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The Caption Library

45 captions. Five themes. Built to copy, adapt, and post.

To use click: File - Make a copy

A working tool, not a script. Each entry has two parts: the template (with brackets for the variable parts) and a worked example written in voice. Read three, pick the one that lands, replace the brackets with your specifics. Don't agonise.

Organised by the five content themes from Chapter 04 – *Human, Educate, Inspire, Opinion, Promote*. Nine captions per theme. The mix is roughly 70/30 CTAs to brand-building (some captions don't need to push the reader anywhere – they just need to make the right person nod).

If you only adopt one habit from this library: *read every caption out loud before you post it*. If it doesn't sound like you'd actually say it, rewrite it.

Human

The reality of running this business, told honestly. Builds the personal brand more than any other category. Strongest in the first half of the week.

01

Template – The thing I didn't realise about [running this business] until [specific moment]: [insight]. [One-line elaboration].

Example – The thing I didn't realise about planning luxury travel until about year three: the hardest part isn't sourcing the trip. It's telling a couple – gently – that the trip they think they want isn't the one they actually need.

02

Template – [Specific small moment from this week]. [What it reminded me about the work].

Example – Spent an hour this morning on the phone with a hotel in Florence trying to swap a room I knew my client would hate the moment she walked in. They thought I was being precious. She would have noticed in three seconds. This is most of the job.

03 (CTA)

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Template – [Honest admission about the work]. [Why I still love it]. → [Light invitation].

Example – Some weeks I wonder if anyone notices the difference between a good itinerary and a great one. Then a client sends me a photo from day four – and I remember why I rebuilt my whole business around the kind of trip that earns that photo. → DM "STORY" if you want to hear how I rebuilt it.

04

Template – [Behind-the-scenes honesty about a process most clients don't see].

Example – My calendar today: three hotel calls, one supplier renegotiation, four hours rewriting an itinerary because the original anniversary date moved by a week. None of this shows up in the final proposal. All of it is why the proposal works.

05

Template – [Something I used to think]. [What I think now]. [What changed it].

Example – I used to think the best travel advisors were the ones with the most stamps in their passport. I think differently now. The best ones are the ones who can tell you – after fifteen minutes on a discovery call – whether you should go at all.

06 (CTA)

Template – [Real client moment, names changed]. [What it taught me]. → [CTA to start a conversation].

Example – A couple sent me a voice note from their second night in Lisbon last week. Both of them talking over each other, laughing. That voice note is why I do this. → If you're starting to plan something – even loosely – my DMs are open. No pitch. Just a conversation.

07

Template – [Mistake I made early on]. [What I do differently now].

Example – In my first year I once booked a beach honeymoon for a couple who later admitted they both got sunburnt and slightly bored. Now I ask one specific question on every first call – and I'd rather hear "we hate the sun" on day one than read it in a review on day fourteen.

08

Template – [Specific unglamorous detail of the work]. [Why it matters].

Example – I have a spreadsheet of every property I've personally stayed in, what worked, what didn't, and which of my clients I'd send there. It is not aesthetic. It is not Notion-prettified. It is the most important document in my business.

09

Template – [Quiet acknowledgement of something most don't say out loud].

Example – Most of the work that makes a trip feel effortless happens in the four weeks before the client gets on the plane. By the time they're packing, the hard part is done. They never see it. That's the deal.

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Educate

Save-worthy, specific, actionable. The category that drives saves and bookmarks. Always pair with a strong hook.

10 (CTA)

Template – [Specific number] things to know about [destination/topic] before [decision]. → Save this for when you're planning.

Example – Five things to know about Italian villa rentals before you book one for August. The first one alone has saved my clients an average of €4,000 a trip. → Save this for when you're planning yours.

11

Template – [Specific question I'm asked all the time]. Here's the honest answer.

Example – "Should we go to Amalfi or Puglia?" Honest answer: Amalfi if it's your first time in Italy and you want the postcards. Puglia if you've been before and you want the second-time-around version of the trip – slower, deeper, less photographed.

12 (CTA)

Template – [Counterintuitive piece of advice]. [Brief reason]. → [Save / DM].

Example – Book your honeymoon transport before you book your hotel. Most couples do it the other way round and then realise the airport transfer is three hours each way. → Save this – it's the kind of thing that's obvious only after you've made the mistake.

13

Template – The difference between [option A] and [option B], in one sentence.

Example – The difference between a tour operator and a travel advisor, in one sentence: a tour operator sells you a trip; a travel advisor builds you one. Same destinations. Completely different experiences.

14 (CTA)

Template – [Specific number]-step framework for [decision]. → [CTA].

Example – A three-question framework for deciding whether a destination is right for the trip you're actually trying to take: 1) Who do I want to be when I get home? 2) What do I want this trip to make easier in the rest of my year? 3) What would I regret not seeing? → Try it and tell me what came up.

15

Template – What [industry/category] won't tell you about [topic].

Example – What most travel agencies won't tell you about all-inclusives: the price you pay covers the buffet, not the experience. The properties charging triple for the same destination are charging for what isn't on the menu.

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16 (CTA)

Template – The [specific number] questions to ask a [vendor/property/advisor] before [committing].

Example – Three questions to ask any travel advisor before you sign on with them. The third one is the one most advisors will dodge – and the answer tells you everything about how they actually work. → Comment "QUESTIONS" and I'll send all three.

17

Template – [Specific destination/property] is misunderstood. Here's what it's actually for.

Example – The Maldives is misunderstood. It's not for adventurous travellers, it's not for foodies, and it's not for anyone who needs to keep busy. It's for couples who want to do nothing – together – in a way that feels expensive. If that's the trip, it's perfect. If it isn't, you'll be bored by day three.

18

Template – [Specific seasonal/timing insight].

Example – If you're going to Japan in cherry blossom season, book everything fourteen months out. If you're going in November, you can book six weeks before and have your pick. Same country, two different planning windows, no one tells you which one applies until you ask.

Inspire

Aspirational, mood-led, image-driven. These captions sit under your strongest visuals. Short and evocative beats long and explanatory.

19

Template – [Single evocative line that frames the image].

Example – The kind of morning that doesn't make it to the highlight reel – because nothing happened, and that was the entire point.

20

Template – [Two-line aspirational scene-setting].

Example – Somewhere there is a room with a window open onto a garden you've never seen. The whole job is helping you find it.

21 (CTA)

Template – [Mood-setting line]. [Soft invitation].

Example – Trips like this don't begin at the airport. They begin the week you decide you're worth one. → If that week is happening now, my inbox is open.

22

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Template – [Sensory detail + emotional payoff].

Example – The smell of the marble in the lobby. The weight of the key in your hand. The way nothing on the desk is plastic. The reasons people come back to certain hotels are almost never the ones the marketing photos show.

23

Template – [Imagined moment for the ideal client].

Example – Picture the third evening. The hard part of the trip is behind you. The good part is somewhere ahead. And tonight you've got nothing to do but watch the sun go down with the person you came with.

24 (CTA)

Template – [Aspirational reframe of why someone books a trip]. → [Light CTA].

Example – The best trips aren't planned around what to see. They're planned around what to feel. → If you're between destinations and stuck, that's usually the unstuck question.

25

Template – [Quiet observation about travel's emotional function].

Example – People say they go on holiday to switch off. What they actually mean is they want a week of decisions that don't matter. Where to eat. What to wear. Whether to swim. Real holiday is decisions without consequence.

26

Template – [Image-led poetic line – no CTA, no explanation].

Example – Some places change you. The good travel advisors know which ones, for whom, and when to send you.

27

Template – [Aspirational line that names the cost of waiting].

Example – The trip you keep almost planning is the one that's quietly becoming the trip you didn't take. The window doesn't stay open forever – neither does the energy.

Opinion

Definitive, contestable, defensible. The category that builds authority fastest. Pick small hills; defend them well.

28

Template – Unpopular opinion: [definitive view]. [Brief defence].

Example – Unpopular opinion: nobody under 35 should be booking the suite. The suite is for the second trip – when you already know what you actually use. The first trip, you want to be out of the room.

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29 (CTA)

Template – I'll die on this hill: [opinion]. [Two-line defence]. → [Conversation starter].

Example – I'll die on this hill: ten-day Italy trips are usually too long. The trips that linger in the memory are the seven-day ones, planned with one wasted day built in. → Disagree? Tell me below – I'm genuinely curious.

30

Template – The thing most [category] gets wrong: [observation].

Example – The thing most luxury hotels get wrong: the welcome. Forty-five-minute check-in, six staff at the desk, and the bottle of complimentary champagne arrives an hour after you've already gone to bed. The properties that get the first thirty minutes right almost always get the rest right too.

31

Template – [Common practice] is the wrong way to [outcome]. [What I do instead].

Example – Booking the most expensive room you can afford is the wrong way to upgrade a trip. Booking the second-cheapest room and spending the difference on a private guide on day three is almost always the better trade.

32 (CTA)

Template – If [common belief], you're [outcome]. [Brief defence]. → [Engagement prompt].

Example – If you think the destination is the most important decision in trip planning, you're probably not getting the trip you actually wanted. The hotel matters more, the pacing matters more, and the people you go with matter most. → Where would you rank them?

33

Template – Stop [common behaviour]. Start [counterintuitive alternative].

Example – Stop building itineraries to maximise the days. Start building them to maximise the energy. Most trips go wrong on day six because day three was overscheduled, not because day six was wrong.

34

Template – [Industry-standard advice] is dated. [Updated version].

Example – "Book direct with the hotel" is dated advice. It made sense when hotels rewarded direct bookings. They don't anymore – the better deals are with an advisor who can ring the property and ask for what isn't on the website.

35 (CTA)

Template – The [thing] no one wants to admit: [observation]. → [CTA].

Example – The thing no advisor wants to admit out loud: a meaningful percentage of trip success has nothing to do with us. The clients who arrive open, well-rested, and willing to be

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surprised will have a great trip almost regardless of where we send them. → Save this for the next time you're packing.

36

Template – I'd rather [unexpected choice] than [obvious choice]. [Why].

Example – I'd rather send a client to a small lodge in Botswana than a five-star hotel in Cape Town. The lodge will change them. The hotel will be a hotel. Both are good. Only one is worth the airfare.

Promote

The category that asks for the next action. Used sparingly – once every 6–8 posts – but designed to convert when used.

37 (CTA)

Template – Currently planning [specific kind of trip] for [type of client] for [season/timeframe]. [Brief description]. → [Specific next step].

Example – Currently planning autumn 2026 honeymoons for couples heading to Southern Africa. Three slots left, the planning window is closing soon. → DM "AUTUMN" or comment below and I'll send you the brief.

38 (CTA)

Template – If you've been [hesitating about something], this is your sign. [Brief reason]. → [CTA].

Example – If you've been quietly putting off planning the trip you've been talking about for two years, this is your sign. The longer the planning window, the better the property selection – and we're moving into the months where Q4 2026 starts to lock up. → DM "START" if it's time.

39

Template – [Recent client outcome – generalised]. [What the work looked like]. → [Soft invitation].

Example – A couple I worked with last spring just texted me from their second anniversary trip – same property they honeymooned at, slightly different room. That's the work. → If you want the kind of trip you'll go back to, that's most of what I plan.

40 (CTA)

Template – The [product/service] is built for [specific person]. If that's you, [next step]. If not, [acknowledgement].

Example – My planning service is built for couples spending £20k+ on a single trip, planning twelve to eighteen months out. If that's you, my inbox is open. If not, the IG Playbook is the next-best thing – and the link is in my bio. → Either way, you're in the right place.

41

Template – [Service offering] is open. [Quick description]. [Specific number of] spots. → [CTA].

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Example – Bookings for spring 2026 itineraries are now open. Italy, Greece, Southern Africa, Japan. Six discovery calls available this month. → DM "SPRING" and I'll send the brief.

42 (CTA)

Template – *[Resource you've built] is live. [What it does]. → [Link CTA].*

Example – The IG Travel Playbook is live in the Lounge – eight chapters on building a personal brand that attracts the right clients. The first hundred members get lifetime updates included. → Link in bio.

43 (CTA)

Template – *[Time-bound offer]. [Brief value]. → [CTA + urgency].*

Example – Bookings for the audit are open this week only – six spots, £649 each, eyes on your account from someone who's seen what works for travel advisors specifically. → DM "AUDIT" – first come, first served.

44 (CTA)

Template – *Working with [specific dream client type] right now and there's room for one more. [Brief frame]. → [CTA].*

Example – Currently working with three multi-generational families planning trips for summer 2027 – and there's room for one more on the books. If you're the lead organiser in your family and you've been quietly dreading the planning, send "FAMILY" and we'll talk. → That message has gone out to two families already this month.

45

Template – *[Quiet, confident announcement of a new offer or moment].*

Example – Quietly opening up six honeymoon planning slots for late 2026. Not posting widely. Telling the people who follow first.

A note before you close

The library has 45 captions. You will use the same six or seven on repeat – and that's fine. The job of the library isn't variety. It's removing the friction between *I should post something* and *here is something to post*.

If a caption from this library lands well for you, screenshot the post and DM it to us at hello@wearepaperplanes.com. We'd love to see the work in the wild.

With love,

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Claire & Georgia x