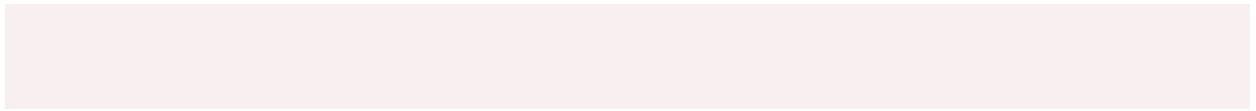
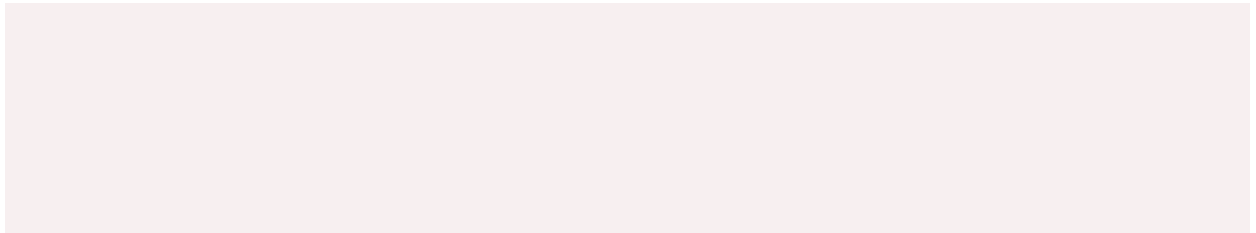


Caption Writing Structure Guide

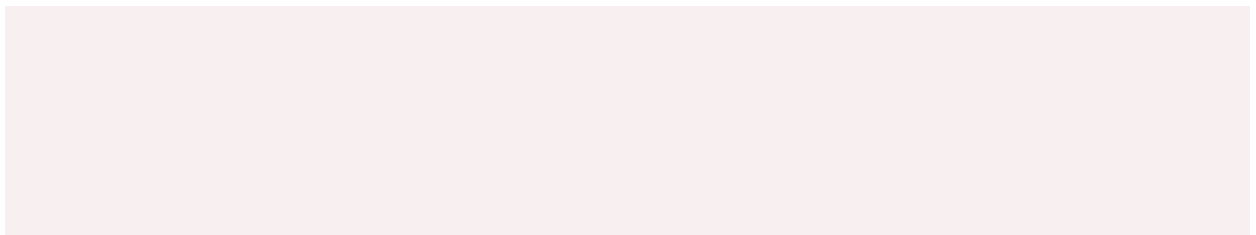
1. Write down a headline that stops the scroll, and pulls the reader in.



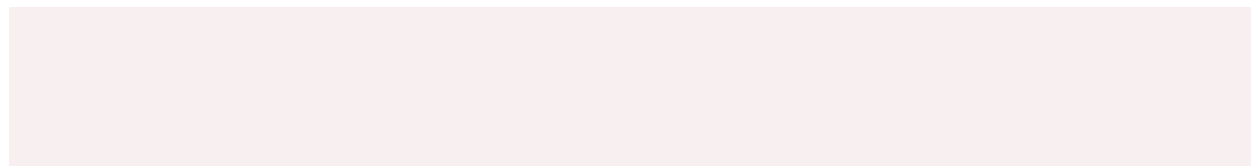
2. Address the pain point that your ideal customer is experiencing.



3. Show them a better way, and give them the solution (your product).



4. Write a direct and clear Call To Action.



Write Captions That Sell
Challenge

Put your post together below, and
watch your caption come alive!

You'll want to cut the fluff, and
read your post out loud to ensure
that it flows for the reader.

@alwayslaurenchamberlain