



FOR CREATORS

7 Days of Instagram Ideas

A mini-plan for your business • Purposeful content at your own pace.

My business

What do I offer, and for whom?

My customer

What question or problem do they have?

This week's goal

Choose one: awareness, conversations, enquiries or a product introduction.

My voice

Three words describing how I want to communicate:

Start with one product or service. Adapt the plan to your pace; these ideas do not guarantee views or sales.



7 DAYS • 7 IDEAS

The Weekly Plan

One topic per day. Adapt the format to suit your business.

1 Meet me

Photo + caption

Who are you, what do you offer and whom do you serve?

2 A useful tip

Carousel or photo

Explain something your customer can try today.

3 Behind the scenes

Short video

Show a real step in your work.

4 A common question

Question-and-answer post

Answer a question before customers need to ask you.

5 Your product in use

Photo or demonstration

Show how it works and who can benefit from it.

6 A conversation

Story with a question

Ask customers what they would like to see next.

7 The next step

Photo + clear invitation

Invite them to view the product or ask for information.



A STARTING POINT FOR WRITING

Captions to Make Your Own

Replace the brackets with your own words. Keep your promises specific and truthful.

01 Hi, I'm [name]. I help [customer] with [product/service]. Here you'll find [the value you offer].

02 If you're trying to [goal], try this step: [tip]. Save it for next time.

03 Here's a glimpse of my work: [step]. My favorite detail is [detail].

04 People often ask me: "[question]". Here's my answer: [clear answer].

05 [Product] helps you [use]. Here's how to use it: [steps]. Find the details at [link].

06 I'd like to create more useful content for you. What would you like to know about [topic]?

07 This week we talked about [topic]. If you need [product/service], visit [link] or message me for details.



POST & LEARN

Before You Post

A quick checklist and a review at the end of the week.

- ☐ The caption has one main idea.
- ☐ I own the photo or video, or have permission to use it.
- ☐ The details, price and link are correct.
- ☐ The text is easy to read on a phone.
- ☐ The call to action is clear.
- ☐ I haven't promised results I cannot support.

The post that started the most conversations:

The question that attracted the most interest:

What I want to try next week:

Look at clicks and real enquiries as well as likes. Compare the results with the goal you chose on the first page.