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YOUR ULTIMATE GUIDE FOR INSTAGRAM CAPTIONS

for teacherpreneurs

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WHY DO CAPTIONS MATTER ON INSTAGRAM?

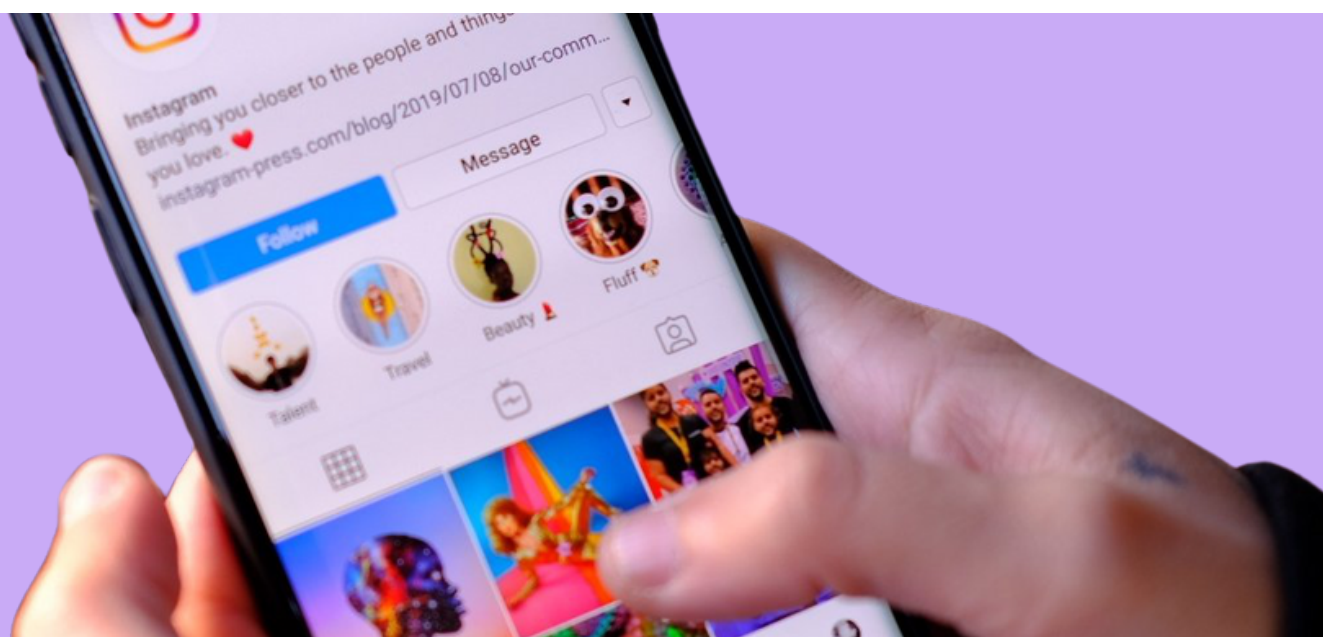
Writing quality Instagram captions can be extremely difficult. A really awesome Instagram caption will draw in attention from the very start. You want to stop a scroller in their tracks, and get them to read through the information you're sharing.

The longer someone spends reading your caption and engaging with your post, the better your post will rank. You want people stopping, reading, and engaging to help push out your content to even more potential customers.

Captions are a powerful tool that you can use to encourage engagement and get people to know exactly what it is that you have to offer, and turn readers into buyers.

Captions are a huge opportunity to connect with your audience and build stronger relationships that will help you grow your business and your brand. While you don't have to have long form captions created for every single post, doing so can help you connect on a deeper level with your audience which can help to humanize your brand and boost your brand loyalty.

You can't afford to leave your captions as an afterthought. You want to be able to craft captions that are thought provoking, funny, or educational to drive engagement and reach new potential customers every step of the way. You need to figure out a strategy that will help drive sales and keep those loyal customers coming back for more.



HOW DO YOU WRITE GOOD INSTAGRAM CAPTIONS?

SO WHAT DOES A GOOD INSTAGRAM CAPTION LOOK LIKE?

This can definitely vary, but a good caption will inspire your audience to take action. But writers block is real, and when you're already trying to figure out WHAT to post, figuring out what to write can seem like added work you don't have time for. This guide is here to help.

Making the first part of your Instagram caption super engaging is the best way to increase the amount of people who will tap that "see more" button boosting the amount of time people spend viewing your post.

You want to spark your audience's curiosity with an intriguing first sentence that is sure to make them want to read more.

WHEN YOU POST ARE YOU BEING INTENTIONAL WITH WHAT YOU'RE SAYING AND SHARING?

In your captions you should be mentioning what it is that you're working on and asking your followers for their thoughts so you know what kinds of things they are interested in.

You want to be providing people with solutions to problems they have faced or are facing as teachers. Everything you post can be an opportunity to market yourself. Whether it's subtly mentioning a resource you've created or are planning to create, or full on showing off to the world what you have to offer.

You don't want to ALWAYS sound like you're just selling something, but providing people with solutions to problems they have faced or are facing as teachers.

FORMULA OF A STRONG CAPTION

There are 4 main parts to optimizing your caption.

- 1** A hook to stop your follower's scroll in their tracks.
- 2** Adding value by offering something that educates, entertains, or fills a need.
- 3** Including a call to action to encourage your audience to engage.
- 4** Keywords and hashtags that are relevant to your niche.

The most important thing to remember when you're writing Instagram captions is that you're building your authority. You want people to know, like, and trust you, and you want them to begin to view you as an expert in your niche. Do you have to be an expert? Absolutely not! But just being a few steps ahead and lending your hand backward to your audience to explain to them how you and your resources will be able to fill a need is all it can take for you to show up as a thought leader in your niche.

Highlighting your minor and major wins and sharing personal experiences of how you or your customers have used your resources will get people tapped into your offers and services once they see how it has helped other teachers and students.

Personal connections can make a world of difference in how people connect with you and creating relatable captions that generate those connections is where the magic begins to happen. You'll begin to grow a loyal following where people begin to seek out the things you have to say and the resources you have to offer.

After you've shared a post, be sure to also share it in your stories and direct people to view and engage. Some people will not see your post on your feed, so by sharing in your stories also, you will increase the chance of your audience seeing and engaging in your content. You can cover a portion of your post and encourage them to read your caption!

CONTENT THAT CONVERTS

Listen, unless you're Taylor Swift, you can't rely on your fame to build your Instagram strategy. Your visuals **grab attention**, but it's your content that keeps people coming back. If you want to grow your audience and business, **consistency, quality, and value** are what turn casual scrollers into loyal followers (and customers!).

KNOW YOUR AUDIENCE & GIVE THEM WHAT THEY WANT

To create content that actually resonates, you need to understand:

- ✓ Who you're speaking to
- ✓ What they need help with
- ✓ What type of content keeps them engaged

When you know what your audience wants to see, you can create with intention—and that's when your content becomes magnetic!

SELLING WITHOUT FEELING SALESY

We've all followed those accounts that feel like a non-stop commercial... Buy this! Buy that! Here's another post about the same thing! 😞 It's overwhelming and honestly? It makes people hit unfollow fast.

Instead of being a pushy salesperson, think of yourself as a problem solver. Your content should draw people in, provide value, and build trust. When you do this, sales feel natural, not forced.

THE SECRET TO LONG-TERM SUCCESS? BE REAL.

People are smart... they can see through the BS. So instead of using clickbait or gimmicks, focus on:

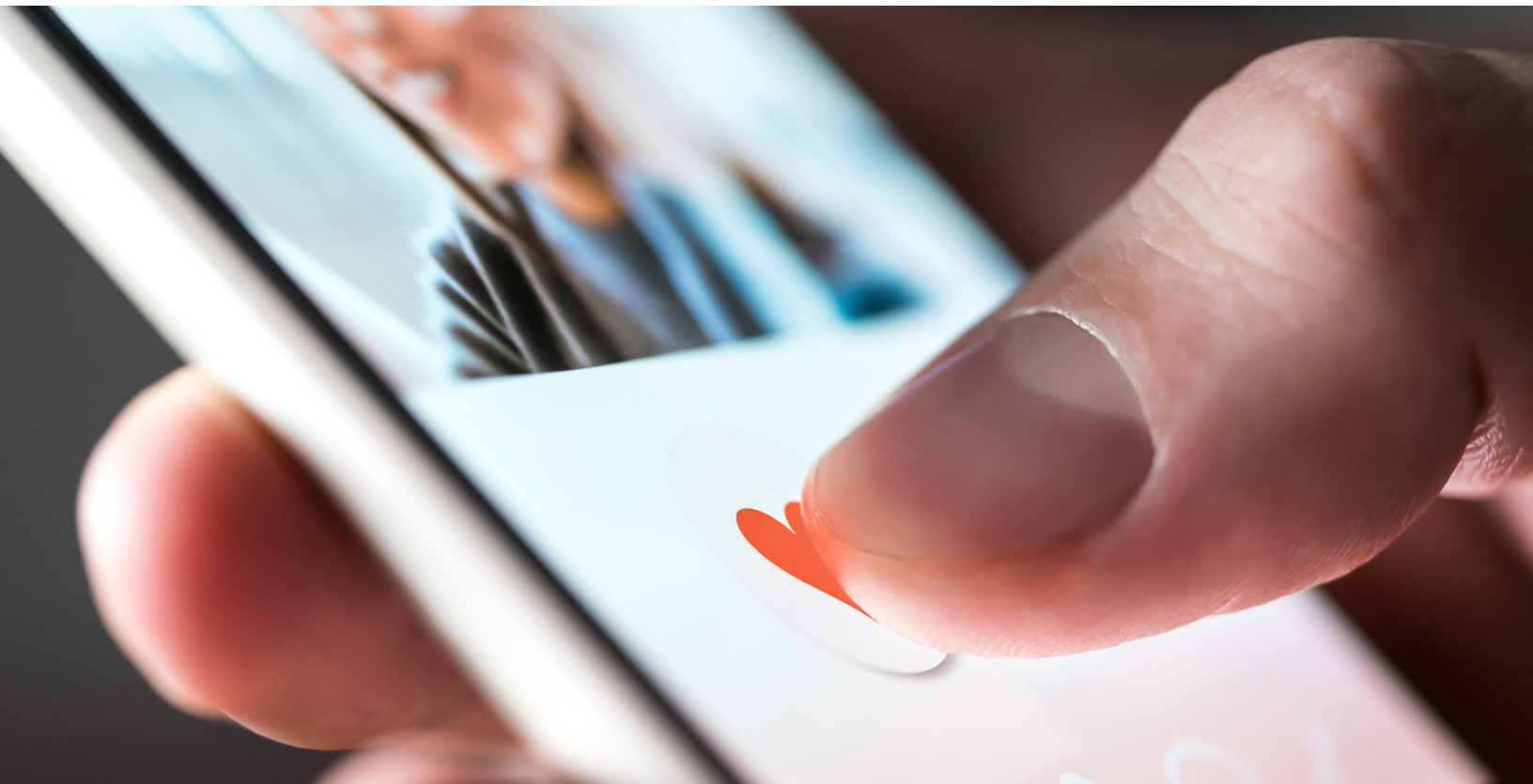
- **Being genuine & helpful** – Show up with content that actually serves your audience.
- **Sharing valuable insights** – Teach, inspire, or entertain rather than just selling.
- **Creating connections** – Your audience wants to buy from you, not just another random account.

Bottom line? Deliver quality content, be authentic, and serve your people well. The sales will follow... and so will the repeat customers.

SPARK REAL CONVERSATIONS AND BUILD REAL RELATIONSHIPS

When you have QUALITY captions, ones that invoke emotion out of your followers, this is where the real, authentic, and genuine engagement occurs. If your caption relates to them in some way, makes them laugh, makes them cry, gives them inspiration, teaches them something, provides information that they need - this will prove to them that your account is worth following and they will continue to follow you. Not only will they continue to follow you, they will search you out on a consistent basis because they know you are producing quality content.

When you are providing consistent quality content to your followers, it establishes you as a leader in your industry. It does not matter if you have 100 followers or 10K followers. Those numbers do not matter... AT ALL. I would rather take 100 quality followers who care about what I say and engage with my content rather than 5,000 followers who never see any of my content and therefore do not interact with it. You do not even have to be an absolute EXPERT in your industry to be established as a leader in it. You have to provide quality that is useful to your audience and it will happen naturally and organically.



WRITING HOOKS

Here are some creative ways to start your captions and get people to stop their scroll. That first sentence can make or break your engagement.

YOUR EXCITEMENT IS CONTAGIOUS

- I can't wait to tell you...
- Your NOT gonna believe this!!!
- I can't believe I'm saying this...
- Would you rather...
- OMG! Did you know this?
- Can I tell you...
- What do you do when...
- Stop your Scroll!!!
- You NEED to know this...
- Super important!!!
- How did I not know...
- I can't believe it...
- Drumroll, please...

SHARE A STORY

- Let me tell you about what happened to me...
- So I was at school and...
- Guess what just happened!...
- My kids/students are nuts. Today...
- What would you do in this situation...
- Time for me to get real...
- I can't believe this really happened...
- I think it's time I tell you about...
- Can I tell you a secret?

ASK A QUESTION

- I need some help...
- When was the last time you...
- I need some advice about...
- What would you do...
- When was the last time you...
- Have you ever dreamt of...
- What was the first moment you...
- Have you ever wanted to...
- Can I tell you something?
- Ok, so real talk...
- What are your plans for...
- Have you ever been curious about...
- Do you know how to...
- How would you go about...

INSPIRE

- You are seriously rocking your goals...
- Don't ever let something small hold you down...
- You Failed? Good... now go learn from it...
- Do not give up... and I will tell you why...
- Look how far you have come...
- If I can do this, so can you!
- Yes, it is possible, let me show you how!
- The things you do, do not go unnoticed!

HOOK PLANNER

CHOOSE YOUR FAVES

Grab one hook from each section on the previous page to use in your upcoming captions.

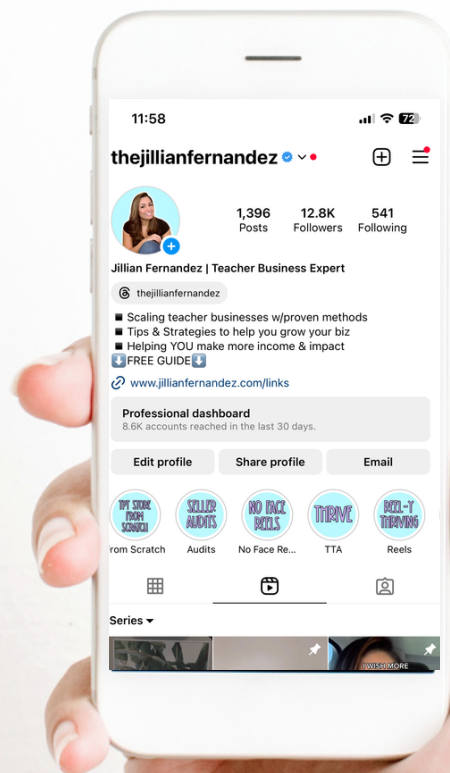
BRAINSTORM SOME IDEAS

As you're scrolling Instagram, and find yourself being stopped in your tracks write down some of the ideas you can use in your own captions.

CREATING YOUR CALL TO ACTION

Here are some creative ways to initiate the call to action (CTA) piece in your caption. Use these, or allow them to spark those creative juices and create your own! Your followers have no choice but to engage! One important thing to include in your profile that will help with your Call to Actions is having a link in your profile for people to find the things you have to offer. You can use things like link in profile, link tree, smart bio (my personal fave), or a landing page. If you do not have one, this is something you should start with creating!

- Double tap if you ...
- Grab this freebie/resource in the link in my bio
- Would you rather...
- Enter to win...
- Tag a friend who...
- What do you do when...
- I need advice...
- Tell me about your...
- Click the link in the bio for...
- Head to the blog to find...
- Come join us...
- Share this post if...
- Tell me if you are the same as me...
- Want to know all about...
- Save this post if...
- Drop an emoji that represents
- Leave a comment that...
- Let me know what you would do...
- Tell me if you can relate...
- Do you think this would be helpful...
- Leave me your feedback...



CTA PLANNER

CHOOSE YOUR FAVES

Grab 4 CTAs from the previous page to use in your upcoming captions.

BRAINSTORM SOME IDEAS

As you're scrolling Instagram, see what CTAs inspire you to respond in the comments or share to your stories.

THINGS TO AVOID

Now that we've discussed the things you WANT to do when crafting engaging Instagram captions, let's talk about what NOT to do.

WRITING BIG LONG CHUNKS OF INFORMATION WITH NO LINE BREAKS

This is a big no no! When writing your captions you want to create line breaks between your sentences to make the text easier on the eyes. When information is in just one big long paragraph it makes it difficult to consume and your audience will likely move on before giving your content a chance. Separate your text using line breaks or even using emojis to break up your main points into bulleted lists.

USING TOO MANY EMOJIS

While using emojis can be fun and make your content interesting, using too many can turn people off. Pick one or two and stick to them when you create. This will also help with people recognizing your writing style and the couple emojis that you always use connecting it to your brand.

HAVING AN UNCLEAR OR CONFUSED MESSAGE

If your niche is middle school math and you all of a sudden you create a post that is all about how to use Tik Tok it is going to confuse your audience. Remember that you want to be clear about the audience you are attracting. You don't want to give tips or advice that has nothing to do with your niche and what your potential buyers are looking for from you. Keep your messages clear and think about what would be useful for them, not random tips or advice that could turn those potential customers off.

NO PURPOSE TO YOUR POST

If you are creating something as a "filler" it's best to just skip it. You don't want to just post to post. You want to create content that is quality! If you don't have something to share that is valuable, it is best to just wait.

THIRTY DAY CHALLENGE

Here are 30 days of ideas you can use to create captions as a teacher seller. Use the planner on the next page to use the ideas you like and want to create. Don't forget to use hooks, CTAs, and hashtags in each of your captions. Also, don't forget to check out your CAPTIONS VAULT in the toolkit, to help you save time planning your content.

RE-INTRODUCTION FUN FACTS	FAVORITE CLASSROOM INVESTMENT	WHAT YOU WISH YOU KNEW	SHARE SOMETHING INSPIRATIONAL	TEACHER TIP OR HACK
SOMETHING YOU CAN'T LIVE WITHOUT	FAVORITE QUOTE	FAVORITE APP OR ONLINE TOOL	STUDENT MANAGEMENT TIP	RESOURCE ENGAGEMENT WIN
FUNNY TEACHING STORY	EXPLAIN HOW A RESOURCE SOLVES A PROBLEM	CLASSROOM ESSENTIAL (RESOURCE)	TWO TRUTHS AND A LIE	SHARE A FAIL OR STRUGGLE
WORK LIFE BALANCE	TIME-SAVER RELATED TO YOUR NICHE	UNPOPULAR OPINION	KEEPING IT REAL STORY OR CONFESSION	WHAT MOTIVATES YOU
SUCCESS STORY	ASK A NICHE SPECIFIC QUESTION TO GET FEEDBACK	A PERSONAL OR RELATABLE STORY	SHARE HOW A RESOURCE IMPROVES ENGAGEMENT	A RESOURCE RECOMMEN- DATION
A HOW-TO SPECIFIC TO YOUR NICHE	ANSWERING A FAQ ABOUT A RESOURCE OR YOUR STORE	WHY YOU BECAME AN EDUCATOR OR TEACHER SELLER	INSTAGRAM FAVE SHOUT OUT	VULNERABLE STORY

CAPTION CONTENT PLANNER

SUNDAY:

MONDAY:

TUESDAY:

WEDNESDAY:

THURSDAY:

FRIDAY:

SATURDAY:

NOTES:

Notes