

IG FOR BARRRBERS ONLINE ACADEMY PRESENTS..

CREATE BETTER CAPTIONS
ON INSTAGRAM!

FOR BARRRBERS!

Create Better Captions On IG!

BARRRBERS! First and foremost, thank you for subscribing to The BARRRBERS Text List! I appreciate you!

It's your favorite **BARRRBER @ItsMarvyMarv**, reporting to you directly from my **IG For BARRRBERS Online Academy!** And if you've been trying to figure out how you can write better Instagram captions, *(because you suck at it)* and you know that writing better captions will help you build your page, connect with your audience, and get more people to buy your products or services on Instagram, *this ebook is for you!*

Let me start by first saying that regardless of what you may have been lead to believe, captions ARE important.

Yes Instagram is a visual platform, but captions give you an opportunity to *connect* with your followers.

Captions are where the conversions are made!

The pictures and the videos you post are what get peoples attention, but the part that most people forget, is that you have to figure out a way to get them from the photo or the video, to your profile, and eventually clicking on the link in your bio or on one of your call to action buttons, if you want to *make more money!*

And how do you get them to do that? *Through the caption.*

Create Better Captions On IG!

Your captions are how you can get more conversions on Instagram!

So how do you do it? How do you make your captions good? How do you make them stand out and actually get peoples attention? How can you make them work better for you?

Well I'm glad you asked!

The next time you're on Instagram, I want you to take a look at the posts you see as you're scrolling down your feed on Instagram.

What are some of the first things you see?

Other than the photo and the video, one of the first things you'll see is the persons username. Then you'll see the first two lines of text. And then you're going to see a section that says "...more."

So the question is, what happens when the person scrolling doesn't take the time to click on the "...more" on your posts?

That means they're not going to get to read your whole caption. *Which will ultimately lead to you getting less conversions, aka making less money.*

So what's the key to making them click on the "...more"?

Making sure you have an attention grabbing first sentence.

Your first sentence is what is going to determine whether or not people click on "...more".

At the bare minimum, when people decide to click on the "...more" on your posts, it helps you get *your* page, in *their* algorithm! Which is great because what they're basically saying is "hey Instagram, I'm interested in this persons content!"

So even if they don't click like, comment or interact in any other way with your content, the algorithm at least sees them clicking on the "...more" as a sign that they're interested in your content! Which will lead to you popping up more in their feed.

But if your goal is to get more conversions, not only do you need for them to click it, but you also need them to actually take the time to read it.

And the only way that'll happen is if your first sentence *grabs their attention*.

Then, and only then do you create an opportunity for you to be able drive conversions from Instagram.

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Think of your first sentence like a subject line for an email, or a like headline for a blog.

You want it to be something that is going to raise their curiosity, *and make them want to read more.*

You could ask a question.

You could make a bold statement.

You can even just share your perspective or opinion about something.

Whatever route you choose to go, just make sure you *make it stand out.*

Use CAPITAL LETTERS. Throw in some emojis. (*Unfortunately I can't do that on this computer*) Make sure you're doing something that captures peoples attention and makes them want to read more!

If you don't come up with an attention grabbing first sentence, and you just start going on and on, (or even worse, don't put any effort into your caption at all) you're not going to grab people.

They're not going to click to read more, and it decreases your chances of getting any sort of follow up engagement.

So make sure you're doing the best you can to make that first sentence *grab peoples attention.*

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"How can I create better first sentences?"

Research "clickbait headlines." Pay attention to the captions that make you want to click "...more." See what other people are doing that is working. Use them as a reference.

In order to increase your chances of getting conversions, you're going to want to make sure you start by having an attention grabbing first sentence.

"Ok I got it, I'll make sure I come up with a good first sentence. But after I come up with that, how long should the caption actually be?"

Well the answer is, there's no definitive answer to this.

I personally recommend keeping it short, (*because peoples attention spans are short*) but at least long enough to where you can give context to the picture or video, share some information, AND include your call to action.

Whatever that call to action may be.

But if you decide that you want to do a longer caption, just remember there is a limit to how long the caption can actually be.

"How long can the caption actually be?"

Technically, at this time, you have a 2200 character limit. Not just words, but also emojis, spaces, and punctuations. They count too.

But let's be real, 2200 characters is A LOT. And most people on Instagram are not there to read a whole damn book. The platform's just designed for that type of user.

But even with that being said, I've definitely hit the max on a caption before. Quite a few times actually.

It usually happens when I'm sharing a story. And yes, there have been many times where those posts have gotten really good responses. So it's not like long captions won't work.

At the end of the day, you need to test your audience and see what type of captions *they* respond to the best in terms of the caption length.

That's what is going to help you figure out how long your captions should be.

"Should you put a call to action in every post?"

I mean, that's really up to you, just don't always use the same call to action.

It could annoy some people.

(I'm currently working to build up my Textlist, so a call to action to text me tends to make it in all my posts currently, at least as like a sub call to action.)

You can say simple things like *"check out my story"*, *"leave a comment below"*, *"tag a friend that needs to see this."* It doesn't always have to be *"click the link in my bio."*

"Well what about asking questions in the caption? Is that a good idea?"

Asking questions that spark conversation in the caption is a GREAT idea.

Why? Because people love to share their opinions. People love to share their expertise. People love to give their two cents. And when you ask a question that sparks conversation, it makes people want to leave a comment and keep coming back to converse and debate. My posts do that all the time.

"What are some other examples of calls to action?"

Some other examples of calls to action are things like *"call to make an appointment"* *"send me an email."* You could even say *"stop into the barbershop this week."* Whatever you choose to do, just make sure you keep it simple, and don't be afraid to switch it up. Have a variety of calls to action. Have fun with your followers.

Which leads me to another point.

Every post doesn't need to have a call to action.

Not every piece of content you make has to drive conversions!

Some of your content can be made simply to just entertain, inspire, or educate your audience.

But you do want to make sure that you have call to actions in *most* of your captions, because calls to action help you build your page, and drive conversions. Which is ultimately the goal.

And just like the first sentence of the caption, you have to make your call to action stand out!

Make sure you're clear in what you want them to do, and have fun with it. Use emojis, capital letters, punctuations etc. But also keep it simple.

Your call to action shouldn't be a paragraph long.

Make it something simple like *"click on the link in the bio"*, *"click on the email button"*, *"call the shop"*, *"leave a comment below"* THAT'S what a call to action should be.

(I couldn't include emojis because I wrote this ebook on a computer.)

If your call to action is too long, you're going to hurt your chances of getting conversions. People have very short attention spans. The chances of them actually taking you up on your call to action are going to be a lot slimmer if your call to action is too long.

"Ok so I think I got it Marv. What do I do next?"

Information without implementation is useless.

So the next step is to actually *implement* the information you've learned in this book!

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The implementation of this information is where you're going to see the results.

If you take what I shared in this ebook, and you put it all together, you should be able to write better captions.

And if you consistently do it, it will help you drive conversions on Instagram!

If you want more help with your Instagram strategy, I offer a **6 Week Interactive Social Media Course "IG For BARRRBERS"**, and I would love to work with you!

You can find more info about how to enroll in my Instagram For BARRRBERS Online Academy by [clicking here](#)

I hope this information helps, and I look forward to seeing you at the top!

@ItsMarvyMarv

As a bonus, here's 35 post ideas for any day of the month! Make sure you include a call to action in your posts!



35 Post Ideas For Any Month Of The Year!

#IGForBARRRRBERS IG Guide						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Ask a question relating to your niche.	Promote yourself. Offer a incentive or discount.	Post a meme with an inspiring quote.	Share a customer review or testimonial.	Post a Instagram vs. Reality comparison photo.	Share a few of your goals for the year.	Share something you think your followers will find funny.
Get personal about something that means a lot to you.	Post a photo or video demonstrating your expertise.	Post about something interesting that is happening in your industry.	Post about a new product you've recently bought.	Post a before and after transformation.	Share a photo or video of you doing one of your favorite hobbies.	Share an interesting story about one of your clients and tag them in the post.
Share an uplifting story about when you first started.	Tell your followers about a new skill you're learning.	Post about someone that inspires you.	Share a story about how you almost quit.	Post a throwback Thursday.	Share something that very few people know about you.	Share an insight that you think your followers will find helpful.
Tell your followers about something you love to do.	Repost one of your popular pieces of content.	Tag a page that you think your audience would love to follow.	Ask your followers their opinion on a trending topic.	Thank your followers for their continued support.	Tell your followers what separates you from your competition.	Post your opinion on something that you know will start a conversation.
Post about something that annoys the hell out of you.	Show a real world experience of you in the shop.	Repost a viral piece of content that you think your audience will find remarkable.	Share a vulnerable story about a mistake you made.	Tell your followers what you love the most about what you do.	Share an inspiring story.	Repost a viral piece of content that you know your followers will love.

Here's a few things to remember.

- Creating posts that connect with trending topics increases your chances of going viral!
- Remember to post on the holidays and important days the world celebrates!
- It's a great idea to repost content that previously worked well for you every 3 months or so!

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