

Skin Talk Club

Eight fill-in-the-blank frameworks so you never start from zero

The Caption Starter Guide

1. The Educator

"Wondering about ____? Here's what you actually need to know."

Why it works: Teaches first — trust follows.

2. The Myth-Buster

"Myth: ____. Truth: ____."

Why it works: Positions you as the honest expert.

3. The Result

"Swipe to see ____'s results after _____. (Shared with permission.)"

Why it works: Proof does the convincing for you.

4. The Invitation

"Ready to ____? A few openings left this week — tap to book."

Why it works: A clear next step turns interest into bookings.

5. The Story

"When she came in, she felt _____. Now she feels ____."

Why it works: Sells the outcome, not the procedure.

6. The Authority

"The #1 thing I wish every patient knew is ____."

Why it works: Quiet credibility, in your voice.

7. The Engagement

"Drop a hand if you've ever wondered ____."

Why it works: Invites the interaction the algorithm loves.

8. The Seasonal

"[Season] is the perfect time to ____ — here's why."

Why it works: Gives a timely reason to act now.