

Who Are These Captions Geared Toward?

1- What is their current situation and why is it so bad? (pain points) **The Avatar dreads going to any formal event or doing anything that involves formal wear. Because every time the event is over, The Avatar takes off their dress shoes and is met with blisters and sore spots all over their feet. The Avatar feels limited at formal events. They can't let go, be free, and make the most of their night.**

2-What is their dream situation and why is it so desirable, what status do they want (desires)? **The Avatar doesn't want to feel limited or held back at formal gatherings. They want to enjoy themselves worry-free. They want to spend the entire night comfortable and without stabbing foot pain.**

3- What problems are stopping them from getting to their dream situation (roadblock)? **The Avatar's current dress shoes are flimsily built from cheap materials that offer no comfort or protection. Their current shoes are not designed to be worn for extended periods of time.**

4- How will the product help them bridge the gap between their current situation and dream situation? (**Solution + HOW it works**) **Anthony Veer will provide The Avatar with shoes that make them feel like they're walking on clouds. Veer's shoes provide incredible foot support for hours on end. This means The Avatar no longer has to worry about blisters or foot pain. They can let go and focus on enjoying themselves.**

5- What's their language?-

About their current state? **Dread formal events, blisters and sore spots, feel like bricks on my feet, flimsy construction that can't hold up to everyday wear, stains easily, shoes that feel like they came from a time capsule,**

About their dream state? **Walking on clouds, it feels like I'm wearing pillows on my feet, offers incredible support on my feet even hours after wearing, feels like an extension of myself, be with me for years to come, turn heads, elevate any outfit, I feel polished and confident everywhere I go, stand out, express myself, go with the rest of my outfit,**

What makes this brand different from others in the space (USPs)?

“Help the wearer take every step with confidence, comfort, and style.”

All their shoes are crafted from premium imported materials.

What is the goal of this copy?

The goal of these Instagram captions is to get readers curious and intrigued over AV’s promise of well-built footwear that keeps them comfortable and confident all night long.

Veer has eight shoes on their homepage. I figured these were the shoes they want to sell the most OR have seen the most success with, so I wrote a caption for each shoe.

My personal analysis:

With these Instagram captions, I switched away from just saying “These boots will keep you **READER’S VOCAB FOR COMFORTABLE” and instead used specific details to make the product more “real” in the mind of the reader.**

I.E What about this boot/shoe makes it so comfortable and how does this directly benefit the reader?

Captions 1, 2, 4, 7, and 8 do this especially well.

I tried to do the same with 3, 5, and 6, but when I was trying to add specific details about the product, I found my captions were longer than I wanted.

I was also told by Captain Thomas to incorporate the value equation into my captions. Wearing comfortable and stylish dress shoes doesn't require any extra effort, time, or sacrifice.

But, I think that providing specific details about how the product helps the wearer be more comfortable or confident increases the perceived likelihood of success. Are there any other ways that I could use the value equation to increase the persuasiveness of my copy?

This was also the first time I've taken Thomas and Andrea's advice about using fascination bullet points as my captions. I have a list of fascinations (from the boot camp and ones I found from breaking down great copy). Most of them weren't applicable to Instagram captions, so I found myself using the *Direct Benefit* fasc. and the *If...then...* fasc. for #3. I'm curious if you've run into a similar problem and if so, how did you solve it?

My Copy

For Women:

The Abigail Knee Boot is built from adaptive leather that molds to your feet and keeps you comfortable all day long!

Our Jaydon Zip-Ups are built from premium Italian leather that will help you confidently express yourself in any outfit 🌟

If you want dress boots that make your feet feel incredible even after hours of wear, then check out our Michelle Chelsea Boot 👢

The Cora High Heel Boot is built from exotic croc print that will help you turn heads in every room you walk into 🗨️🗨️

For Men:

The Monroe Boot uses its unique design and Goodyear welt construction to elevate every outfit its paired with 🚀

Become the most comfortable and best-dressed man at any gathering you attend with a pair of our George Chukkas!

With the support of a sneaker and the elegance of a dress shoe, The Richard Wingtip Oxford is the perfect choice to elevate any outfit! 📈

The Jefferson Boot is crafted from full-grain calfskin leather that will help you scream power and sophistication with every step! 📶