

# soul to soul

business & marketing  
for therapists, coaches & healers

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## My Captivating Captions Worksheet

### What is a Caption?

A caption is a string of text that can accompany a social media post. The same principles can also be applied when sending an e-mail with an image. The text has a beginning, middle and ending; and is based on the Value Diamonds and Souls Brand Essence. Instagram has popularized the term *captions*, where an example of a caption with an image is below:



Liked by sheetalswellness and 49 others

**vitalitylivingcollege** As you briefly interrupted your overly talkative friend over dinner they retaliated back, "You are just not a good listener."

This is an example of projection, where your friend who was talking and talking, accuses you of not being able to listen.

Simply put, "It's not me, it's you, when it's actually me!" Other examples of projection include:

- A cheating spouse accuses their partner of being unfaithful
- A friend says to you, "He hates me", instead of expressing what is actually felt, which is, "I hate him."
- A boyfriend with an aggressive nature let's their spouse know they have anger management problems
- A co-worker who is disrespectful might say to their colleague, "You do not respect me."

Most of us have either been on the receiving or giving end of projection.

It happens unconsciously.

Projection is a self-protective defense mechanism. It's when you project something you do not like about

Projection is a self-protective defense mechanism. It's when you project something you do not like about yourself onto someone else which in turn protects you from having to acknowledge parts of yourself you do not like.

So what can you do about it? 😊

1. Become aware of when you are projecting
2. Enquire what is causing you to project
3. Explore what might be at the root cause
4. Accept the unaccepted parts and emotions

You can also explore the theme of projection with Emotional Freedom Techniques Tapping combined with Shadow Work which I teach at the EFT Advanced Practitioner Level.

It's deep work that heals judgements of self and others. Where you explore what you dislike in yourself or another. You clear the surface dislike and then root out the judgement from the underpinning cause. Then finally you whole heartedly accept what was being judged.

New to EFT Tapping? Get your free e-book.  
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23 February

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Here are the steps to write captions that connect. The 4 steps to writing a Captivating Caption is below:

	Main Steps	What Is it?	The Steps
1	Centre	Strategical Frame Of Mind; where you plan the topic, get clear on the angle and connect with the energy of what has to be written.	A. Idea – The topic that you are writing about B. Angle – The exact angle or perspective C. Energy – The intention behind what you are writing
2	Compose	Creative Frame Of Mind; where you are in the flow and let the words come through you.	A. Think & Feel B. Let your words flow.. Speaking to a dear friend C. Authentic heart.. Relatable.. No victim
3	Check	Analytical Frame Of Mind; where you are checking the caption against the 5 main premises: Fab Opening, Relatable, Ending on a High Note, Spacing & Focused.	A. Fab Opening B. Relatable C. End on a High Note D. Spacing E. Focused
4	Connect	Connecting Frame Of Mind; where the purpose is to connect with your audience and reply to their comments.	A. Write them yourself B. Truthful and authentic C. Reply to comments D. Be on-line first 15 minutes

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Write down your ideas, angles, intention and image for your caption and then check the final caption against the Captions Checklist:

	Ideas	Angle	Energy / Intention	Image or Video	Captions Checklist
1					<input type="checkbox"/> Fab Opening <input type="checkbox"/> Relatable <input type="checkbox"/> End on a High Note <input type="checkbox"/> Spacing <input type="checkbox"/> Focused
2					<input type="checkbox"/> Fab Opening <input type="checkbox"/> Relatable <input type="checkbox"/> End on a High Note <input type="checkbox"/> Spacing <input type="checkbox"/> Focused
3					<input type="checkbox"/> Fab Opening <input type="checkbox"/> Relatable <input type="checkbox"/> End on a High Note <input type="checkbox"/> Spacing <input type="checkbox"/> Focused

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4					<input type="checkbox"/> Fab Opening <input type="checkbox"/> Relatable <input type="checkbox"/> End on a High Note <input type="checkbox"/> Spacing <input type="checkbox"/> Focused
5					<input type="checkbox"/> Fab Opening <input type="checkbox"/> Relatable <input type="checkbox"/> End on a High Note <input type="checkbox"/> Spacing <input type="checkbox"/> Focused

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Here is an example:

	Ideas	Angle	Energy Intention	Image or Video	Pass Checklist
1	Mental Health – ‘It’s OK’ campaign	It’s ok to ask for help. <ul style="list-style-type: none"><li>• My story of wanting to die</li><li>• Having the courage to ask for help</li><li>• No matter what is going on, ask for help</li></ul>	Let people know they are not alone and it’s ok to ask for help. They can also reach out.		<input type="checkbox"/> Fab Opening <input type="checkbox"/> Relatable <input type="checkbox"/> End on a High Note <input type="checkbox"/> Spacing <input type="checkbox"/> Focused

Click on the link below to view the final caption accompanying this post:

<https://www.instagram.com/p/CBcwjyqFrtD/?igshid=yrfwj5udda4h>

Want more inspiration? Feel free to go to [@vitalitylivingcollege](https://www.instagram.com/vitalitylivingcollege) on Instagram and view other captions.

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Other examples of captions accompanying images are as follows:

## Before



audreyatucker It's #MountainDay ... want to go looking for wolves with me?  
audreyatucker \*

- Fab Opening
- Relatable
- End on a high note
- Spacing
- Focussed

## After

Wolves are so amazing! They take my breath away!

OK ... so maybe my breath was taken away because it was just 3 degrees outside when I took this image. :)

But when you are passionate about saving a species (or about anything in your life), it's worth the struggles. During this shoot, I didn't even realize that I couldn't feel my toes until almost 2 hours into it!

My husband was with me during this shoot. He was so cold! But because of the smile on my face the whole time, he didn't want to interrupt or hike back to the car ... so he just tuffed it out.

It's #MountainDay ... wanna go looking for wolves with me?

- Fab Opening
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- End on a high note
- Spacing
- Focussed



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## After

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Before



 oceanlifemalas

**oceanlifemalas** Astrophyllite & Moonstone. This is the Infinite Mala. I absolutely LOVE astrophyllite - meaning 'sheets of stars'. It helps you connect with the infinite within yourself. It is a stone of inner wisdom and aids in discovering your true self. It calms the mind and enhances clarity of thought. Paired with super clear Moonstone, this mala will take you out of this world. ✨🌙🌟  
ON SALE NOW .

#astrophyllite #moonstone #innerwisdom #trueSelf #gemstonejewelry #malabeads #meditationspace #meditationtime #heavilymeditated #meditateeverydamnday #yogaforall #yogajourney #myyogajourney #changeyourmindchangeyourlife #mantra #spirituallife #mindfulliving

After

 oceanlifemalas

Hold the moon and stars in your hand and count your way to tranquility!

Connect with the infinite within yourself. Astrophyllite means 'sheets of stars' and it is utterly enchanting!

Use this talisman to reveal the true you and enhance clarity of thought.

I paired it with high grade Moonstone, used for intuition and inspiration.

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