

The page is decorated with red line-art illustrations of various flowers and foliage. In the top right corner, there is a large, detailed drawing of a flower with long, pointed petals. On the right side, there is a smaller flower with several leaves. The bottom of the page is filled with a variety of floral sketches, including tulips, daisies, and other wildflowers, some with long stems and leaves.

THE HOMEPAGE COPYWRITING TOOLKIT BONUS

Plug-and-Play Instagram *Captions* That's Gets Eyes on Your Homepage

Most people write their website and then sit there waiting.
Like it's the Field of Dreams: If I build it, they will come.
But traffic doesn't magically appear.

Strategic Instagram content is what drives people to your homepage.

So pairing the Homepage Toolkit with a 20-Day Instagram Content Pack creates the perfect one-two punch:

Your homepage converts.

Your content brings the people.

Boom: Daily visibility → Weekly traffic → Ongoing conversions.
Your homepage is ready. Here's how to get eyes on it — daily.

Built-in CTA prompts

- » 20 strategic, brand-aligned captions
- » Built-in CTA prompts
- » Designed to grow your audience & drive homepage traffic
- » Use them as-is or plug into your own stories

Here's a breakdown of the kind of content that gets eyes on that homepage:

WEEK 1: Authority + Clarity

- Why you do what you do (with a link to your homepage)
- A belief you hold that your dream client needs to hear
- What people think the problem is vs. what it really is (then link to your offer)
- What working with you feels like
- 3 things people get wrong about [your niche]

WEEK 2: Results + Storytelling

- Before & after story of a client or your own journey
- The moment you realized your offer was needed
- A myth-busting post that makes people think “wait, what?”
- Screenshot of a win or testimonial with a real caption (not just “so proud!”)
- “What I wish more people knew about [your offer]”

WEEK 3: Connection + Visibility

- A vulnerable moment or lesson that earned you trust
- “Day in the life” or behind the scenes
- FAQ carousel post (each slide is a real question people ask)
- “If you’re struggling with [X], read this”
- Link to your homepage with a “This is what’s waiting for you” caption

WEEK 4: Promotion + Value

- Highlight 1 feature or benefit from your homepage
- A call-out post: “This is for the woman who...”
- Freebie promotion (if your homepage includes a lead magnet)
- A “checklist” or “how to” post that leads them to your site
- Social proof post → “They clicked. This is what happened next.”

Bonus Tip: Add CTAs that push traffic

Week 1: Authority + Clarity

Goal: Build trust, name the problem, and send people to your homepage.

Post 1: The “Why I Do This” Post

Template:

Let’s be honest: [something your audience struggles with].

And I know that feeling because [your personal connection or story].

That’s why I created [your business/offer/tool].

Because people don’t need more noise—they need something that actually [core benefit/result].

If you’ve been looking for [end result or feeling], this is it.

[CTA: “Link in bio” or “Take a peek at my homepage”]

Week 1: Authority + Clarity

Goal: Build trust, name the problem, and send people to your homepage.

Post 1: The “Why I Do This” Post

Template:

Let’s be honest: [something your audience struggles with].

And I know that feeling because [your personal connection or story].

That’s why I created [your business/offer/tool].

Because people don’t need more noise—they need something that actually [core benefit/result].

If you’ve been looking for [end result or feeling], this is it.

[CTA: “Link in bio” or “Take a peek at my homepage”]

Post 2: “This Is for You If...”

Template:

This is for the [describe dream client] who’s been:

→ [frustration #1]

→ [frustration #2]

→ [frustration #3]

You don’t need to _____.

You just need a _____.

Ready? [CTA]

Post 3: “The 3 Myths Post”

Template:

3 myths I hear all the time about [your industry/offering]:

Here’s the truth:

[CTA]

Post 4: “Here’s What People Get Wrong”

Template:

What people get wrong about [insert your zone of genius]?

They think [common misconception].

But the real secret is [truth bomb].

[CTA]

Post 5: “The Self-Callout” (Fun + relatable)

Template:

I used to think I needed [something your ideal client thinks they need] before I could [desired outcome].

But the real game-changer?

[what the truth is they need].

This week focuses on Storytelling & Resonance, designed to help your audience feel emotionally connected and see themselves in your story.

Week 2: Storytelling + Resonance

Goal: Build emotional connection, share your journey, and create that “omg same” moment that makes people lean in.

Post 6: “Before + After” Post

Template:

Before I [insert result/what you do], I used to [describe your old struggle].

→ I felt [insert emotion].

→ I worried about [insert real fear].

→ I was constantly [insert frustrating behavior].

Now?

I’ve created a process/tool/service that helps others skip the messy middle.

Because no one should have to figure this stuff out alone.

[CTA to homepage/tool]

Post 7: “What I Wish I Knew”

Template:

Here’s what I wish someone had told me before I [insert your transformation]:

-
-
-

Want help doing that? [CTA]

Post 8: “Client Story or Transformation”

Template:

One of my favorite messages from a client:

“[Insert quote or paraphrase of transformation]”

Why am I sharing this?

Because that’s what happens when _____.

Post 9: “Truth Bomb”

Template:

Here’s a truth that changed everything for me:

-
-
-

That’s what I teach.

That’s what I live.

That’s what your _____ should do. (tweak this so it’s appropriate for your industry)

If your _____ isn’t (ideal outcome), this is your sign to rewrite the story. [CTA]

Post 10: “That One Time I...”

Template:

That one time I [insert funny, cringey, or relatable thing you did in your business]... yeah, that taught me more about [what you now teach/help with] than any course I ever bought.

It's not about doing it “right.”

It's about doing it in a way that feels right—and works.

If you've been trying to _____, come peek at how I help: [CTA]

Week 3: Connection + Engagement

Goal: Spark conversation, build trust, and invite your audience to reflect —while gently sending them to your homepage.

Post 11: “Raise Your Hand If...”

Template:

Raise your hand if you've ever...

- 💡 [common frustration your audience has]
- 💡 [something they secretly avoid or procrastinate]
- 💡 [emotion they feel when they think about it]

Yeah. You're not alone.

And you don't have to keep spinning your wheels trying to figure it out.

Tap the link in my bio — I've got something that'll help.

Post 12: “Unpopular Opinion”

Template:

Unpopular opinion:

You don’t need [what they think they need].

You need [what they actually need].

[Insert 1–3 quick truths or facts that support your statement]

Want to make that shift easier (and faster)?

Check this out → [your homepage or freebie]

Post 13: “If You’ve Been Wondering...”

Template:

If you’ve been wondering why [your audience’s goal] still isn’t happening...

It might not be because you’re lazy, inconsistent, or bad at what you do.

It might be because [common blind spot or misunderstanding].

Let’s fix that.

[CTA to homepage, opt-in, or offer]

Post 14: “Let’s Talk About It”

Template:

Let’s talk about the pressure to:

- ✓ [something they feel they should be doing]
- ✓ [another pressure or expectation]
- ✓ [a third one, for dramatic effect]

No wonder it feels hard.

This is your reminder that it doesn’t have to be perfect to work.

[Encouraging CTA + link]

Post 15: “Fill in the Blank” (Engagement + fun)

Template:

Let’s play:

Fill in the blank 💎

The last time I felt really proud of my [website / offer / content / etc.] was
_____.

If your answer is “uh... never?”

That’s about to change.

[CTA to homepage or tool that helps them]

Week 4: Promo Without Pressure

Goal: Sell with soul, lead with value, and drive action—without sounding salesy.

Post 16: “If You’ve Been Looking For...”

Template:

If you’ve been looking for [insert core result or feeling]

Without [insert pain point, frustration, or sacrifice]...

This is your sign.

I made something that gives you [insert tangible benefit]

And it’s ready for you here → [CTA]

Post 17: “This Was Built For You If...”

Template:

This was built for you if:

- You're [describe a key frustration or challenge]
- You're tired of [insert what they've already tried]
- You're ready to [insert their dream outcome]

I created [name of tool / offer / freebie] to help you do exactly that — in a way that feels good, clear, and do-able.

Grab it here → [CTA]

Post 18: “The Backstory”

Template:

I made [insert tool or offer] because I was tired of [insert the thing you were stuck in].

I wanted [result], but I kept running into [obstacle].

So I stopped trying to force it...

And built a better way.

If that's where you're at too —Come take a look → [CTA]

Post 19: “The Results Post”

Template:

Here's what happens when [insert your audience] uses [your tool or offer]:

*They finally [insert result]

*They stop [insert struggle]

*They feel [insert emotion]

You deserve that, too. Here's where it starts → [CTA]

Post 20: “No-Pressure CTA”

Template:

No pressure.

But if [insert desire or struggle] has been on your mind...

I made something that could help.

It's not a magic wand.

But it is [describe what makes it simple, effective, or worth checking out].

Link in bio if you want to peek.

Fill in a few blanks, and start building trust, engagement, and visibility immediately.

10 Universal Reel Scripts

(To boost visibility, authority, and connection)

1. “What People Think I Do vs. What I Actually Do”

 Use trending sound or voiceover

 Text on screen:

“What people think I do...” (Show a basic, watered-down version of your niche)

“What I actually do...” (Show behind-the-scenes transformation or results)

Why it works: Humor + truth = relatability gold.


Fill in a few blanks, and start building trust, engagement, and visibility immediately.

10 Universal Reel Scripts

(To boost visibility, authority, and connection)

1. “What People Think I Do vs. What I Actually Do”

 Use trending sound or voiceover


 Text on screen:

“What people think I do...” (Show a basic, watered-down version of your niche)

“What I actually do...” (Show behind-the-scenes transformation or results)

Why it works: Humor + truth = relatability gold.

2. “One Thing I Wish My Clients Knew”

 Face to cam or text overlay


 Script:

If I could tell every client one thing before they work with me, it's this:

→ [Insert truth]

It's the thing that changes everything.

3. “Here’s What I’d Do If I Were Starting From Scratch”

 Use the “advice to younger self” trend

 Script:


If I had to start my business from scratch tomorrow, I’d focus on:

✓ [Tactic 1]

✓ [Tactic 2]

✓ [Mindset shift or tip]

4. “3 Signs You’re Ready to Work With Me”

 Text overlay or face to cam

 Script:

How to know you’re ready to work with someone like me:

You’re tired of [struggle]

You want [dream result] — but you want to get there with [your unique value]


5. “This Is Your Sign to...”

 Text-based reel with trending audio

 Example:

This is your sign to finally [do the thing you help with]
...because the timing will never be perfect.
...because your future self will thank you.
...because you’re allowed to want more.

6. “Here’s How I’d Spend \$100 to Grow My Business”

 Talking head or text on screen

 Script:

If I only had \$100 to grow my business, here’s exactly how I’d spend it:

\$_____ on [tool or resource]

\$_____ on [strategy or template]

\$_____ on [audience building tactic]

(Spoiler: None of it is ads.)

(bonus points if buying the Homepage Copywriting Toolkit is part of your \$100 spend :-D)

7. “Let Me Reintroduce Myself”

 Works well with trending “new vibe” audio

 Script:

Hi, I’m [Name] 🙌

I help [who you help] [achieve what] without [common frustration]

Stick around if you’re into [list 3 values, results, or vibes]

New here? Start with [top post, freebie, or link]

8. “Why I Do It This Way”

 Text-based storytelling

 Script:

A client once asked me, “Why don’t you [do it the ‘normal’ way]?”

Here’s the truth:

Because I don’t believe in [industry norm you challenge]

Because I’ve been the client who felt [unseen, overwhelmed, sold to]

And because results don’t need to come with burnout.

9. “This One Line Changed Everything for Me”

 Face to cam or voiceover

 Script:

There’s one line I heard early in business that changed everything for me:

[Insert quote or lesson]

And now I come back to it every time I start overthinking.

10. “Client Win—But Here’s What You Didn’t See”

 Story behind the story

 Script:

[Client name] just [big win or transformation]

But here’s what you didn’t see:

→ The doubt

→ The messy middle

→ The moment everything clicked

That’s what makes the win even sweeter.



5 Universal Carousel Post Ideas

(Use these to build trust, engagement, or curiosity)

1. “My Unpopular Opinion About [Your Industry]”

Slide 1: “Unpopular Opinion: [Big, bold statement]”

Slides 2–5: Break it down with logic, honesty, or client stories

Final Slide: “Agree? Disagree? Let’s talk ”

2. “3 Things I Wish More People Knew About [Your Work]”

Slide 1: “3 Things I Wish More People Knew About [What You Do]”

Slides 2–4: Bust myths, show new ways, humanize your work

Slide 5: CTA — Comment below / DM me / Check my link

3. “Let’s Fix This Together: [Common Mistake]”

Slide 1: “Still doing this? Let’s fix it together.”

Slide 2: Common mistake (vague copy, not selling, etc.)

Slide 3: Why it’s not working

Slide 4: What to do instead

Slide 5: Free value or CTA

4. “Client Before & After (Words, Not Photos)”

Slide 1: “Client Before & After — Not What You Think”

Slide 2: Before: [How they felt, what wasn’t working]

Slide 3: After: [How they feel now, what changed]

Slide 4: What we did

Slide 5: Want this? DM me / check the link / save this

5. “Here’s What I’d Do Differently If I Were You...”

Slide 1: “If I were you? Here’s what I’d do.”

Slide 2: Tip 1

Slide 3: Tip 2

Slide 4: Tip 3

Slide 5: CTA — “This is what I help with.”