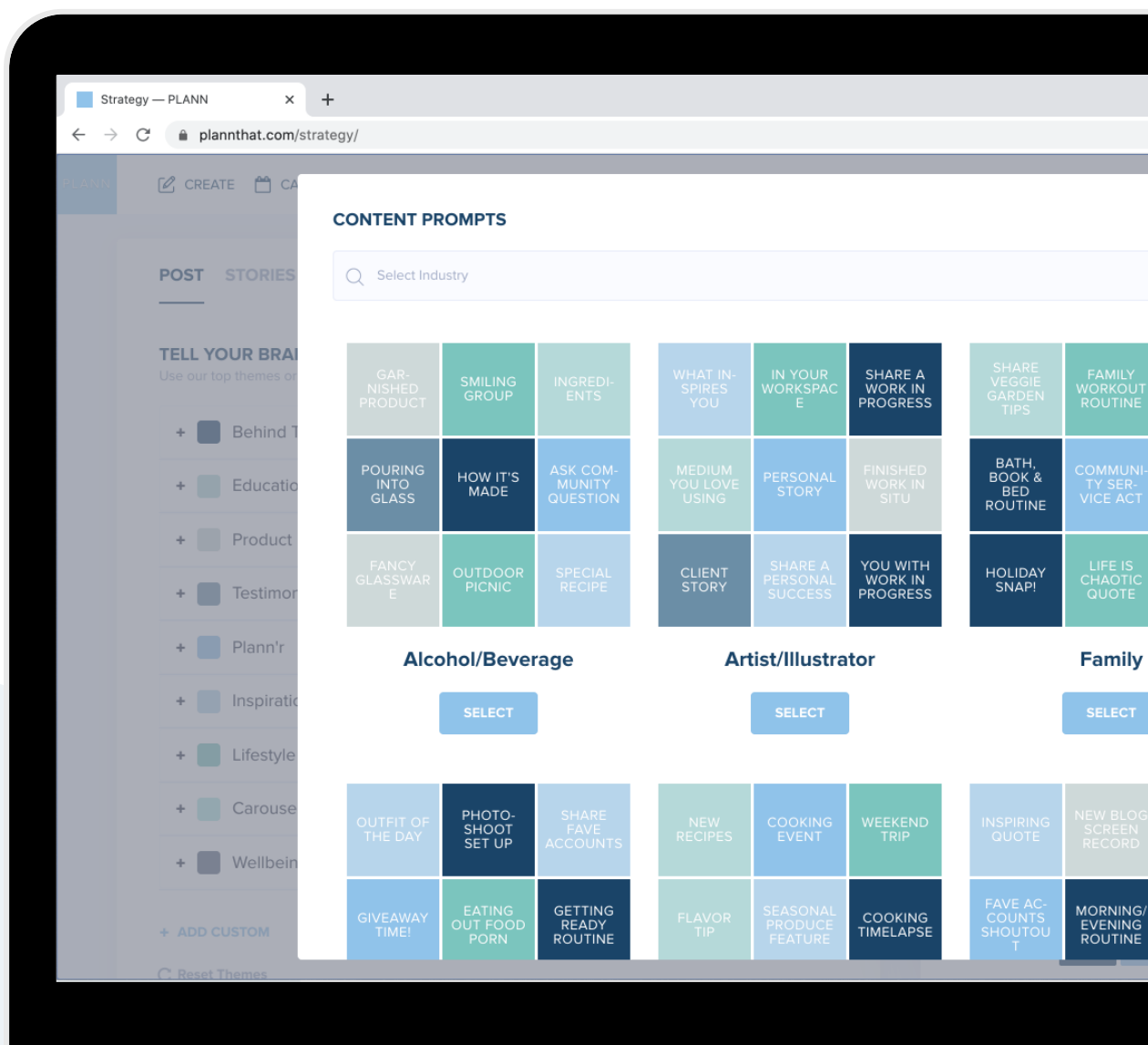
**HAVE YOUT TRIED ALL  
THESE STRATEGIES?**

# Start with a plan

## START WITH A PLAN

Even the most seasoned writers rarely just sit down with a completely blank canvas and start writing. They usually have a brief they're following — or at the very least, a rough structure to help spark their inspiration. You can do the same with our strategy content prompts, right inside Plann!

Tailored to over 50 different industries and occasions, these give you theme suggestions which you can create your content around. For example, if you're a photographer, you'll find prompts around tips for shooting locations, sharing behind the scenes moments from shoots, showing a recent photo that was published etc. You can drag these prompts right onto your grid and stories, and use them to kickstart your inspiration for what you're going to post about.







## *When in doubt, talk it out*

### **WHEN IN DOUBT, TALK IT OUT**

Do you have certain subjects that you could talk about for hours... but when you sit down to write it, it's like \*crickets\*. Well, use that to your advantage! If writing isn't your thing, use voice notes to capture your thoughts and ideas. Then, you can use a tool like Otter.Ai or even Apple's inbuilt transcription software to turn your audio into written text. Give it a bit a tidy up with proper punctuation, grammar and sentence structure (you can use an app like Grammarly to help you) and voila, you've got yourself a caption!

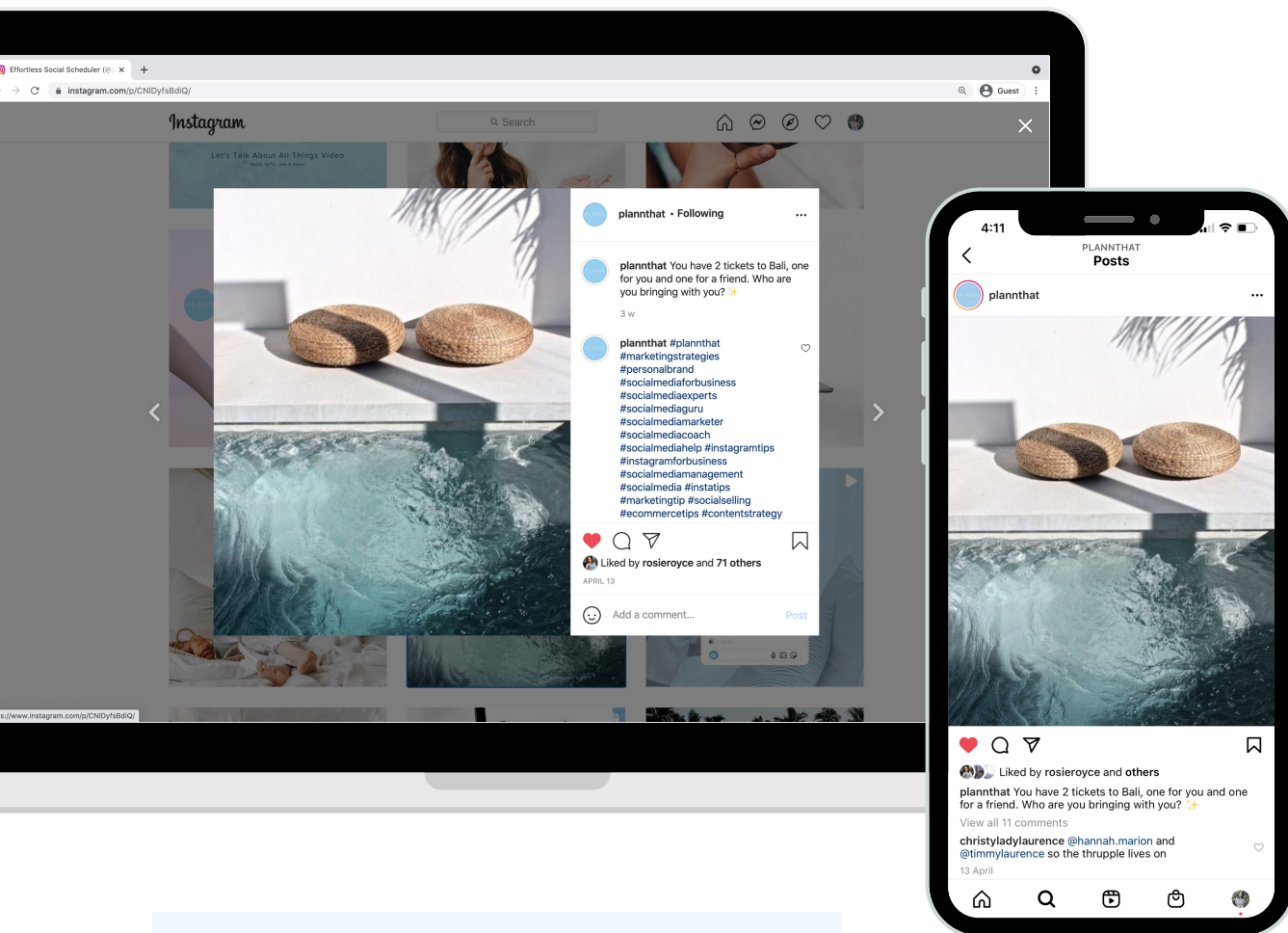
The added benefit of this is, you get captions that are written just like you speak. This can make your content feel more relatable, authentic and genuine, which can help your audience connect with you more easily and deeply.

# Let your images do the talking

## LET YOUR IMAGES DO THE TALKING

You don't always have to have a good idea of what you're going to write in your caption before you choose an image to go with it. Often, it works even better the other way around!

You can use Plann to save collections of images, whether it's from your Dropbox or Google Drive, or our extensive library of inbuilt stock images. By sorting these into themes (think, 'travel' or 'self-care'), you can easily pick and choose what's going to look best on your grid. Then, you can use this to build a story around it! For example, you might use a cute picture of a llama, which jogs your memory about the first time you went to the zoo... and you could share a heartwarming story about that with your audience!



### Plann Pointer:

Need some visual inspiration to get the creativity flowing? Check out our monthly content calendars — they come with 30 days of beautifully-designed graphic templates you can make your own!



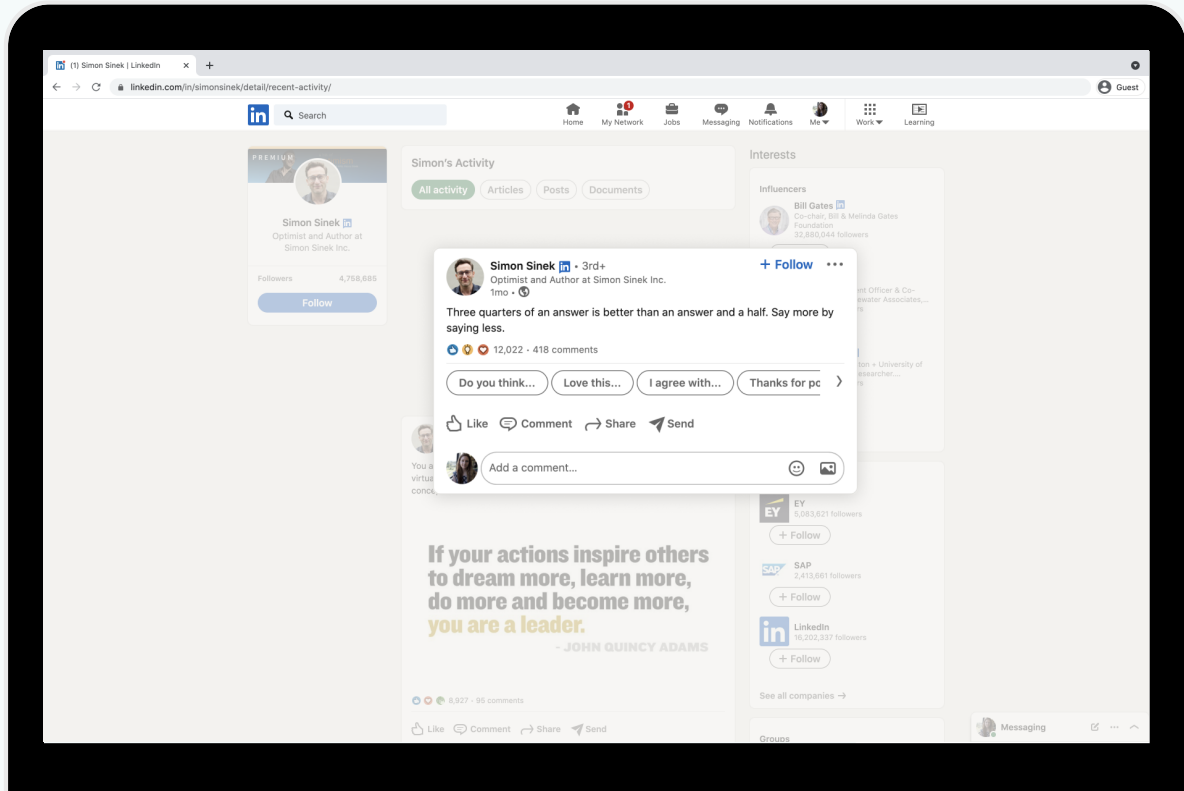
# Keep it simple

## KEEP IT SIMPLE

It's easy to fall into the trap of thinking all of your captions have to be groundbreakingly profound. Not so! Even some of the most mundane experiences can be great fodder for captions. Maybe you had an interesting conversation with a friend that got you thinking about a certain topic. Or, perhaps you observed something at the supermarket that piqued your interest, or even just have a new favorite TV show you're obsessed with.

There's a good reason many professional writers carry notebooks around with them everywhere. These seemingly small daily moments can make really engaging and interesting food for thought. So, it's a good idea to keep a notes app on your phone where you can record these thoughts and observations. Then, when you need content for a caption you can pick and choose.

Similarly, not all of your captions have to be novel-length! Sure, sometimes you might be writing about a topic you're really passionate about and have lots to say. But, sometimes the most effective captions are short and sweet! Take Simon Sinek's captions on LinkedIn, for example. These are often less than 10 words long, but are always thought-provoking and conversation-starting.



# So what?

## ASK YOURSELF, “SO WHAT?”

Feel like you're prone to rambling in your captions? Here's a great writer's trick that will help make your content punchier and more effective. Each new sentence in any piece of writing should bring something new to the table — whether it's sharing new information or coloring a story with more context.

So, to make sure you're doing that when you write captions, ask yourself “so what?” with every line you've written. If you can't justify why that sentence matters, it's gotta go! It's a simple (and sometimes annoying!) tip, but it's one that will help you get your point across far more succinctly. In time, writing this way will start to come naturally to you.







## Write from the heart

### WRITE FROM THE HEART

You can have the most polished and perfectly written caption in the world... but if it feels empty or forced, people are unlikely to respond to it. But on the flipside, you can never go wrong with a heartfelt caption — even if it's not perfectly polished.

The number one thing people are looking for on social media right now is authenticity. So, if you have a particular topic that's really on your heart right now, or an opinion you're passionate about, use that as inspiration for a caption! Your followers are going to appreciate that much more than the 'witty' caption you slaved over for hours. Why? Because it's real.

# Caption generators

## KICKSTART WITH THESE CAPTION GENERATORS

Still not sure where to start when it comes to writing captions? There's no need to reinvent the wheel! Just use one of these caption generators to get you started. Fill in the blanks to make them your own, and you'll likely find that the words just keep on flowing!



**@caption** When I first started my business in [insert year you started here], it was just me and [insert anyone you had helping you].

Now, I have an incredible team of [insert number of team members here]. Together, we've worked [insert number of clients/customers you've worked with]. And have helped them achieve incredible results like [insert quantitative data here].



**@caption** Meet [insert team member name here], my [insert their role], right-hand [gal/guy/pal] and resident [insert quirky thing they're good at] expert. Without them, I'd basically get nothing done, and I'm so beyond grateful to have them in my life and on my team!



**@caption** PSA: Life-changing tip coming in hot! Did you know that you can [insert little known tip in your industry your audience might know]? For the longest time, I didn't realise I could do this and when I discovered it, it absolutely changed the game for me! Have you tried this?



**@caption** Oh hey! Did you know that as well as posting about [insert your main content theme here], [I/we] also share helpful content and tips around [insert your secondary content theme here]? [I'm/we're] super passionate about this topic because [insert share why it interests you] and [I/we] love sharing about it with you.

So, if you're interested in seeing more content about [insert topic here] Make sure you hit that 'follow' button above!



**@caption** Most people know me for [insert thing you're known for] or [insert other thing you're known for] But, one thing they're always really surprised to learn about me is [insert surprising fact about you] I know, not what you would expect, right? But, it makes sense because [insert another interesting piece of background about you]!



**@caption** You asked, we delivered! For what seems like forever, you guys have been asking for [insert product feature they're always asking about] So, we're so thrilled to announce it's finally there!

It has everything you need to [insert benefit outcome 1] and [insert benefit-lead outcome 2] So, what are you waiting for? Head to the link in bio to snap this up



# Call-to-actions

## FINISH WITH A KICKASS CTA

If there's one thing every single caption should have, it's a CTA (call-to-action) This is a sentence that tells your audience what to do next — whether it's following you for more similar content, downloading your free guide, or checking out your website.

Without these, someone's journey with your content will likely end right there (especially if they're not following you), which means you lose the opportunity to turn them into a customer or community member. Whereas, with a call-to-action, you can help gently guide them into the next step of your marketing funnel and turn them into a raving fan.

Need some ideas on how to end your posts? Try one of these tried-and-tested calls to action and watch your engagement and conversion soar!

- Tag someone you know who NEEDS to see this!
- Come back tomorrow for an exciting announcement!
- This was just a taste, get on the list for the full enchilada!
- Tag 3 friends and we'll DM you a 30% off promo-code instantly!
- Claim your 7 FREE day trial now, sign up to get started.
- Not sure what you need? Tell me your biggest challenge below and I'll DM you with a few thought starters.
- In the middle of something? Save this post to read it again later.

Want more? Check out this article for [100 calls-to-action for every type of post](#)



# Ready?

## TO SMASH YOUR SOCIALS?

You don't need to be a professional writer to whip up captions that stop the scroll and make your audience stand up and pay attention. Whether you're a blogger, business owner, marketer or solopreneur, the simple copywriting tips in this article are going to help you cut through the noise online.

But... nobody will ever hear your message if you don't put it out there! [Start your free trial of Plann](#) to start effortlessly writing your captions and scheduling your content today!

