

WRITING CONFIDENT

*Copy and*

*Captions*

FOR THE MODERN NETWORK  
MARKETER & SOCIAL SELLER  
THOUGHTBOOK

GENERATE AUTHENTIC CONNECTIONS, SALES AND  
IMPACT SIMPLY BY BEING WHO YOU ARE, AND  
SPEAKING DIRECTLY TO YOUR IDEAL CUSTOMER TO  
CREATE A COMMUNITY FULL OF LEADS READY TO BUY  
FROM YOU!

[alwayslaurenchamberlain.com](http://alwayslaurenchamberlain.com)

Now let's talk about one way to

*connect*

with your audience infusing  
your personal brand.

You didn't think that I would give you all the tools to tap into the magic of your personal brand without giving you at least one skill to help apply your brand when talking to your audience, did you?

Friend, I have a slight issue with NOT overdelivering on content.

It's one of the many reasons why you land on my Instagram feed to get the best of my best, and then into The Collective where you get that best tailored to you and your business.

I simply can't help it!

Because there is nothing worse than when someone gives you what you're not supposed to do, or simply an idea of what to do, and then just leave you on a cliff hanger, ya know?

So I'm not going to to that to you.

I gave you some actionable tips inside the workshop, and now I want to go a step further and introduce a new skill that will help you not only infuse your unique brand into your content, but guide your ideal customer towards the link in your bio to purchase, or into your DM's to start building a relationship.

Get ready!

# *How to create posts that connect and sell to your audience*

If you have not yet become intentional when creating your posts/content, you'll have a hard time trying to get anything to resonate with your audience.

It won't matter how often you show up in their newsfeed, if you're not speaking to them directly or just spamming your products, you won't relate to anyone.

That means diving deep into your community, understanding their wants and needs, finding solutions for them, and learning how to write to captivating copy that speaks to them.

Ask yourself:

WHAT can your product/opportunity specifically help them with? What pain point can it solve for them?

WHO could benefit from your product/opportunity? Where is she from, what are her hobbies, etc.

WHY is your product/opportunity the vehicle for change?

How does my unique brand and value resonate?

Go back to your unique value that you share from your personal brand worksheet, who your target audience is, and who your ideal customer is to help you create resonating and captivating copy inside your content.

O k a y , b u t a r e t h e c a p t i o n s  
i n m y c o n t e n t r e a l l y t h a t  
i m p o r t a n t ?

YES! While your image/video is what initially commands the stop of the scroll, your caption is what keeps the attention of the reader, and builds that know, like and trust factor.

This factor is what keeps your audience hanging around for more, and it's the only way to build genuine and authentic relationships through social media. How else are they going to know your story, and feel truly connected and confident in not only you, but your products or opportunity?

Your caption sets the mood, tells a story, and inspires action.

With that said, writing captions isn't easy but I know that you have it in your to write something magical with every post.

I also know that you have nothing to be worried about it if you're silently freaking out inside because that creative writing class in college wasn't your thing -- relax!

I'm giving you my checklist for that PERFECT captivating caption, so we're cool.

What makes caption magic? Infusing copywriting.

A way of writing that helps persuade people to TAKE ACTION on your posts.

Now, these questions I am going to share with you are what will help you get intentional, build your engagement on Instagram, and create those connections with future customers and business partners.

@ a l w a y s l a u r e n c h a m b e r l a i n

*When you are creating content ask yourself  
the eight questions below*

1 | What is the purpose of this post?

Are you planning on dropping some knowledge, inspire someone to chase their dream, or simply share who you are as a person? Get intentional so you don't get sidetracked. Always ask yourself if the person on the other end will benefit from your message.

2 | Long form content or short form content?

Why would the person on the other end even care to read this? Is there value in this message, and how can I convey my message properly? It's always good to do a mix of short and longer captions. But always make sure you are properly conveying your message, and not cramming some long form content into a short caption. Remember line breaks to keep it easy on the eyes. I use the [Spacie App](#), and it's amazing!

3 | Who am I specifically talking to?

Who are you talking to with your message? Speak DIRECTLY to them your ideal customer. Who is she? Where does she work? What does she drive? Seriously, get DETAILED. Your people will be running to your inbox afterwards asking how in the heck you got into their head.

4 | Am I writing in a way that is authentic to who I am and my personal brand?

You are human, write like a human. Don't feel like you need to change every simple word into something straight from the Thesaurus. If you don't SPEAK like that, don't write like it. Your vibe will attract your tribe. Infuse fun emojis ( from your personal brand thought prompts) to help amplify your personality and message.

5 | Am I keeping my posts multifaceted?

You have a business. You're excited. Your goal is for it to pay all of your bills, and then some. I get it. It may seem like all you want to do is post about your business, but you want to make sure that you are building TRUST with your community. Product/ Service posts should be sprinkled in there, but not EVERYTHING that you post. Prepare a post topic rotation of inspirational content, educating, behind the scenes, personal brand, business/product and stick to it.

6 | Is the photo/video clear and headline intriguing?

You want to STOP the scroll with your image, and PULL them in with your headline. Ask a question, create intrigue, tell a joke-- make them want to read more! Trust me, and don't underestimate a good headline.

*and last, but not least....*

7 | Am I creating a connection between me, and the reader?

What builds connections? Evoking emotion with stories. People love people. Be vulnerable, speak your truth, be unapologetically you, and weave stories into your copy so people remember you. Relatability is KEY. There is nothing more powerful that can pull us all together than when we can say, "me, too."

8 | Is there a STONG header and clear CTA?

Stop the scroll with your caption header, and if you want something, you have to ASK for it. A clear call to action at the end of the post is so important! A CTA is the final sentence to send you a message to chat, double tap if they resonate, ask your audience a question, etc.

*The gist:* Your goal is to always be building KNOW, LIKE, and TRUST.

When in doubt or a hurry (hey, we're human), ask yourself if what you are sharing with your audience is building KLT. If it is... permission to post!

*Slay Tip:* Fall in love with copywriting to learn how to be relatable, engaging, give value, and persuade someone to take action all at the same time in just ONE post.

You might be like, "copy what?"

No worries! I've got you. Keep Reading!

The magic is in the  
*copywriting*

Copywriting is how you can create captions that truly resonate, and get people running into your direct messages and asking how it is that you got into their head!

I dive into more in-depth version of copywriting inside The Collective because there are many forms that convert well for Network Marketers on Social Media, but I wanted to share with you one of the four simple systems that is my go-to for writing captions that CONVERT.

Meaning that it piques the interest of the RIGHT people for your products, and someone that you can convert into a loyal customer and then eventually business partner if you play your cards right.

Like I said there are other styles that will help you drive more traffic to your DM's or links in your bio-- but this is a great form of copy structure to start with!

*" Make it simple. Make it memorable.  
Make it inviting to look at. Make it  
fun to read."*

- L e o B u r n e t t

a l w a y s l a u r e n c h a m b e r l a i n . c o m



# Example of an Instagram captivating *persuasive caption using copy*

  
An enticing headline to draw out my ideal customer

She had a baby on her hip standing at her kitchen island, and she decided to GO FOR IT.

I had been skeptical, and to be honest I couldn't believe I was even thinking about actually doing it.

The meat of the post that shares a story related to my personal brand and resonates with the reader



It would require me to "get over my damn self", and nudge me outside of my comfort zone.

I would have to live through discussions with my family and friends then watch them throw their heads back in disbelief and groan, "noooooo, not you too?"

It would challenge me in more ways than one, and in return connect me with some pretty incredible humans.

When I look back at my journey, it's always been about a girl just doing her best, and figuring things out as she goes. I've failed. I've decided to quit, and then I've picked myself up again.

And you know what?

I'll forever be a happier, and more passionate person for it.



Bringing the reader into the narrative so it's not all about me.

Have you ever felt that way?

Sharing on the blog today the FIVE things I would do if I could go back to that night around my kitchen island, and start my network marketing journey from scratch.

Wander on over to the link in my bio, and let me know your biggest takeaway— I'm not holding anything back!



Clear and direct call to action



secondary call to action for engagement

But first, I sincerely wanna know: What is one thing you are truly and most passionate about? ☐☐

# Bonus Caption Starters

to inspire your next post to  
resonate with your audience!

1 | They told me NOT to do this:

2 | If I could go back and talk to 17-year-old me, I  
would say this:

3 | Today I was grateful for:

4 | I couldn't believe I did THIS:

5 | This 90's jam has described my day:

6 | I did this super crazy thing the other day:

7 | The number one skill that has skyrocketed my  
business is:

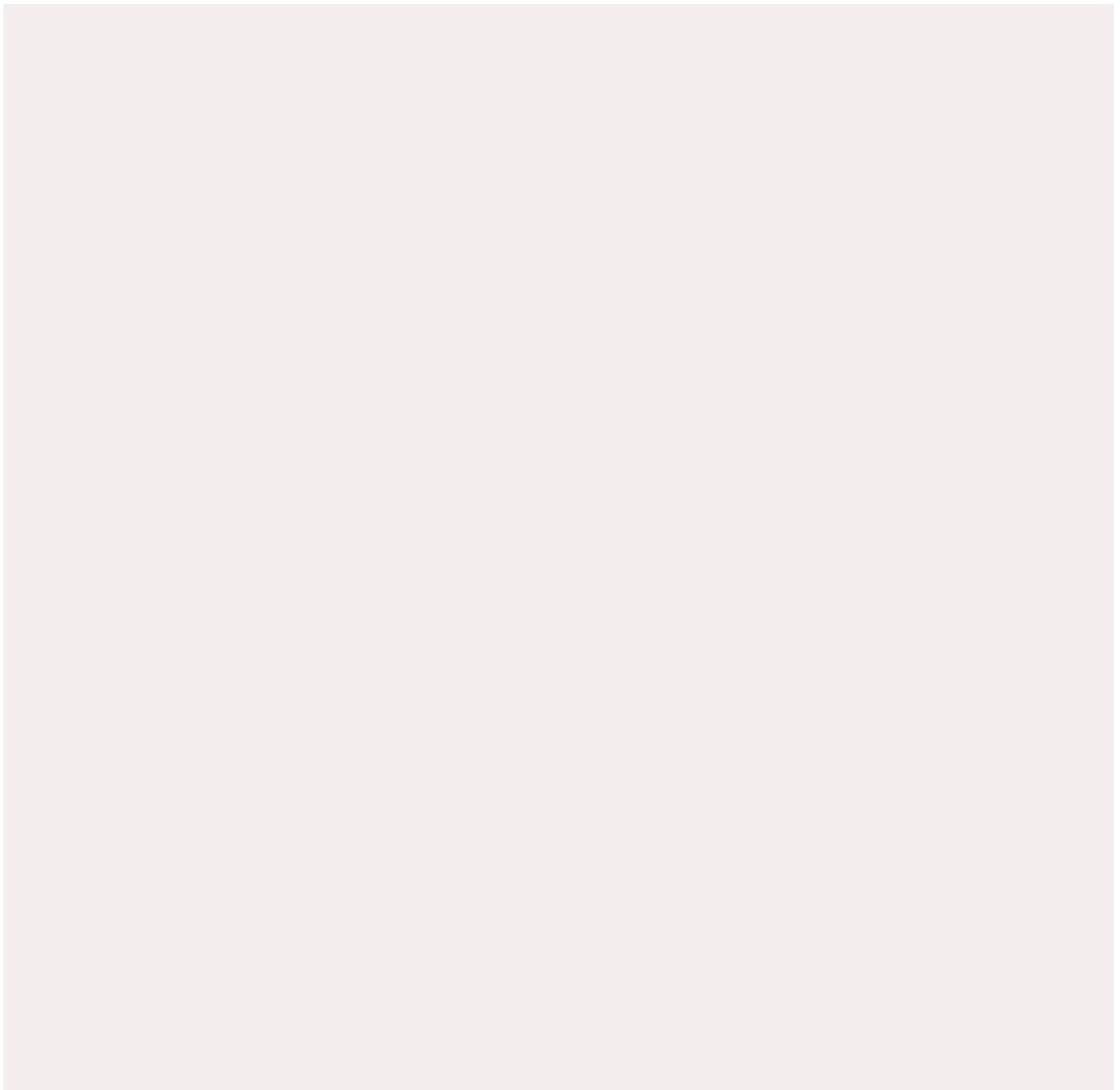
8 | This one moment gave me all the feels today:

9 | You'll NEVER guess that THIS happened:

10 | THREE must-haves for your morning routine:

# Your turn

Write a product post using the Eight Question + KLT method. Pick a topic from your personal brand worksheet to incorporate a story to relate to your audience.



# Notes

A series of horizontal blue lines for writing.

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