

TEMPLATES & DOWNLOADS

Caption Templates

Twelve caption structures with the blanks marked, for the post types you actually publish. Fill them in and keep your own voice.

How to use this. Pick the shape before you film, not after. The first line is the only line most people see, so it has to work as a hook and as something Instagram search can read. Everything after it is for the people who tapped “more”. Write in your own words: a caption that reads like a template performs like one.

1 How-to • Mistake list • Before and after

1-3

1. The how-to

[Specific outcome] in [time or steps].

Most people [common wrong approach], which is why [problem].

Do this instead: 1. [Step] 2. [Step] 3. [Step]

The bit that matters is [the non-obvious detail].

[One question about their situation]

2. The mistake list

[Number] things I got wrong about [topic].

1. [Mistake]: [what to do instead]

2. [Mistake]: [what to do instead]

3. [Mistake]: [what to do instead]

Number [x] cost me [specific consequence].

Which of these have you done?

3. The before and after

[Starting state] to [end state] in [timeframe].

What actually changed: [the one thing].

What did not matter: [the thing people assume].

The full method is [where], happy to answer questions below.

2 Comparison • Myth • Cost breakdown

4–6

4. The comparison

[Option A] or [Option B]?

[Option A] is better if [condition].

[Option B] is better if [condition].

I use [choice], because [reason].

Which one are you on?

5. The myth

[Common belief] is wrong.

Here is what actually happens: [explanation].

Where the idea came from: [origin, if you know it].

What to do instead: [action].

Tell me if you have been doing this.

6. The cost breakdown

What [thing] actually costs.

[Item]: [amount] [Item]: [amount] [Item]: [amount]

Total: [amount].

What I would skip if the budget were half: [item].

3 Behind the scenes • Opinion • Question

7–9

7. The behind the scenes

What [visible result] actually took.

[Number] hours of [task], [number] attempts at [task], and one [problem] I did not expect.

The part nobody sees is [unglamorous reality].

Worth it? [Honest answer].

8. The opinion

[Clear statement of the position].

I know this is not popular. Here is the reasoning: [one or two sentences].

What I am not saying: [pre-empt the obvious misreading].

Disagree with me in the comments, genuinely interested.

9. The question post

[Situation everyone in your niche recognises].

I do [your approach], but I have never been sure it is right.

What do you do?

4 Case study • Partnership • Series

10–12

10. The result or case study

[Specific number or outcome].
 Starting point: [where it began].
 What I changed: [the intervention].
 How long it took: [timeframe].
 What I would do differently: [honest note].

11. The brand partnership

[Disclosure label, clearly, in the first line].
 [Why you actually use or chose this].
 [The specific thing it does that matters].
 [Honest note about who it is not for].
 [Any code or link, plainly].

Disclosure goes above the truncation point. Indian advertising guidelines require it visible without expanding.

12. The series post

[Series name], part [number]: [this episode's subject].
 [The content, in three or four lines].
 Part [next number] is [subject], coming [when].
 Follow if you want the rest.

R Rules for all twelve

Always

- ☐ First line above the fold, roughly 125 characters
- ☐ Hook and keyword phrase both in that first line
- ☐ Write in your own words, not the template's
- ☐ One question at the end, answerable in three words
- ☐ Three to five specific hashtags
- ☐ Line breaks. A wall of text is not read

Influking matches creators with brands, and handles the brief, approvals and on-time payment.