



# Instagram Starter Kit

**for Creatives**

Your no-fluff guide to showing up confidently online



*Giving creative entrepreneurs  
the tools, confidence  
& strategy to consistently show  
up on Instagram without  
burnout or overwhelm.*



Transforming Ideas into Brands that Shine

Uplifting Dreamers,  
Doers &  
Entrepreneurs

[www.fabulousbizsolutions.com](http://www.fabulousbizsolutions.com)

I'm so  
glad  
you're  
here!

Whether you're an artist, maker, coach, or multi-passionate entrepreneur, showing up on Instagram can feel like a lot. You want to connect with your audience, stay true to your voice, and enjoy being online without getting burned out trying to do it all.

That's why I created this Starter Kit.

To give you clarity, confidence, and tools to start building a presence that feels like you.

Inside, you'll find prompts to spark your creativity, a quick-start checklist to guide your setup, and simple strategies to help you turn scrolling into connection—and connection into community.

You don't have to be an influencer.

You don't need to have it all figured out.

You just need to start—one post, one story, one brave step at a time.

You already know you're fabulous. Now, it's time to let your audience know just how much.

You've got this—.

stay fabulous,

— Michelle

Founder, Fabulous Business Solutions  
[fabulousbizsolutions.com](https://fabulousbizsolutions.com)

# Crafting Your Instagram Bio


Your Instagram bio is like a storefront window—make it count.  
You've got 150 characters to connect with your ideal audience.

**NOTE: Your bio is searchable, so include keywords like 'branding expert' or 'web design'.**

Try this formula:

- ◆ What you do
- ◆ Who you help
- ◆ Your unique approach or vibe
- ◆ Call to action or link

**Here's an example of mine:**

Transforming ideas into brands that shine  
Branding | Strategy | Support  
 [fabulousbizsolutions.com](https://fabulousbizsolutions.com)  
Now it's your turn—jot yours below:

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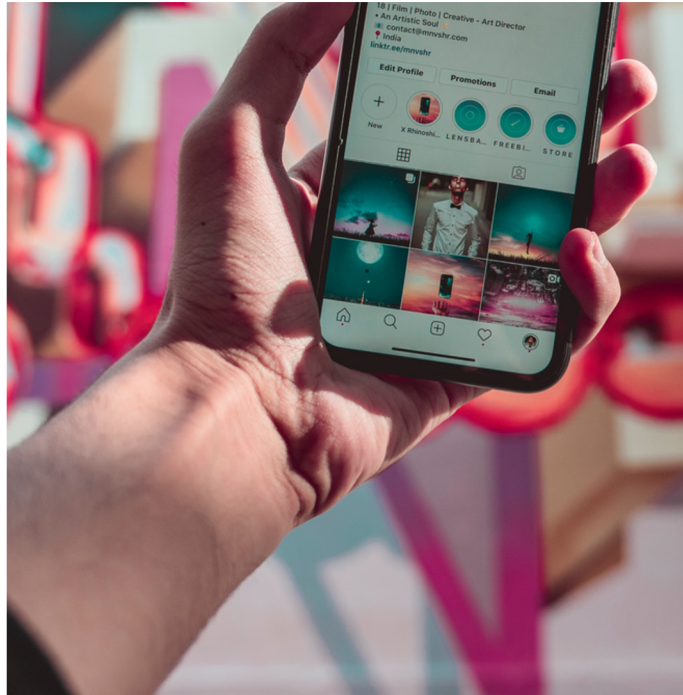
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# Set Up Your Story Highlights

Your Story Highlights are the circles beneath your bio. Use them to give new visitors a peek at who you are, what you offer, and how you can help.

These are a great way to organize your best content right under your bio, and they stay visible until you change them (unlike regular Stories, which disappear after 24 hours).



## What to include:

Think of them like a visual menu for your brand!

- |                           |                       |
|---------------------------|-----------------------|
| ● About Me                | ● Services            |
| ● Testimonials            | ● Behind-the-Scenes   |
| ● Before/After            | ● FAQs                |
| ● Freebies / Lead Magnets | ● How to Work with Me |
| ● Quick Tips or Videos    |                       |

## How to set them up:

- Post your content to IG Stories first
- Tap the heart icon labeled “Highlight.”
- Choose an existing highlight or create a new one
- Customize your cover with a branded image or icon

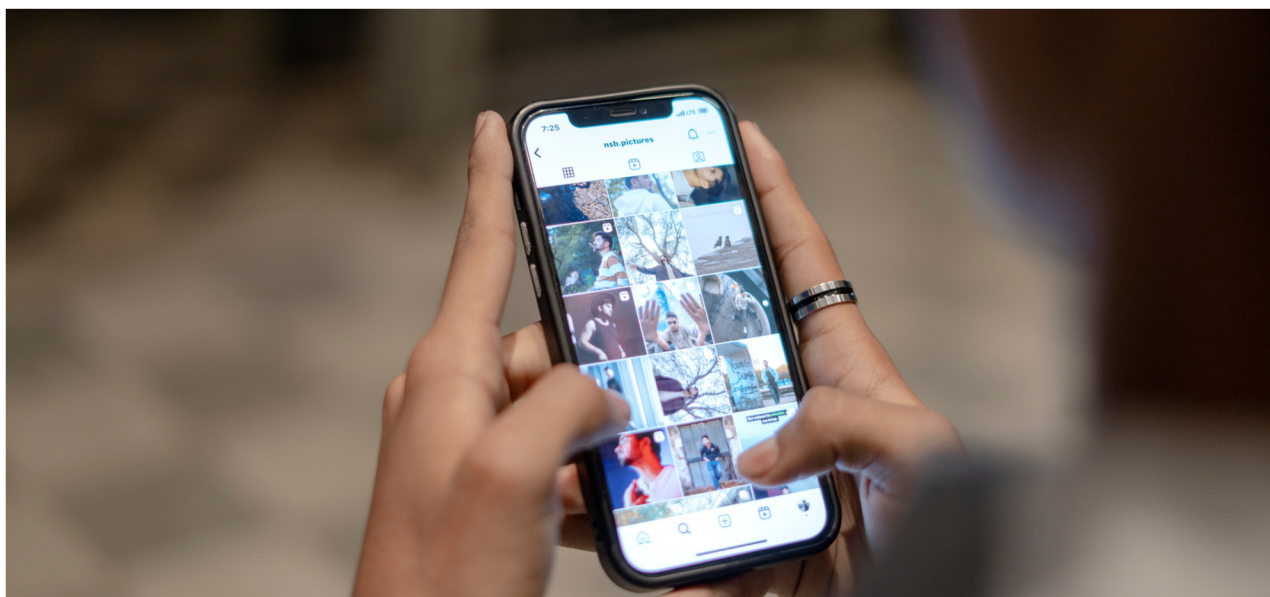
*Pro Tip: Keep your highlight covers consistent with your brand colors for a polished, professional look. Use Canva or your favorite design app to create matching highlight covers that reflect your brand colors.*



**MYTH:** All my posts need to be within my brand color palette to display a clean, professional look. **FALSE.**

Recent studies have shown that your feed doesn't have to be perfectly color-matched to look professional. In fact, for most creative businesses, a little variation can showcase your range and personality. A curated aesthetic can elevate your professionalism, but real connection always wins.

What matters more than perfect color-matching is intentional consistency.



### Here's how to think about it:

#### ✅ DO aim for:

- Visual rhythm – Think of your feed like a magazine layout: balanced, not boring.
- Repetition of fonts, graphic styles, or elements (like borders or templates).
- Your vibe staying consistent: whether it's warm, empowering, clean, or bold.

#### ❌ DON'T stress if:

- You showcase logos or projects with colors outside your palette.
- Your feed includes real photos, candid shots, or client work in other tones.

### Pro Tip:

Create a branded frame, overlay, or text style that goes on client project images (even if the project itself is purple or teal). That keeps your post in your world even if the design colors aren't.

Something like:

- 🖼️ A cream background + red caption text + your logo watermark
- 🟩 A square or circle border in your brand red
- ✍️ A specific style of text you use for all showcase posts

## How Branded Does My Feed Really Need to Be?

You don't need to stick to a strict color palette for every post.

Showcasing your full creative range can be a huge asset, especially if you're a designer or brand strategist!

What matters more than matching? Intentional consistency.

It's not about sameness—it's about recognizability.

### ✓ Do this:

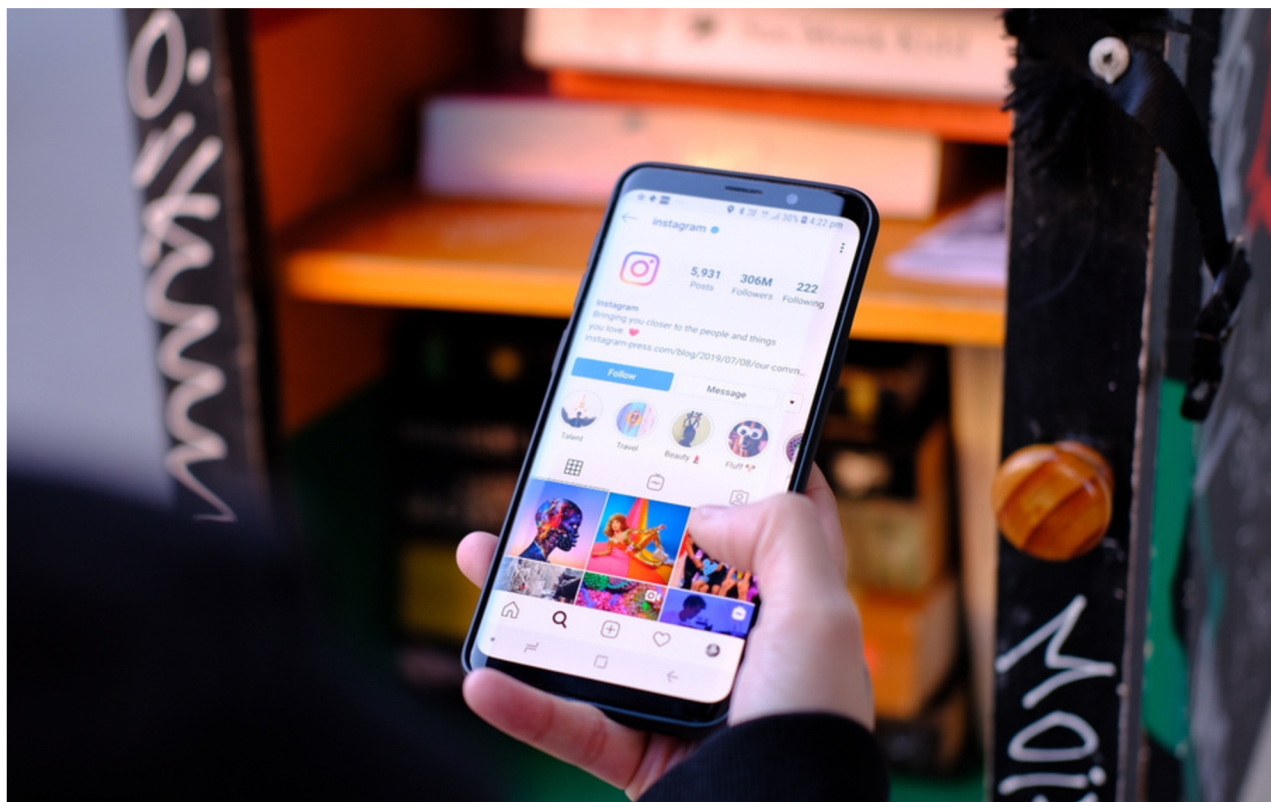
- Use consistent fonts, graphic styles, or a go-to layout
- Balance color-rich posts with neutral or branded tones to avoid visual chaos
- Let your voice, vibe, and message lead the post—not just the color

### ✗ Don't worry if:

- A new client's logo is purple and your brand isn't (post it anyway!)
- A photo doesn't perfectly match your palette
- Your grid looks like a creative studio—not a curated museum

### 🔄 Pro Tip:

*Use a branded frame, watermark, or layout to bring outside colors into your aesthetic. That way, even if a post isn't "on-brand" in color, it still feels like you. Your brand isn't a box—it's a vibe. And the right people will connect with you, not just your hex codes.*



# 30 Days of Content Prompts

## FOR CREATIVES & SERVICE-BASED ENTREPRENEURS

### Here's a **30-Day Instagram Prompt Calendar**

tailored for creatives, entrepreneurs, and brand-builders like you.

These are crafted to be flexible—use them as Reels, carousels, single-image posts, or Stories. Use them as-is, or tweak them to match your tone. No pressure to be perfect—just be present and authentic.

### **WEEK 1: Connection & Clarity**

1. Introduce yourself—who you are, who you help, and what lights you up.
2. Share your “why” for starting your business.
3. What’s one thing your audience might not know about you?
4. A behind-the-scenes look at your process or workspace.
5. A quote or mantra that keeps you grounded.
6. What does your dream client struggle with—and how do you help?
7. Sunday vibe: How you reset or recharge for the week.

### **WEEK 2: Expertise & Authority**

8. Your origin story—how did you get into what you do?
9. 3 myths about your industry (and what’s true).
10. What makes your approach different?
11. Share a win—your own or a client’s.
12. Teach something! (Tip, hack, or insight in your zone of genius.)
13. Showcase a favorite tool you can’t live without.
14. Book, podcast, or resource you love right now.

### **WEEK 3: Offer & Value**

15. Highlight a service you offer, and who it’s perfect for.
16. Share a testimonial or review.
17. Answer an FAQ you often hear.
18. Invite your audience to DM you a question.
19. Before & after (process, mindset, design, etc.)
20. What problem do you help solve? Break it down in simple terms.
21. “You might need this if...” (List the symptoms your dream client has before working with you.)



## 30 Days of Content Prompts (cont.)



### **WEEK 4: Personality & Trust**

- 22. What does a typical day look like for you?
- 23. What lights you up outside of work?
- 24. A time you failed—and what you learned from it.
- 25. What do you stand for in business or life?
- 26. Create a “this or that” Story poll (fun or business themed!)
- 27. Throwback post—how far you’ve come.
- 28. Your favorite part of your workday (coffee break counts!)

### **WEEK 5: Call to Action Week**

- 29. Share your lead magnet, freebie, or guide (with benefits!)
- 30. Directly promote your offer with clarity and confidence—who it’s for, what it solves, and how to get started.

# Caption Confidence Cheatsheet

**WRITE WITH EASE, SHOW WITH IMPACT.**

Because your words should work just as hard as your visuals—and you don't have time to overthink it—we've created the **Caption Confidence Cheatsheet**.

Write like a pro, even on your busiest days, with captions that stop the scroll and spark real action.

## The 3-Part Caption Formula:

### 1. HOOK (Stop the scroll!)

- Ask a question
  - → “Feeling stuck on what to post next?”
- Make a bold statement
  - → “Branding isn't just a logo. It's a legacy.”
- Share a relatable moment
  - → “Ever feel like your to-do list is silently mocking you?”



### 2. BODY (Deliver the goods)

- Share your story, advice, or insight.
- Use line breaks, emojis, or short paragraphs to keep it readable.
- Be honest, specific, and conversational—write like you talk.

### 3. CTA (Call to action)

- Ask them to:
  - → Comment: “Which one resonates with you most?”
  - → Save: “Save this for the next time you're stuck.”
  - → Click: “Link in bio to grab the guide.”
  - → DM you: “Need help with this? Send me a 💬”
  - → Engage: “Double tap if you've ever been there.”

## Caption Starters:

- “This might ruffle feathers, but...”
- “Here's what I wish I knew when I started...”
- “If you're [insert audience], this one's for you.”
- “Let me be real for a sec...”
- “I made this mistake so you don't have to.”

## ✅ Quick Tips:

- Speak to one person. Imagine you're texting your favorite client.
- Use emojis strategically to break up text or add tone.
- Don't bury the lead. The first line is everything.
- Add personality. Your voice is what sets you apart.
- Don't be afraid to sell. Helping is serving. Your offer can change someone's business.



# Instagram Starter Kit

## Add-Ons

*Take the guesswork out of your visuals with our optional  
Caption Template Canva Pack—*

*A beautifully designed set of post layouts so you can  
stay consistent, save time, and feel confident.*

### **DONE FOR YOU CAPTION PACK \$9**

Want to save even more time?

Grab this set of 5 beautifully designed, editable Canva layouts. Just plug in your captions, and you're ready to post.

- ✓ Consistent branding
- ✓ Just copy, paste & post
- ✓ Ideal for busy days

### **CANVA POST TEMPLATES \$19**

Show up with confidence using branded visuals that look great and feel like you.

- ✓ 7 fully editable Canva templates
- ✓ Designed for carousels or single posts
- ✓ Easy to update with your own content

Because your message should look as good as it sounds.

### **CANVA CAPTION TEMPLATES \$29**

No more guesswork or second-guessing your words.

- ✓ 14 plug-and-play caption templates
  - Aligned with your brand voice
  - Written to sound like you, not a bot
- ✓ Call-to-action prompts that inspire engagement
  - "Save this for later"
  - "DM me to chat"
  - "Share if you relate"

Finally—captions that connect without the stress.  
Perfect for when you want to say the right thing and post with confidence—even on your busiest days.

