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PHOTOGRAPHY

Social Media Content Blueprint

🥳 Print Sale Week 🥳



You're running a print sale!

Hooray! You are well on your way to creating momentum and sales in your business.

There are a lot of moving pieces to a print sale event, and one that I see trip up most photographers is the question

“What do I post on Social media?”

This blueprint answers that question for you!

Print Sale Phases

Every step of promotion for your print sale has a phase attached to it. The timing depends on how long you plan to sell your work and the date of your launch event.

Phase 1: Pre-Launch *(5-10 days before Open Cart)*

Goal: Create curiosity, tease visuals, build anticipation

Phase 2: Cart Open *(I like this to be 7-14 days maximum, these posts are leading up to the event)*

Goal: Awareness and excitement about the launch event, and an invitation to experience the collection.

Phase 3: Launch Event *(Day of the event, Day before “this is coming” and the day after “we just did this, watch the replay” if applicable)*

Goal: Connection and conversion through a live experience that brings the art to life and moves people to act.

Phase 4: Sales Window *(These are the posts after the event up to the deadline)*

Ongoing visibility and storytelling that nurtures interest, keeps you top of mind and helps convert viewers into buyers.

Phase 5: Cart Close *(This is the last day, promote your heart out!)*

Goal: Encourage decisive action by reminding people of the value and the deadline to purchase.

Phase 6: Afterwards *(A time period of 5-10 days after the sale ends)*

Goal: Deliver a meaningful customer experience for those who bought, create FOMO for those who didn't. Lean in to sharing testimonials and results to add credibility for your business in the future.



Phase Categories

Each phase has a “Behind The Scenes” category because no matter what, people are interested in what goes into our work as a photographer and artist. The rest of the categories are specific to what that phase of the sale needs.



[↑](#) Click to watch a video training on using this [↑](#)

Phase 1: Pre-Launch

- 1. Behind the Scenes
- 2. Foreshadow the Story
- 3. Build the Waitlist

Phase 2: Open Cart

- 1. Behind the Scenes
- 2. Showcase the Work
- 3. Promote the Experience

Phase 3: Launch Event

- 1. Behind the Scenes
- 2. Highlight the Moment
- 3. Engage the Community

Phase 4: Sales Window

- 1. Behind the Scenes
- 2. Tell the Story
- 3. Celebrate Collectors

Phase 5: Close Cart

- 1. Behind the Scenes
- 2. Final Reminder
- 3. Reflect and Invite

Phase 6: Afterwards

- 1. Behind the Scenes
- 2. Celebrate Your Collectors
- 3. Gratitude



Phase 1: Pre-Launch – Sneak Peek + Buzz

Goal: Create curiosity, tease visuals, build anticipation

Category 1: Behind the Scenes

Something is coming soon, show short clips, pieces of images, not the whole story, but enough to get people interested.

A. Single Image Post

Ideas:

- Partially wrapped print
- Shipping tubes
- A framed print turned backward
- You holding a backward print
- A close-up of a handwritten notes beside a print

B. Carousel Post (3-5 images)

Ideas:

- Cropped images
- Stacked printed images just showing the edges
- Textures, detail of a signature, torn tape (the accoutrements of creating a collection)
- Behind the scenes (you working, your desk, boots in the field)

C. Simple Reel

Clip ideas:

- In the field Capture moment/BTS
- Editing on your computer
- Flipping through proof prints
- You adjusting a print on the wall, then turning and smiling at the camera
- You writing something in a notebook or placing a card into a box

Caption/Overlay Text Ideas:

- Something is coming..
- "Soon."
- "A glimpse behind the curtain..."
- "The quiet before the reveal."
- "I've been working hard on something I'm excited to announce soon"
- "Wrapped up in something special and I can't wait to share it with you."
- "This moment is a little surreal... I can't believe I get to share this with you soon."
- "Something beautiful is on its way. Can you guess what these pieces have in common? ✨"
- "A few clues, just for you. What do you see?"
- "This collection holds some of my favourite stories yet. You'll see why soon."



Phase 1: Pre-Launch – Sneak Peek + Buzz

Goal: Create curiosity, tease visuals, build anticipation

Category 2. Foreshadow the Story

Begin telling the deeper narratives behind the images without showing the full print.

A. Single Image Post

Ideas:

- A field image of the you shooting
- A glimpse of the scene without the final image
- A shadow, reflection, or ambiguous form related to the upcoming image
- A detail from the scene (e.g., a single leaf, corner of fabric) that suggests more than it tells

B. Carousel Post (3–5 images)

Ideas:

A sequence of 3–5 photos from the night the image was captured

- A visual breadcrumb trail leading to the final image
- A wide establishing shot of the environment or studio
- Hands in action, adjusting light, smoothing fabric, crouched to compose
- Tools or materials used (camera, sketchpad, props)

C. Simple Reel

Clip ideas:

- Use a single still photo (e.g., a moody workspace, shadowy studio corner) and animate it in Canva or Instagram using a slow zoom or pan effect.
- Talking head to camera with a snippet of a story
- "If I could only say 3 words about these photos they'd be [pause — let it land]"
- Walk-In Reveal:
- The artist walks into frame with a print turned backwards. They start to turn it... fade to black. (Bonus if this is done in their studio or workspace.)
- Process Montage:
- Close-ups: light meter click, camera shutter, adjusting cloth, ink on hands, tripod in grass

Caption/Overlay Text Ideas:

- "This place held a story I didn't expect, one I tried to capture in just one frame."
- "I can't show you the full piece just yet, but this moment sparked it."
- "This is where the idea first took root."
- This _____ changed everything, soon you'll see
- "A look behind the vision, each of these fragments shaped the final piece."
- "From stillness, from mess, from motion... the story began."
- "I didn't know where this shoot was going, only that I had to follow it."
- "A glimpse behind the curtain..."
- "The quiet before the reveal."
- "From my hands, to your home, almost."



Phase 1: Pre-Launch – Sneak Peek + Buzz

Goal: Create curiosity, tease visuals, build anticipation

Category 3. Build the Waitlist

Give people a way to make sure they know what is coming up, not just relying on social media posts.

A. Single Image Post

Ideas:

- Soft/Blurred image background with bold text overlay: "Want early access?"
- You holding a print with "Top secret" over it
- Holding a print and obscuring it from the camera, maybe cropped awkwardly

B. Carousel Post (3–5 images)

Ideas:

- Slide 1: Bold text graphic: "Want early access?"
- Slide 2: Benefits list "Get first pick before the collection opens to the public," "Hear the stories behind the pieces"
- Slide 3: A moody or artistic image of your studio, workspace, or a shipping scene
- Slide 4: Screenshot mockup of an early access email or bonus print announcement
- Slide 5: "Join the list (Link in bio, DM)"

C. Simple Reel

Clip ideas:

Email List

- Point your phone at your computer or phone screen and record a 5-second video of your "email draft" with the subject line: "EARLY ACCESS: You're invited..."

Fast Cuts, High Curiosity:

- Clip 1: Wrapping a mystery print
- Clip 2: "Shhh..." over a blurred image
- Clip 3: Your finger tapping a "Join" button on a mock email
- Clip 4: Text overlay: "Early access = early love"

Calm, Intimate Invite:

- Footage of sunlight on packaging materials
- You setting down a coffee, clicking "send" on an early access email
- Overlay text appears slowly, piece by piece

Text-Driven Reel on Blurred Background:

- *Background: print detail or workspace bokeh*

Text appears sequentially:

- "The best pieces go fast."
- "Only the list sees them first."
- "Want in?"

Caption/Overlay Text Ideas:

- "The image is coming. The story is already unfolding."
- "Soon, you'll see what this became..."
- "This moment sparked everything. I'll share more soon."
- "Here's why collectors love early access and how to get it."
- "If you've ever missed out on a favourite piece, this is your chance to get ahead."
- "Early access opens the door to more than just prints. You'll see."
- "Before the collection goes public, it goes to the list."
- "Want to be the first to see what I've been working on?"
- "The insiders always get first pick and a few surprises."



Phase 2: Cart Open

Goal: Awareness and excitement about the launch event, and an invitation to experience the collection.

Category 1. Behind the Scenes

The process of preparing for launch, from editing to printing to packaging.

A. Single Image Post

Ideas:

- You editing at your desk, bonus if there's coffee, cozy lighting, or clutter that tells a story
- Reviewing test prints spread on the floor or table, a flatlay with notes
- Adjusting colours on a print under natural light
- Setting up a shot or styling a space where a print will be mocked up

B. Carousel Post (3-5 images)

Ideas:

A short story in images:

- You editing (headphones in, squinting, focused)
- Printing or unrolling a test proof
- Reviewing prints, floor covered, pen in hand, or painter's tape/post-it's nearby
- You making notes or cutting paper
- The 10th cup of coffee, or an exhausted smirk to camera

C. Simple Reel

Clip ideas:

- In-the-field moment layered with music or light ambient sound
- Editing on your computer (mouse dragging sliders or zooming in on fine detail)
- Print being pulled from a printer or trimmed
- Image on the wall with sunlight glinting off it (or a mockup if it's digital)
- Timelapse of you packaging, writing a note, framing, or just deep in work mode

Caption/Overlay Text Ideas:

- "Behind every final image is a thousand tiny decisions. This is part of the journey."
- "Making art isn't the hard part. It's stopping when it feels 'ready.'"
- "There's a lot that happens before a piece ever makes it to your wall. Here's a peek at the process."
- "the quiet prep behind the scenes."
- "From raw to ready, it all starts here. Swipe to see what goes into every image."
- "Art is part mystery, part mess, part magic. This is the messy middle."
- "What it takes to make a moment last forever."
- "The final image is only part of the story."
- "Cart is open. The prints are ready. Almost."
- "From shutter click to print, it's live."
- After all this, there's nothing better than knowing these pieces will find their place in the world.



Phase 2: Cart Open

Goal: Awareness and excitement about the launch event, and an invitation to experience the collection.

Category 2. Showcase the Work

Highlight individual pieces, the collection as a whole, or any bonuses available.

A. Single Image Post

Ideas:

- A hero image from the collection (Just a single digital photo)
- A styled print on a desk, wall, or shelf
- You holding the print/work
- An unframed print carefully laid out on a table

B. Carousel Post (3-5 images)

Ideas:

- A selection of 3-5 prints from the collection
- A visual walkthrough of one piece: raw capture, edit preview, printed version, framed example
- Swipe through different size or framing options (Could be you holding them)

C. Simple Reel

Clip ideas:

- Hands holding one print then swapping to the next
- Slow zoom into a print while you narrate or add text
- Overlay text naming each print as they flip through
- A virtual gallery wall animation or mockup
- "From the collection" title slide followed by clips or static images of each piece

Caption/Overlay Text Ideas:

- "This one took my breath away when I printed it. It still does."
- "Here's one of the pieces I've been waiting to share. It's finally yours to collect."
- "Let me introduce you to the one that surprised me most."
- "Each piece in this collection was chosen with intention. Here's a peek."
- "Meet the collection. Each one has a story. Which one's calling to you?"
- "Here's a look at what's now available. They're limited, so grab your favourite while it lasts."
- "Five prints. Five moments. Five stories that changed me."
- "Now available to collect"
- "Art that holds a memory"
- "Limited edition, lasting impression"
- "From my heart to your walls"
- "A small glimpse at what's now available. Which one would you bring home?"
- "This collection means the world to me. Here's what's inside."
- "They're live. They're limited. They're yours."



Phase 2: Cart Open

Goal: Awareness and excitement about the launch event, and an invitation to experience the collection.

Category 3. Promote the Experience

Share what people can expect from the live event and why it's worth showing up.

A. Single Image Post

Ideas:

- A photo of your studio or setup with text overlay "Join me live"
- A smiling selfie or relaxed portrait with "Event Preview" or "Ask me anything"
- Countdown to the event overlaid on a print
- Screen grab of a Zoom invite or calendar reminder

B. Carousel Post (3-5 images)

Ideas:

- "You're invited to the Launch Event"
- What to expect (storytelling, Q&A, giveaways)
- Event details (time, date, how to join)
- Why it matters or what's unique about it
- Friendly reminder or link

C. Simple Reel

Clip ideas:

- B-roll of your space with overlay: "Join me live"
- You prepping for the event: laying out prints, testing your mic, holding a tea
- Countdown animation with calm background music
- Quick selfie video saying "I'd love to see you there"

Caption/Overlay Text Ideas:

- "You're invited. Come behind the scenes, ask your questions, and see the stories come to life."
- "Mark your calendar. I'll be sharing what makes this collection special, live."
- "Want to know the story behind the pieces? I'll tell you everything on the live call."
- "A collection isn't just prints. It's a story. I'll be sharing it live and you're invited."
- "Come hang out with me and get a behind-the-scenes tour of the full release."
- "It's one part artist talk, one part celebration. All that's missing is you."
- "Live event this week. Want in?"
- "Behind the collection. Ask me anything."
- "A chance to connect before the cart closes"
- "This is my favourite part of the print sale. Join me for a real-time walkthrough of the collection and a peek behind the process."
- "I'll be live, sharing the full story and answering your questions. Want to join?"



Phase 3: Launch Event

Goal: Connection and conversion through a live experience that brings the art to life and moves people to act.

Category 1. Behind the Scenes

Setting up for the event, your emotions before going live, any prep moments.

A. Single Image Post

Ideas:

- Setting up your space (tripod, laptop, prints around you)
- You mid-setup, adjusting lights or notes
- Close-up of your event outline or talking points
- A timer countdown on your phone next to a mug

B. Carousel Post (3-5 images)

Ideas:

- Event prep shot
- Your notes or setup
- A behind-the-scenes test run
- You sipping something warm or adjusting camera
- Invitation with time, link, and CTA

C. Simple Reel

Clip ideas:

- Timelapse of setup from blank table to fully styled
- You placing prints, setting your camera, scribbling notes
- A shot of your smiling face with overlay "Going live today"
- Timer countdown and music

Caption/Overlay Text Ideas:

- "The room is almost ready. You coming?"
- "Getting set to go live and share everything. My heart is racing, in the best way."
- "Live today. I'll show you what these prints mean and how they came to life."
- "It's almost time. Here's how I'm prepping for the event and why I'd love to see you there."
- "Setting the stage to share the full story behind this collection. Swipe to see how it's coming together."
- "Getting ready to go live"
- "Art in motion, stories incoming"
- "Join me for the full reveal"



Phase 3: Launch Event

Goal: Connection and conversion through a live experience that brings the art to life and moves people to act.

Category 2. Highlight the Moment

Share moments from the event itself that build connection and confidence

A. Single Image Post

Ideas:

- Screenshot of you speaking during the event
- Smiling or candid photo taken during the session
- A photo of someone else's screen watching you live
- An on-camera frame showing an artwork moment

B. Carousel Post (3-5 images)

Ideas:

- "Launch Event Highlights"
- Screenshot of live chat reactions
- Quote from a participant
- You holding up a print
- "Want a replay? DM me"

C. Simple Reel

Clip ideas:

- Clip from the live call (even 5-10 seconds)
- Zoom screen reaction grid
- You holding a print and smiling post-event
- Text overlay with a quote or insight

Caption/Overlay Text Ideas:

- "Thank you to everyone who joined me live. That was magic."
- "This was my favourite moment from the launch event. You could feel the energy shift."
- "In case you missed it, here's a little moment from the event that meant the world."
- "A few favourite moments from the launch event. These connections are why I do this."
- "If you missed the live call, here's what went down."
- "A launch event I'll never forget"
- "This was the moment they knew which one to choose"
- "Art is connection, not just creation"



Phase 3: Launch Event

Goal: Connection and conversion through a live experience that brings the art to life and moves people to act.

Category 3. Engage the Community

Invite conversation, answer questions, share quotes, comments, or clips from attendees.

A. Single Image Post

Ideas:

- A poll graphic "Which one would you hang?"
- You with two prints, asking people to vote
- Shared comment or DM from a collector
- A thank-you note screenshot

B. Carousel Post (3-5 images)

Ideas:

- "Your words mean everything"
- Screenshots of comments or replies
- Thank-you graphic or reminder to purchase

C. Simple Reel

Clip ideas:

- Screenshots animated with music
- Reel question: "Which print would you choose?" with overlays
- Comment bubbles popping up around an image

Caption/Overlay Text Ideas:

- "Can't decide? Tell me which one's calling to you."
- "The DMs are making my day. Here's one I had to share."
- "Still deciding? Drop your favorite in the comments."
- "Here's what people are saying so far. I'm beyond grateful for every note."
- "Your reactions are keeping me going. Thank you."
- "Real reactions from real collectors"
- "Community makes this everything"
- "Help me choose. Which one would you hang?"



Phase 4: Sales Window

Goal: Ongoing visibility and storytelling that nurtures interest, keeps you top of mind and helps convert viewers into buyers.

Category 1. Behind the Scenes

The day-to-day rhythm of the launch, from printing and packing to quiet moments in the studio.

A. Single Image Post

Ideas:

- Your workspace mid-sale, prints stacked, organized chaos, or peaceful stillness
- You writing thank-you notes
- A calendar with your cart close date circled
- Your hand holding an order list or packaging slip
- A moment of pause, your tea, your slippers, your view between shipping bursts

B. Carousel Post (3-5 images)

Ideas:

- Print stack growing day by day
- You packing a box, folding tissue, or sealing a tube
- Thank-you card stack or label sheets
- Tools of the trade — scissors, kraft paper, string
- Close-up of one address label blurred for privacy

C. Simple Reel

Clip ideas:

- A slow motion shot of you rolling a print
- You walking to the post office or placing a stack in your car
- Writing a note, sealing a package, placing it on a pile
- Text-only time-lapse: "Monday → Wednesday → Friday" with the stack growing

Caption/Overlay Text Ideas:

- "This is what it looks like behind the curtain right now."
- "So many prints being created for their new homes today. I can't wait for you to hold yours."
- "The quiet in between printing, and deep gratitude."
- "This week is a blur of amazing conversations, coffee, and love. Thank you for being part of it."
- "A little peek into my week. This is what it looks like when you say yes to the art."
- "Swipe to see how these pieces go from studio to your hands."
- "The details matter. The packaging matters. You matter."
- "This is what launch week looks like"
- "Your print is almost on its way"
- "Still time to claim yours"
- "I pack every order like it's the first one"



Phase 4: Sales Window

Goal: Ongoing visibility and storytelling that nurtures interest, keeps you top of mind and helps convert viewers into buyers.

Category 2. Tell the Story

Offer deeper insight into the meaning, mood, or creative journey behind your work

A. Single Image Post

Ideas:

- One print with a story-style caption
- A photo of the scene or location that inspired the image
- A self-portrait or emotional moment tied to the piece

B. Carousel Post (3-5 images)

Ideas:

- "The Story Behind [Print Name]"
- Moodboard-style images or progress shots
- Final print reveal

C. Simple Reel

Clip ideas:

- You narrating the story as the print slowly reveals
- Slideshow of location, inspiration, sketch, then print
- Your voice or soft music over moody b-roll

Caption/Overlay Text Ideas:

- "This image started with a feeling I couldn't shake."
- "This one means more than I can say. Here's why."
- "It wasn't just about what I saw. It was about what I felt."
- "Swipe to follow the journey of this piece. It's one of the most personal I've created."
- "Some art says more than words ever could. But I'll try."
- "The moment that changed the image"
- "This is where it all started"
- "The piece that came from silence"



Phase 4: Sales Window

Goal: Ongoing visibility and storytelling that nurtures interest, keeps you top of mind and helps convert viewers into buyers.

Category 3. Celebrate Collectors

Share testimonials, messages from buyers, or collector photos to build trust and show momentum.

A. Single Image Post

Ideas:

- A collector's photo of the print on their wall
- A thank-you card you're packing
- A note or message someone sent you

B. Carousel Post (3-5 images)

Ideas:

- Collector reaction screenshots
- Unboxing photos
- Notes you've written or received

C. Simple Reel

Clip ideas:

- Collector images animated with thank-you music
- Packing shots mixed with messages
- Time-lapse of you writing notes

Caption/Overlay Text Ideas:

- "It's already on the wall. I'm emotional."
- "This note made me cry. Thank you for loving the work like I do."
- "Here's what your fellow collectors are saying."
- "This is what makes it all worth it."
- "Your support means everything"
- "Collector stories in motion"
- "You've made this collection come alive"



Phase 5: Cart Close

Goal: Encourage decisive action by reminding people of the value and the deadline to purchase.

Category 1. Behind the Scenes

Final orders, last-minute prep, or personal moments as you head into the close.

A. Single Image Post

Ideas:

- Countdown graphic over your workspace
- You with the last few prints laid out
- Your checklist for final orders
- You stretching or looking tired but satisfied
- Clock on your wall or laptop screen showing the hour

B. Carousel Post (3-5 images)

Ideas:

- "Closing soon" graphic
- Your setup or order stack
- Print highlight or your favorite moment from the launch
- Countdown or reminder
- Link or how to order

C. Simple Reel

Clip ideas:

- Timer counting down with music or ticking sound
- You holding up a print with the words "Last chance" written on a sticky note
- Speed-lapse of you packing orders or refreshing your inbox
- Clip of your hand crossing off "Cart Closes" on a calendar

Caption/Overlay Text Ideas:

- "The final stretch. It's almost time."
- "This is your last call. Prints will only be available for a few more hours."
- "I always feel a little emotional during the last day of a launch. Thank you for being here."
- "A few glimpses behind the curtain as I prep the final round of orders."
- "We're almost at the finish line. If something's calling to you, now's the moment."
- "This has been such a special release. I'd love for you to be part of it before it closes."
- "Final hours to collect"
- "Last chance to bring one home"
- "Closes at midnight"
- "You still have time"
- "Still deciding? You've got a few hours left to claim your piece."
- "I'll be closing the shop at midnight. If one of these has been speaking to you, don't wait."
- "It's not just art. It's part of the story you're writing too."



Phase 5: Cart Close

Goal: Encourage decisive action by reminding people of the value and the deadline to purchase.

Category 2. Final Reminder

Clear, direct posts about the closing date, FAQ answers, or “still available” highlights.

A. Single Image Post

Ideas:

- Bold text over image: “Last Day to Order” or “Cart Closes Tonight”
- A print with “Reserved” or “Sold” written on a tag
- You holding a framed piece with text overlay
- A visual of a countdown clock with your image blurred behind

B. Carousel Post (3-5 images)

Ideas:

- “Cart Closing Soon”
- What’s still available
- Reminder of bonus or reason to collect
- Time countdown
- How to buy

C. Simple Reel

Clip ideas:

- You tapping your watch or phone clock
- Timer graphic ticking down
- A print fading out or being covered with “Sold”
- Overlay of “Closing Soon” on short print clips

Caption/Overlay Text Ideas:

- “This is your final reminder. The shop closes tonight.”
- “If you’ve been thinking about it, now’s the time.”
- “Once it’s closed, these won’t be available again.”
- “If you’ve been on the fence, here’s everything you need to know before we close.”
- “A quick guide before the cart closes. Here’s what’s still available.”
- “This is your last look. These pieces won’t return.”
- “There’s still time, but not much. The cart closes tonight.”
- “I’ll be printing, packing, and celebrating your orders tomorrow. Will yours be one of them?”



Phase 5: Cart Close

Goal: Encourage decisive action by reminding people of the value and the deadline to purchase.

Category 3. Reflect and Invite

Speak from the heart about what the collection means to you and give one last invitation to be part of it.

A. Single Image Post

Ideas:

- A contemplative portrait of you in your space
- A note in your handwriting or on screen
- A print wrapped with a bow or final stack of boxes
- A simple setup that shows you in pause or reflection

B. Carousel Post (3-5 images)

Ideas:

- "Before the cart closes..."
- A personal story or realization
- A collector message or reflection
- Final image
- Call to collect

C. Simple Reel

Clip ideas:

- You speaking directly to camera about what this launch has meant
- A sequence of black and white moments from the launch with soft piano
- You placing one last piece into a shipping box

Caption/Overlay Text Ideas:

- "This collection came from the quietest part of me. Thank you for listening."
- "I never take these moments for granted. Your support means the world."
- "If one of these pieces spoke to you, I'd love to see it find a place in your life."
- "This is your last invitation. No pressure, just heart."
- "I made this work with you in mind. If it's meant for you, now's the time."
- "One last chance to be part of this"
- "This work matters to me. And so do you."
- "Thank you for being here"
- "This is not just a sale. It's the closing of a chapter. And I'm so glad you were part of it."
- "Wherever you are in your journey, I hope this work meets you there."



Phase 6: Afterward

Goal: Deliver a meaningful customer experience for those who bought, create FOMO for those who didn't.

Category 1. Behind the Scenes

Show the fulfillment process, packing, thank-you notes, shipping day scenes.

A. Single Image Post

Ideas:

- Stack of shipping tubes or carefully wrapped prints
- You writing or signing thank-you notes
- A full table with orders laid out
- Close-up of your hands packing an order or placing tissue paper
- Your wall calendar with "Shipping Day" circled

B. Carousel Post (3-5 images)

Ideas:

- "Here's what happens next"
- Image of you packing or labeling
- Thank-you card or personal note
- Stack of orders
- "Stay tuned for what's next"

C. Simple Reel

Clip ideas:

- You tying a ribbon or sealing a box
- Writing "thank you" on a note
- Prints stacked and ready to ship
- Music overlay with shots of each order going into a pile

Caption/Overlay Text Ideas:

- "This is one of my favourite parts. Quiet joy, careful hands, deep gratitude."
- "Each one gets packed with intention. Thank you for being part of this."
- "Shipping day always feels like sending a little piece of my heart into the world."
- "To everyone who ordered, your print is on the way. To those who watched, thank you for being here too."
- "Swipe to see what fulfillment looks like from my end. The real magic is in the details."
- "This part may not be glamorous, but it's where the connection becomes real."
- "I don't outsource this part. Every package is packed by me, for you."
- "From my hands to your home"
- "Thank you for collecting this work"
- "Packing joy one print at a time"
- "A big love-filled thank you to everyone who supported this release."
- "If you ordered, your piece is on its way. I packed each one with care."
- "This moment never gets old. Thank you for supporting what I do."



Phase 6: Afterward

Goal: Deliver a meaningful customer experience for those who bought, create FOMO for those who didn't.

Category 2. Celebrate Your Collectors

Highlight how people are receiving and displaying their prints.
Share joy, emotion, and stories from your community.

A. Single Image Post

Ideas:

- A collector photo showing the piece on their wall
- A screenshot of a message or email from a buyer
- A customer holding their print, smiling
- A shared Instagram story from someone who tagged you

B. Carousel Post (3-5 images)

Ideas:

- "Collector Highlights"
- Photos from buyers or screenshots of messages
- CTA to join your email list or follow for the next release

C. Simple Reel

Clip ideas:

- Animated slideshow of collector photos or stories
- Unboxing clips sent by customers (with permission)
- Thank-you voiceover paired with social proof screenshots
- You scrolling through comments or messages with soft music

Caption/Overlay Text Ideas:

- "Seeing this piece framed in your space made my week. Thank you."
- "Real homes. Real collectors. Real love for the work."
- "Your notes, your photos, your kind words — I keep them all."
- "This is why I do what I do."
- "Your support turned this collection into something real. Here's how it's showing up in the world."
- "You brought this work to life by bringing it into your homes. Thank you."
- "Every time someone shares a photo, I get a little teary. This means everything."
- "Your walls look amazing"
- "This story doesn't end with the sale"
- "To everyone who collected a piece, this is what it looks like when art finds its place."
- "You didn't just support an artist. You gave this work a home."
- "This is how the story lives on."



Phase 6: Afterward

Goal: Deliver a meaningful customer experience for those who bought, create FOMO for those who didn't.

Category 3. Gratitude

A heartfelt look back at the launch and a thank-you message that acknowledges the impact of each purchase.

A. Single Image Post

Ideas:

- A quiet self-portrait or snapshot from your studio
- A thank-you graphic with your handwriting
- A photo of flowers, tea, or nature to mark closure
- You resting or journaling, reflecting

B. Carousel Post (3-5 images)

Ideas:

- "Thank You" in bold or handwritten
- Your personal reflection
- A photo from the journey
- CTA to stay connected

C. Simple Reel

Clip ideas:

- You speaking directly to the camera, unscripted thank-you
- A reel of moments from throughout the launch
- Fade through highlight images or text cards with music

Caption/Overlay Text Ideas:

- "No words feel big enough. Thank you."
- "You showed up. You connected. You made this launch unforgettable."
- "This is the part where I exhale and just say thank you, over and over."
- "Whether you bought, shared, commented, or just followed along — you made this matter."
- "A note from my heart after the cart closes."
- "This wasn't just a sale. It was a shared experience."
- "This is only the beginning. Thank you for being part of it."
- "With a full heart and tired hands, I just want to say thank you."
- "I'll carry this energy into the next chapter. You made it possible."
- "More to come. But for now, I'm soaking this in."





Kristine Rose
PHOTOGRAPHY

Social Media Content AI Prompts

🎉 Print Sale Week 🎉



👆 Click to watch a video training on using this 👆

Creating Your Caption 💬 Prompt 💬

Step 1: What are you posting about? 🙌 You 🙌

Outline each of these:

Category of Post:

Choose one: Behind the Scenes, Tell the Story, Celebrate Collectors, Cart Close Reminder, Launch Invite, etc.

What is the image, moment, or idea you're posting about?

Describe it in 1-2 sentences. Be specific!

What's the message or feeling you want your audience to walk away with?

e.g. joy, anticipation, mystery, gratitude, pride, love of the process

What format is this?

Choose one: Single Image, Carousel, Reel



KristineRosePhotography.com



Step 2: Generate your hooks 🤖 Chat GPT 🤖

Prompt to use in ChatGPT/LLM:

You are a world-class conversion copywriter who specializes in helping fine art photographers sell their work through meaningful, emotional storytelling. Your job is to help me create a caption for a fine art print sale that connects authentically, builds anticipation, and inspires action without feeling salesy. Please write in a warm, poetic, introspective tone that aligns with high-end art marketing.

I am creating an Instagram [INSERT FORMAT] post for my online fine art photography print sale [INSERT MORE CONTEXT IF RELEVANT: Name, theme, etc]

- Launch Promotion Phase: [INSERT PHASE]
- Category of post: [INSERT TYPE]
- It's about: [INSERT IDEA OR MOMENT]
- I want the feeling to be: [INSERT FEELING OR MESSAGE]

Please give me 3-5 options for attention-grabbing Hook sentences to use at the top of my caption. They should:

- Be short (1-2 lines max)
- Evoke emotion or curiosity
- Match the tone of the feeling/message I want to convey

Then, based on the type of post, idea/moment, and desired feeling I've shared, ask me 2–3 specific reflection questions to help me write the Interest section of my caption. These questions should:

- Spark personal storytelling or thoughtful insight
- Relate directly to the visual or message I'm sharing
- Encourage me to go deeper than surface-level description
-

Examples of reflection prompts you might include:

- What moment does this image capture that words alone can't?
- What surprised you about creating this piece?
- How did you feel when you saw it printed for the first time?
- What part of this story might others quietly relate to?

Ask me to choose 1–2 of the questions and use them to write the Interest section in my own words.



Step 3: Write your interest section 🖋️ You 🖋️

1. Choose the one hook that resonates most with your image or message.
2. Then, answer 1–2 of the reflection questions ChatGPT offered you. Use those answers to write your Interest section below.

This is the heart of your caption, the part that connects and adds meaning. Tell a story, share a moment, or pull back the curtain on what this image really means to you.

Your chosen Hook:
[Paste it here]

Your Interest section draft:
[Write it like you're talking to a kindred spirit. Be honest. Be you.]

Step 4: Get CTA options 🤖 Chat GPT 🤖

Prompt to use in ChatGPT:

You are a world-class conversion copywriter for fine art photography. I've already written the Hook and Interest sections of my caption, and I do not want you to rewrite or refine them. Your only task is to suggest 3–5 relevant Call to Action ideas that naturally support what I've already written.

Hook: [INSERT YOUR CHOSEN HOOK]

Interest: [INSERT YOUR WRITTEN INTEREST SECTION]

Please keep your response focused only on providing CTA ideas. Do not offer edits, summaries, or suggestions for other parts of the caption.

The CTAs can include:

A reflective or emotional question

A prompt to comment or DM

A soft nudge to visit a link, join a list, or save the post

Encouragement to share with someone else



Editing Your Caption Prompt

This prompt is designed to help you refine your caption yourself by inviting an expert editorial guide to ask thoughtful, specific questions that draw out your best storytelling.

You are a fine art photographer preparing to share a piece of work in a print sale, and your caption should reflect your voice: poetic, grounded, emotionally resonant, and effective on social media.

This exercise helps you refine your draft with intention and clarity, not by rewriting it, but by deepening it through reflection, sparked by the prompt asking you focused, thoughtful questions about your work.

Step 1: Insert your materials You

Hook: [Paste the hook you chose]

Interest: [Paste the story or insight you wrote]

CTA: [Paste the call to action you chose]

Step 2: Reflection prompt Chat GPT

You are a highly sought-after editor known for drawing the best out of fine art photographers and helping them share their work in a way that feels evocative, human, and clear. You do not rewrite the work. Instead, you ask thoughtful, specific questions and offer reflection points that help the writer revise their own words.

I'm sharing my current Hook, Interest, and CTA for an Instagram caption about my upcoming print sale.

Please:

- Ask me 3–5 thoughtful questions that challenge me to deepen, clarify, or refine my story
- Highlight any parts that feel emotionally strong or that may benefit from expansion or simplification
- Remind me gently if anything might confuse or lose the reader

Please do not rewrite my caption. Just help me make it better through your insights.

Here is my draft: Hook: [INSERT HOOK]

Interest: [INSERT INTEREST]

CTA: [INSERT CTA]

Step 3: Revise You

