

PINNED POST + CAPTION PACK

your feed has one job: push people into the chats.

THE PINNED POST - YOUR MOST IMPORTANT POST

PINNED TEMPLATE 1

i bet you [cheeky observation] [symbol] - send me a DM [arrow] then [your chat link]

PINNED TEMPLATE 2

[teasing hook] ... i know what can make your day a lot better. come see for yourself in the chat [your chat link]

PINNED TEMPLATE 3

bring me your best [pick-up line / opener] and you might get a surprise in the DMs - only for the first [number] [symbol] [your chat link]

PINNED TEMPLATE 4

i may seem [sweet] ... but ask me in the chat and you'll see the other side [symbol] [your chat link]

8 FEED CAPTION TEMPLATES - PLUG & PLAY

each one is a photo idea + the caption to post with it.

THE PHOTO a bathroom mirror selfie, casual outfit

THE CAPTION thinking about you today ... tell me in the DMs [symbol]

THE PHOTO a close-up smiling selfie

THE CAPTION i reply to every single message i get ... you next? [symbol]

THE PHOTO a cozy bed selfie, soft lighting

THE CAPTION can't sleep ... who's up? my DMs are open [symbol]

THE PHOTO a playful selfie, any angle

THE CAPTION feeling [mood] today - come keep me company in the chat

THE PHOTO a casual kitchen / morning pic

THE CAPTION made a little mess this morning ... wanna hear about it? [symbol]

THE PHOTO a relaxed, lazy-day pic

THE CAPTION bored again [symbol] somebody entertain me in the DMs

THE PHOTO a full-length outfit / mirror shot

THE CAPTION guess what colour i'm wearing ... winners find out in the chat

THE PHOTO any casual selfie, any angle

THE CAPTION less scrolling, more talking - you know where to find me [symbol]

HOW OFTEN

~1 feed post a week is plenty. more isn't needed.

■ THE RULE

ONE CLEAR CTA PER POST

don't repeat "message me / text me" over and over - keep it natural, never spammy.

the feed points, the chat converts.

DBCO - CREATOR GROWTH

MAKE IT IN THE **CHATS**