50 caption openers that sound like a person, not an ad

Use one to start, then write the rest the way you talk.

1. Confession:
2. Nobody asks about this, but
3. Here is what nobody tells you about
4. We almost didn't make this.
5. This took three tries.
6. Small thing, big difference:
7. You asked, so here it is.
8. Unpopular opinion:
9. A customer said something today that
0. Five years ago I would never have
1. Real talk:
2. If you only buy one thing this month,
3. This is the one I keep for myself.
4. Quick tip before your weekend:
5. Guess what this is.
6. I was wrong about
7. The story behind this one is
8. Please don't tell my supplier, but
9. Little reminder:
0. What would you choose:
1. Our most asked question:
2. Here is a secret from behind the counter:
3. This sold out last time, so
4. The first time I made this,
5. Honest review of our own
26. You can do this at home:
27. Saturday mood:
28. Before you buy, know this:
29. Three ways to use
30. My mum thinks this is
31. Every morning starts with
32. It's back.
33. The best compliment we ever got:
34. Here is why it costs what it costs.
35. Same thing, two ways:
36. Things I wish I knew when I opened:
37. Made by hand, which means
38. Tag someone who needs this.
39. Not a sale. Just something nice:
40. This one is for the regulars.
41. Look closely.
42. A small thank you to
43. Yes, we still have
44. Behind every order there is
45. Plot twist:
46. Rainy day plan:
47. If this shelf could talk,
48. Five minutes, one cup of tea, and
49. The question I get every single day:
50. Okay, I'll admit it.

How to use it: start with one opener, then write the rest the way you would tell a friend. Skip words like "amazing", "limited time" and "don't miss out". One clear next step at the end ("Pop in Saturday" or "Reply and I'll save you one") beats three.

Free to use, share and print. Made by overads, the marketing tool that writes your posts in your voice and waits for your yes.
overads.io