

lattes for lunch

INSTAGRAM CAPTIONS THAT CONNECT

COMMUNITY/CLIENT CENTERED POSTS

PURPOSE: CONNECT WITH OTHER BIZ OWNERS, START CONVERSATIONS, BUILD ENGAGEMENT, ASK QUESTIONS, BUILD TRUST

TOPICS

- WORKFLOW
- STRATEGIES
- TIPS & TRICKS
- CLIENT PROCESSES
- TOOLS (AFFILIATES)
- ASKING FOR HELP
- MOTIVATION
- INSPIRATION
- FEELING UNINSPIRED
- WORKSTATION
- TRENDING TOPICS IN YOUR NICHE
- TO DO LIST
- PLANNING
- CLIENT EXPERIENCE
- CLIENT PROCESS
- TIME TRACKING
- CONTENT CREATION (PHOTO OR COPY)
- WORK PRODUCT
- SEASONAL POSTS
- BEHIND THE SCENES
- PRODUCT LAUNCH
- AVAILABLE SERVICES
- TOP 5 ON ANY OF THE ABOVE TOPICS
- BLOG POSTS (OK TO QUOTE YOURSELF!)
- LIKES/DISLIKES

PERSONAL POSTS

PURPOSE: CONNECT WITH YOUR AUDIENCE, SHARE A STORY, INSPIRE OTHERS, BUILD THE 'KNOW' FACTOR, ASK QUESTIONS

TOPICS

- HOW YOU STARTED YOUR BIZ
- YOUR DAILY ROUTINE
- YOUR WHY
- YOUR 'BEAUTIFUL MESS'
- FAMILY & RELATIONSHIPS
- PETS
- YOUR PROFESSIONAL BACKGROUND (PERSONAL) & HOW IT RELATES TO SERVING YOUR CLIENTS (CLIENT)
- WHAT SETS YOU APART IN YOUR INDUSTRY - HUMBLEBRAG
- SHOW YOUR HUMOR
- SHARE MOMENTS THAT MAKE YOU 'TICK'
- SHARE MOMENTS THAT YOU LIVE FOR
- VACATIONS
- UNPLUGGING
- FAVORITE PART OF YOUR DAY
- SELF-CARE RITUALS
- FAVORITE BOOKS & MOVIES
- HOW YOU'VE CONNECTED WITH OTHERS ON SOCIAL MEDIA (BONUS: TAG THEM!)