

Instagram Captions - These are a few sample captions from my Instagram business account - @copywhirl.

Sample 1 -



copywhirl I don't prefer wedgies.

But lack of planning or preparation really gets my panties in a bunch.

If you're an entrepreneur building your biz, you've got to consider how effective PLANS connect to the success of your COPY.

Here are a few shaky-but-common scenarios that new business owners find themselves in:

- 😓 There's a long to-do list, but the wrong items are prioritized.
- 😓 Major marketing decisions are made without spending time on how to successfully execute them.
- 😓 Google influences decisions more than conversations with real people.

What do these scenarios mean when working with a copywriter?

- ➡ Your writer needs to understand your game plan.

Whether you have plans for running ads, sending emails, or creating a sales funnel—good copy won't compensate for poor execution.

Undies aside: You ready to shake that business booty? Drop a 🍑 below.

Sample 2 -



copywhirl Before ya touch that home page, these 3 tips will set a solid foundation for your copy. 📌

#1 Don't stuff it with text.

People need a concise look at your brand + benefits. Also, effective home page copy requires the right STRUCTURE so that eyes can quickly scan down the page.

#2 Your page's headlines don't need some kind of catchy phrase or wit to grab attention.

Clear always outweighs the clever. Focus on creating direct, audience-focused headlines first, and use a writer to help you punch them up later.

#3 Customers don't engage with a list of your product's or service's features.

Lead with HOW the features actually benefit your ideal audience. These benefits are both tangible and emotional.

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Unsure if your home page needs some love? Press play on that link in bio. 🎵

Sample 3 -



copywhirl Listen, no one really enjoys writing their own Instagram captions. Fact.

Also fact — By outsourcing your captions to a copywriter, you won't have to:

- ☑ Waste time with writer's block
- ☑ Think about much or how little to say
- ☑ Debate whether you should say this or that

Whether you need captions from scratch or edits to your own writing, I can help you create skimmable captions that resonate with your audience.



What's the hardest thing about caption writing for you? Add your comment, and I'll reply with some tips! 😊