



THE JILLIAN FERNANDEZ
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HOOKS AND CTA GUIDE

for teacherpreneurs

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LET'S MAKE YOUR CONTENT IMPOSSIBLE TO SCROLL PAST...

Hey friend! I'm so glad you're here, because this guide is about to take your content game to the next level. Whether you're creating an educational post that serves, a sales post that converts without feeling salesy, or a relatable reel that gets all the teacher besties commenting... this guide is your go-to for scroll-stopping, connection-building content.

You'll find:

- **Educational Hooks** – These are designed to teach, inspire, and deliver value while positioning you as a go-to in your niche.
- **Sales Hooks** – Perfect for sharing your resources in a way that's natural, helpful, and totally un-cripe.
- **Entertainment Hooks** – Because your audience wants to see you! These hooks bring the fun, relatable teacher moments that help build trust and community.
- **Calls to Action (CTAs)** – Because posting without a CTA is like assigning a lesson with no directions. Use these to invite your audience to comment, click, save, share, or DM.

How to Use This Guide:

- Start by picking a hook that aligns with the kind of post you're creating (educational, sales, or entertainment).
- Use that hook as your opening line for your caption, reel, or carousel... it's what grabs attention fast.
- Pair it with one of the CTAs to encourage interaction. You're not just sharing content... you're creating conversations.
- Make it you... adjust the wording so it sounds like how you'd talk to a fellow teacher or your bestie.

Best Practices:

- **Keep it clear + conversational:** Speak like a human, not a robot or a billboard.
- Use video when possible: Pair these hooks with Reels, face-to-camera videos, or trending audios to boost reach.
- **Be intentional:** Match your hook to your message and your CTA to the action you want people to take.
- **Don't be afraid to repeat yourself:** Reuse the same hooks or CTAs in different ways. Consistency builds recognition!

You're not here to just post content... you're here to connect, serve, and sell with confidence. And with this guide, you're officially equipped to do just that.

Now let's get those teacher thumbs tapping and your content converting. You've got this!

Educational Posts

Educational posts bring value to your audience by providing information, tips and niche-related guidance.

- If you're doing this in your classroom... you're making it harder than it needs to be
- Here's exactly how I taught this concept without losing my mind
- The #1 mistake I used to make when teaching this skill
- Don't teach this lesson again without trying this first
- Save this if you've ever felt stuck teaching this topic
- What I wish I knew before I taught this unit for the first time
- This one shift completely changed how I teach this topic
- Let's break this strategy down step-by-step so it finally makes sense
- Teaching this used to be a nightmare... until I changed one thing
- Struggling to get student buy-in? This worked like magic
- Here's how I turned a lesson my students hated into one they love
- Let's simplify your classroom routines in 3 easy steps
- Why your students aren't getting it... and how to help them
- Feeling overwhelmed with lesson planning? This trick helps every time
- This is how I actually get my students to retain what I teach
- You don't need to overteach... try this instead
- Think your students can't handle this? Think again
- The one thing that helped my students finally master this skill
- How I structure my lessons to reduce overwhelm and confusion
- You're not teaching this correctly...
- A quick classroom tip I wish I had tried sooner
- Want more student participation? Try this
- This is the strategy is a must try...
- This classroom management trick saved my sanity
- Let me show you what helped me create routines my students actually follow

Sales Posts

Sales posts help to showcase your offer in an appealing way to help drive traffic to your offers.

- If you're reteaching this skill over and over... you need this
- I created this because nothing else was working... and now I'll never go back
- Here's how I teach this concept without hours of prep
- You don't need another worksheet... you need this
- The resource I wish existed when I was struggling to teach this
- This is my go-to activity when I need students engaged now
- Let me save you hours of planning... this is already done for you
- If your students dread this topic, this might change their mind
- Here's what I use to review without boring my students (or myself)
- It's not magic... it's just really good scaffolding (and you can use it too)
- This is the resource I pull out every single year... and it never fails
- Need a no-prep sub plan that actually works? I've got you covered
- This isn't just a worksheet... it's a strategy
- Your students deserve better than busywork... this is a meaningful alternative
- I designed this with my most reluctant learners in mind
- The easiest way to build student confidence in this skill
- One resource. Multiple levels. Differentiation made easy
- This turned my Friday chaos into calm... and my students love it
- I used this activity last week and students are still talking about it
- Here's what finally helped my students master this concept
- A plug-and-play resource that actually saves you time
- You won't need to prep a thing... just print and go
- Students always ask, "Can we do that again?" when I use this
- Teaching this used to stress me out... until I made this
- I made this because I couldn't find a resource that worked... and it's now a classroom must-have

Entertainment Posts

Entertainment posts are meant to be fun, personal, and HIGHLY relatable for teachers!

- My students said this to me today and I'm still recovering
- Tell me you're a teacher without telling me you're a teacher
- Nothing humbles you faster than a second grader calling out your outfit
- This week in "things I never thought I'd say as a teacher..."
- If "teaching during an eclipse" had a vibe... this would be it
- POV: It's the end of the school day and you've repeated yourself 47 times
- You won't believe what my student said when I asked this question
- Just a reminder: the copier will break the second you need it most
- The amount of energy I bring to Monday mornings is... questionable
- There's always that one student who has to narrate everything
- You know you're a teacher when your idea of relaxing is sitting in silence
- This is your sign to reward yourself for just surviving this week
- When the class is completely silent... and it makes you suspicious, not happy
- Tell me your students are off today without telling me your students are off today
- That moment when you realize you forgot to print the worksheets... and it's too late
- It's not even 9am and I've already had 3 cups of coffee. We're thriving.
- IYKYK: That one drawer in every classroom that's complete chaos
- My brain during lesson planning: "Be creative!" Also my brain: "You know what? Don't."
- It's giving... survival mode
- Let's play: Teacher Red Flag or Green Flag?
- This was supposed to be a calm activity... it was not
- Every teacher has a "what just happened?" moment... here's mine
- Things that should be included in my teacher salary: coffee, patience, therapy
- Using trending audio to explain my mental state mid-lesson plan
- You can always tell what kind of day it was by the state of my teacher bag

Calls to Action

A call to action tells your audience how they should interact with your content.

CTAS FOR EDUCATIONAL CONTENT

- Let me know... have you tried this in your classroom?
- Drop a 💡 if you're adding this to your teaching toolbox
- Which part of this tip was most helpful? Tell me in the comments!
- Save this so you don't forget it during planning season
- Have a strategy that worked better? Share it below... I'd love to hear it
- What's one thing you've been struggling with lately? Let's talk through it!
- Tag a teacher friend who needs to try this too
- Drop a 🧑🏫 if this sounds like your classroom lately
- Which idea are you trying first? Let me know so I can cheer you on!
- If you found this helpful, give it a share so it helps someone else too

CTAS FOR SALES-FOCUSED CONTENT

- Want the link? Comment "YES" and I'll send it your way
- If this sounds like exactly what you need... grab it at the link in my bio
- Drop a [any emoji] and I'll DM you the resource details
- Tried this already? Tell me how it went in your classroom!
- Need help with this topic? This resource was made for you... it's waiting for you in my bio
- Tell me... what grade are you teaching this in? I'll help you adapt it!
- Have a question about how it works? Ask me below... I'm happy to help!
- If you're tired of reteaching this skill, this is your sign to try something different
- This is a classroom game-changer... share this post with your teacher bestie!
- Want a peek inside this resource? Comment "PREVIEW" and I'll show you

CTAS FOR ENTERTAINING/RELATABLE CONTENT

- Okay, be honest... has this ever happened to you?
- What's your teacher red flag? I'll go first...
- Tag a teacher bestie who would totally get this
- Drop your funniest student quote below... I need a good laugh
- Which one are you? Option A, B, or pure chaos?
- Let's play... fill in the blank: "You know you're a teacher when ____"
- If you can relate drop a [any emoji] in the comments
- Comment how you feel about this using a gif
- What's your fave? Let me know below
- Tell me... what's one thing you swore you'd never say... but now say daily?

#INSTATIPS

Post regularly

Your followers will come to expect your content

Use optimal times

Better chance of more people seeing your posts

Video Content

Creating Reels will help your account grow and be seen by more people

Tag people

Only tag people on posts that are relevant to them or shout them out in some way.

Stay consistent

Keep your followers engaged.

Plan in advance

Random and meaningless posts won't help share your message.

Hashtags

Use a variety of hashtags with larger and smaller followings.

Banned hashtags

No one will see your posts if you use a banned hashtag.

Spend time engaging

Don't just post and leave. Engage before and after you post.

Avoid follow/unfollow

This is just plain rude and will make people annoyed.

Third party apps

Do NOT use third party apps to follow and unfollow!

Captions

Write captions that require some sort of response from your audience.

Comments

Reply to ALL comments and start a conversation.

Provide Value

Leave meaningful comments and/or feedback that will help people in some way.

Stories

Show up for people so they begin to know and trust you!