

Caption & Hook *Swipe File*

Fifty fill-in-the-blank hooks, captions, and calls to action, sorted by the job each post needs to do. Never stare at a blank caption box again.

Swap the brackets for your words and post.

HOW TO USE THIS

Steal the structure. Keep *your voice*.

Every template here is a starting point, not a script. Fill the brackets with your words, then read it out loud. If it does not sound like you, change it until it does. The brackets in lilac are yours to swap.

ATTRACT · PULL IN THE RIGHT STRANGER

The [number] mistake quietly costing you [outcome] every month.

Nobody tells you this about [topic], so I will.

Stop doing [common thing]. Do this instead.

The fastest way to [outcome] without [the thing they dread].

Here is what [number] years in [industry] taught me about [topic].

Your [thing] is not broken. It is just missing [one thing].

Three signs your [thing] needs a refresh.

The [topic] advice everyone repeats, and why it is wrong.

ATTRACT · CONTINUED

You do not need [expensive or complicated thing] to [outcome].

Save this for the next time you [common situation].

What I wish I knew before I started [thing].

Read this before you spend another dollar on [thing].

[Outcome] is simpler than the internet makes it look. Here is the short version.

If your [thing] is not working, it is probably this one reason.

ENGAGE · TURN FOLLOWERS INTO A RELATIONSHIP

Behind the scenes of [project]. Here is the part nobody sees.

Real talk: the hardest part of [thing] for me was [honest answer].

A client asked me [question] this week. Here is what I told them.

The story of how I started [thing], mess in the middle included.

Two ways to do [thing]. Which one sounds like you?

Unpopular opinion about [topic]: [your take]. Fair or not?

ENGAGE · CONTINUED

Here is a small win from this week worth celebrating.

The mistake I made with [thing], so you get to skip it.

What does [topic] actually look like on a normal day? Like this.

I changed my mind about [topic]. Here is why.

The question I get asked most about [topic], finally answered.

DELIGHT · TURN CUSTOMERS INTO FANS

To everyone who [did a thing], thank you. Here is a little something.

A quiet shoutout to [type of client or follower]. You make this fun.

Just because: here is [free tip or resource] with no catch.

You asked, so here it is: [the thing they requested].

Celebrating [milestone]. None of it happens without you.

A reminder you might need today: [encouraging line in your voice].

CALLS TO ACTION THAT SCALE · NO MANUAL DMS

Comment **[WORD]** and the link comes straight to you. (set this up with an auto-reply tool, not by hand)

The full guide is in my bio. Go grab it.

Save this so it is there the moment you need it.

Share this with the one business owner who needs to see it.

Want the deeper version? It is linked in my bio.

Join the email list in my bio for the parts I only share there.

New here? Start with the pinned post.

Ready to work together? The Work With Me page is one tap away in my bio.

CAPTION FRAMEWORKS · STRUCTURE FOR ANY POST

Hook · one big idea · quick example · takeaway · CTA

Problem · why it happens · the simple fix · CTA

Myth · truth · what to do instead · CTA

Story · the lesson · how it applies to them · CTA

Before · after · the one change that did it · CTA

Templates get you unstuck. **Your voice is what makes them yours.**

KEEP GOING

These hooks work harder *inside a system.*

The swipe file gets you posting. The Content Marketing course shows you what to post, where, and how often, so every caption pulls toward one goal. Want it built for you instead? That is what I do.

Work with me at tamrafisher.com

Marketing strategy and content, done with you or for you.