



Module 5: Marketing Content

Using HIT

What is HIT? It's a quick and easy method to create copy and captions for your posts.

H – Hook them (question, quote, anecdote, or a fact)

I – Information, include the details related to the post

T – Tell them what you want from them. Are they clicking the link in your bio, are they DMing you their email?

Copy/Caption Ideas	Image or Graphic
Share your own experience – a pain point you overcame	
Testimonials and reviews	
Behind the scenes – what does your workspace look like?	
Give a day in the life	
Share problems and solutions, specify how you are going to provide the solution	
Share a win – either your own or a clients'	
Share press – include snippets if there is audio or quotes in the caption	
Share a resource	
Debunk common myths	
Answer FAQs	

