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# A GUIDE TO WRITING *Captivating* INSTAGRAM CAPTIONS



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**angiebwin** Stop spending hours trying to match the perfect caption with your already amazing content! Use these tips to help you save some valuable time and hit the target ever... [more](#)



# NICE TO *Meet* YOU!



## *Hey Girl, Hey!*

Thank you so much for your support in advance! My journey as a Blogger/Content Creator has been quite the interesting one this past year. Between transitioning from working in the office to becoming a work-from-home mom, still having to work full-time and the constant demand that comes along with that. Being mommy, wife, and working on my business has, for the lack of better words, stretched me like a rubber band. However, I'm reminded that what the devil intended to be for my bad, God turned it into a beautiful and rewarding experience for me. Nonetheless, I have been hitting the ground running and have been truly intentional about what I could create and offer my readers, current and future, that would be of value and you know what?!?! Ya girl created something I think would be both beneficial if you are interested in becoming an Influencer/Blogger, or maybe you're just someone who is looking for some inspiration for themselves and desire to pour into others. If this is you, then I encourage you to keep reading!

# THE IMPORTANCE *of a* GREAT CAPTION



The "micro-blogging" caption is a great way to connect with your followers, which in turn can boost brand loyalty. While creating beautiful content for your feed is ultra important if you want to get more engagement on your posts and reach new audiences, writing good Instagram captions that drive engagement is a great strategy.

## (3) TIPS TO WRITING *Engaging* INSTAGRAM CAPTIONS



Compelling Instagram captions will lead to more engagement on your posts. Engagement is one of the three things that the Instagram algorithm considers when ordering content on users' feeds. Read below for three tips to writing engaging Instagram Captions.

1. Start with an attention grabbing **first** sentence.
2. Include a **strong** Call to Action (CTA).
3. Identify "**your voice**" and be consistent!



# 1

## START WITH AN *Attention Grabbing* FIRST SENTENCE

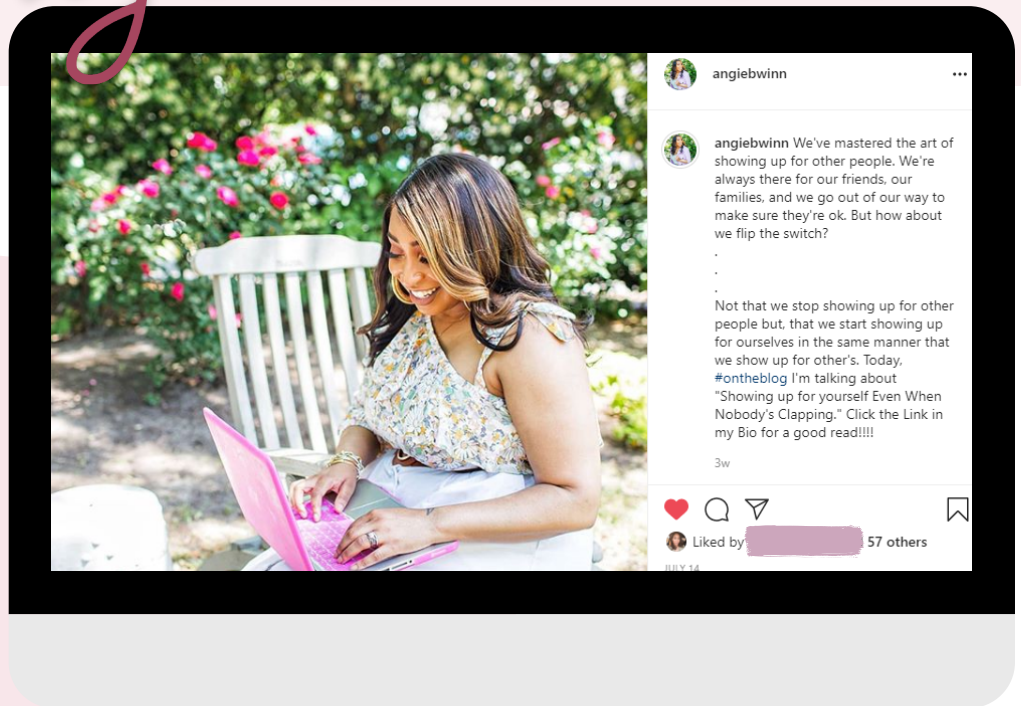
Making the **FIRST** part of your Instagram caption super engaging and enticing is a great way to boost the amount of time people spend on your post.

As a Communications Specialist, I know from experience that you literally have 2.7 seconds to grab someone's attention before they're moving on to something else. I recently had a follower tell me that she **never** reads long IG posts, but she felt compelled to read mine. Check it out!



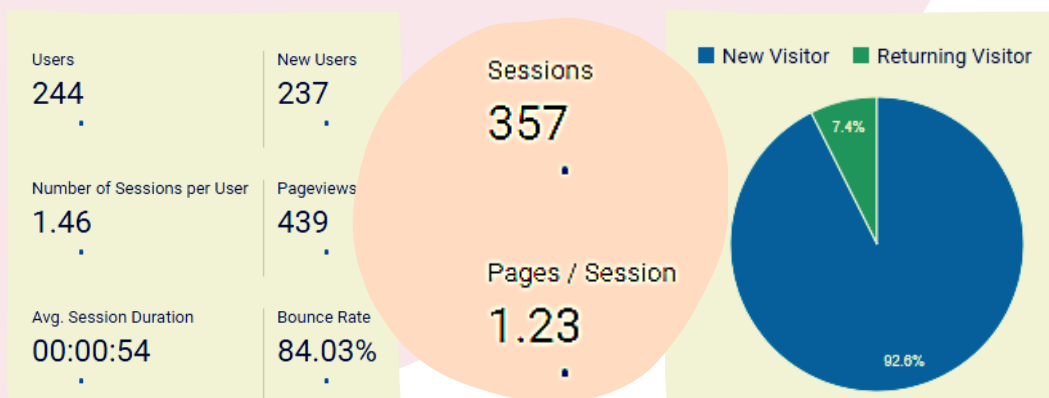
## 2 INCLUDE A *Strong* CALL-TO-ACTION

The formula to success on Instagram is pretty straightforward on the surface. A stunning photo, captivating caption, and the perfect hashtags will drive your engagement. However, one piece that's crucial is missing and that's your Call to Action (CTA). Your CTA is your digital method of asking.



Whether instructing your audience to read your blog, subscribe to your email list, or to head over to your shop to purchase your product or service; it's important to ask because if you don't ask then you DON'T get what you want. A strong CTA not only convinces people to act, but also tells them what and how to do it.

Below, are screenshots from my Google Analytics of my overview audience from July 1st-July 31st. This was from participating in the Mattie James Consistency Challenge. I hadn't been doing the best job of writing consistently on my blog, so this challenge was just the jump-start I needed to growing my email list and increasing my page views. Something as simple as "Click the link in my bio!" or my favorite "What are you waiting for? Go read!" got me results.



**\*FYI, telling your audience once is NOT enough. Be sure to remind people to read, purchase, or sign-up for your services or products on a regular basis.**

# 3 IDENTIFY "Your Voice" AND BE Consistent

People are building up an impression in their mind for all the ways you appear online, on stage, on the phone, or in person. Don't you think that it's best to deliberate about all that? To convey your voice and the vibe for your ongoing message? So that your followers, audience, readers, listeners, prospects, and customers get it? One way that you can find your voice on social media is to think of your or your brand's personality. What do you want people to know you for? Write like you talk (avoid coming off as though you don't know how to speak), write from your readers' perspective, listen and respond & be authentically and consistently YOU.

It's so important as a Content Creator and Blogger that you are in tune with yourself and also attentive to what your audience wants from you. In this short 8 1/2 months, I have learned that my audience loves when I post about my family, marriage, and MY personal journey through motherhood. Being authentic, transparent (without telling all your business) and genuine are all attributes that will make your captions all the more better.

Because I appreciate you all for downloading my Guide, I also would like to share a few Instagram Caption Starters that you can use to get your creative juices flowing. Make them your own, take a look at what other individuals in your niche are talking about (don't steal) and use your voice to convey your very own captivating Instagram post captions. Let me know how this has helped you create better Instagram captions. I'd love the feed back!







# HOW TO TELL *Your Story*

Storytelling is conveying fact through narrative. Most blog posts or web pages are about conveying information, whether it is in the form of a tutorial, sales page, About section and the like. In each case, you want to bring something across to your audience. The best part about storytelling is that it's **YOUR** story! Most people like to think of themselves as creative. Indeed, marketing as a discipline involves, if not requires, a great deal of creativity and not just on the content side. However, even the most experienced Bloggers and Content Creators are not necessarily "storytellers." Storytelling is an art. Many content creators and bloggers confuse long-form content with storytelling, but a story is not defined by its word count. If done correctly, your stories can make people feel, think, and act. Stories transform dull tips into sparkling information and sticky advice. They turn lackluster lessons into engaging adventures. Here are (3) ways to help jumpstart your storytelling journey.

1. **Know Your Values** - Great storytelling begins with a clear understanding of your brand's history and values. The historical development of your brand, easily referenced and communicated, will give your audience insight into why you're championing the values that you do.
2. **Make Sure Your Image & Copy Are Harmonious** - Edit your photos so that they're in line with your brand's personality and then write out your Instagram caption. Provide context and comment on the images you post, choosing your words carefully.
3. **Remember, People Want to Feel Connected** - Understanding which audience to cater to with your Instagram account, and crafting posts around that, will help you establish an instant bond with whoever decides to scroll through your profile. With people growing more discerning than ever about the products they choose, communicating what makes you worth their attention - in the least amount of time - can make all the difference.



## (6) STARTER IDEAS *for your* INSTAGRAM CAPTIONS

New Week, New Goals, New Challenges = continued success. Tell Monday, "Let's get it!"



Without commitment, you'll never start. Without consistency, you'll never finish.



Never stop doing your best because someone doesn't give you credit. God's approval is the only one that matters!



Direction is so much more important than speed. Some people are going nowhere fast! Be directed, NOT swayed.



If opportunity doesn't knock... Build a door! If you don't come across the opportunity that you want, you have to take the initiative to increase your chances of getting that opportunity. Take action. Be encouraged.



Motherhood is making the choice everyday to put someone else's happiness and well-being ahead of your own...



# Services

Most of you may know me as a Blogger or Content Creator, but did you know that I also offer services for Brand, Business and Organization Owners just like you!? Check out a list of my services at [angiebwin.com](http://angiebwin.com).



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