



ARDENT SELLER

A FREE STARTER FROM ARDENT SELLER

# 30-Day Social Caption Starter

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A full month of done-for-you posts — written three ways.

Instagram · TikTok · Pinterest · Evergreen, start any day



# A month of posts you'll never have to think up

The hardest part of marketing a handmade shop isn't writing one post — it's writing the next one, every day. This free starter hands you the first 30 days of a full year: a ready post for each one, so you open it, swap in your details, and post in two minutes.

## THREE CAPTIONS, EVERY DAY

Because one caption shouldn't sound the same everywhere, every day is written three ways — Instagram (warm & story-led), TikTok (punchy & trend-aware), and Pinterest (keyword-rich & evergreen). Use the one(s) for the platforms you're on.

## A BALANCED WEEK, BUILT IN

The posts rotate through seven types so your feed stays varied: behind-the-scenes, product spotlight, how-it's-made, a teaching tip, a customer feature, a sales push, and a community prompt. The selling post lands only after a week of giving.

## ONE BLANK TO FILL, ONE LINE TO ADD

Every word in [square brackets] is a blank for your shop — a product name, a price, your own [Detail] (they're underlined in amber so they're easy to spot). Replace them, add one true sentence only you could write, then swap [#YourCraft] for your own craft tag (#soapmaker, #ceramics).

This starter is 30 days — and it's evergreen, so start on any day and reuse it every year. The full Maker's 365-Day Social Caption Calendar has all 365, with a holiday post for the gifting days that drive the most revenue, a searchable calendar, and a content playbook. The closing page has the details.

1  
JAN

## New Year's Day

HOLIDAY MOMENT · January 1 · Theme: New Year, New Shop

**Hook: Welcome the year with gratitude and a gentle goal.**

### INSTAGRAM · WARM & STORY-LED

Happy New Year from [\[Shop Name\]](#)! Whatever this year holds, thank you for being part of the last one. My one goal for the shop: [\[Detail\]](#). What are you hoping to make, do, or become this year? Let's cheer each other on.

### TIKTOK · PUNCHY & TREND-AWARE

new year, same little shop with big dreams. my goal this year: [\[Detail\]](#). drop yours below and let's hold each other to it

### PINTEREST · KEYWORD-RICH & EVERGREEN

New Year goals for a handmade small business. Starting the year with intention, gratitude, and one clear goal: [\[Detail\]](#). Small business inspiration for makers.

Stack 1: [#newyear](#) [#smallbusiness](#) [\[#YourCraft\]](#) [#newyearnewgoals](#) [#shopssmall](#) [#handmade](#)

Stack 2: [#newyeargoals](#) [#smallbusinessowner](#) [#makerlife](#) [#newbeginnings](#) [#freshstart](#) [#womeninbusiness](#)

Stack 3: [#supportsmallbusiness](#) [#makercommunity](#) [#handmadewithlove](#) [#newyearvibes](#) [#dreambig](#)

Photo / B-roll: A warm, hopeful flat-lay - a fresh notebook, your goal written out, a sample [\[Product Name\]](#), soft winter light.

Call to action: Comment your one word for the year.

Why this post: A dated gifting or brand moment. These earn the strongest engagement of the year because the whole platform is primed for the occasion - show up, be timely, and ride the wave.



## Open for Orders

Direct sales / restock / launch · Theme: New Year, New Shop

**Hook: Make the ask plainly: the shop is open.**

### INSTAGRAM · WARM & STORY-LED

RESTOCK ALERT The [\[Product Name\]](#) is BACK and I made extra this time — but 'extra' for a one-person shop still means limited. Last restock sold out in [\[Detail\]](#). Link in bio. Don't say I didn't warn you.

### TIKTOK · PUNCHY & TREND-AWARE

POV: the handmade [\[Product Name\]](#) you wanted is finally back in stock go. now. i'll wait. (no i won't, it'll sell out)

### PINTEREST · KEYWORD-RICH & EVERGREEN

Ready-to-ship handmade gifts. The [\[Product Name\]](#) is in stock now — no long wait, just handmade quality. Order from a small shop and get it fast.

Stack 1: [#shopsmall](#) [#handmade](#) [#\[YourCraft\]](#) [#restock](#) [#shopnow](#) [#supportsmallbusiness](#) [#handmadegifts](#)

Stack 2: [#backinstock](#) [#newcollection](#) [#smallbatch](#) [#readytoship](#) [#\[YourCraft\]forsale](#) [#limitededition](#) [#shophandmade](#)

Stack 3: [#shopsmallbusiness](#) [#treatyourself](#) [#weekendshopping](#) [#giftideas](#) [#supportsmall](#) [#etsyshop](#)

Photo / B-roll: A full shot of the available batch lined up, showing there's real stock.

Call to action: Link in bio — go before it's gone.

Why this post: After a week of relationship-building, Saturday is when you're allowed to ask for the sale plainly. Weekend shoppers are in buying mode. A clear restock, launch, or shop-now post — with real urgency or scarcity — converts the goodwill the week earned.

**W1**  
SUN

## Around the Table

Community / engagement · Theme: New Year, New Shop

**Hook:** Ask a question you genuinely want answered.

### INSTAGRAM · WARM & STORY-LED

Sunday question for you [\[Detail\]](#)? I'm genuinely curious — and I read every reply. No wrong answers, just want to know you a little better. I'll go first in the comments.

### TIKTOK · PUNCHY & TREND-AWARE

help me name/choose/design the next [\[Product Name\]](#) because i genuinely can't decide you vote, i make. democracy in action.

### PINTEREST · KEYWORD-RICH & EVERGREEN

This or that: handmade edition. [\[Scent/Style\]](#) or [\[Scent/Style\]](#) — which would you choose? A fun way to pick your handmade favourites. Cast your vote.

**Stack 1:** #smallbusiness [#YourCraft] #makercommunity #shopssmall #handmadecommunity #supportsmallbusiness #sundayvibes

**Stack 2:** #thisorthat #wouldyourather #community #letschat #[YourCraft]lover #makerlife #yourvote

**Stack 3:** #communityovercompetition #handmadelove #sundayreset #gettoknowme #smallbusinesscommunity #engagementpost

**Photo / B-roll:** A two-option 'this or that' split image for easy voting.

**Call to action:** Comment below — I read every single one.

**Why this post:** Sunday is for conversation, not selling. An engagement post — a question, a poll, a 'this or that' — tells the algorithm your audience is active and tells your audience you actually want to hear from them. The comments you earn today lift the reach of everything next week.

**W1**  
MON

## Behind the Bench

Behind-the-scenes / founder voice · Theme: New Year, New Shop

**Hook:** Start the week by showing the human behind the handmade.

### INSTAGRAM · WARM & STORY-LED

Monday reset in the [\[Shop Name\]](#) studio ☕ Coffee first, then I line up the week's [\[Product Name\]](#) orders so nothing slips. This little corner is where all of it happens. What does your Monday look like?

### TIKTOK · PUNCHY & TREND-AWARE

tell me you run a handmade business without telling me 🙄 i'll go first: my Monday starts with a to-do list that fights back

### PINTEREST · KEYWORD-RICH & EVERGREEN

How to plan your week as a small shop owner. My simple Monday routine for staying on top of orders, restocks, and content when you're a team of one. Productivity tips for makers and handmade sellers.

**Stack 1:** #smallbusiness [#YourCraft] #handmadebusiness #makersgonnamake #shopsmall #womeninbusiness #smallbusinessowner

**Stack 2:** #behindthescenes #studiolife #makerlife #dayinthelife #[YourCraft]maker #creativeentrepreneur #slowmade

**Stack 3:** #supportsmallbusiness #shopsmallbusiness #mondaymotivation #makercommunity #handmadewithlove #smallshop

**Photo / B-roll:** A short B-roll clip: walking into the studio, lights on, day beginning.

**Call to action:** Tell me your Monday ritual in the comments.

**Why this post:** Monday sets the week's tone. A behind-the-scenes or founder-voice post reminds followers there's a real person behind the shop — the single biggest reason people buy handmade over mass-market. It builds the relationship that every later sales post quietly depends on.

**W1**  
TUE

## Product Spotlight

Product spotlight · Theme: New Year, New Shop

**Hook: Put one hero product in the spotlight today.**

### INSTAGRAM · WARM & STORY-LED

Meet the [\[Product Name\]](#) [\[Detail\]](#) makes it the one people come back for. Handmade in small batches, so each is a little different — that's the point. Which would you reach for?

### TIKTOK · PUNCHY & TREND-AWARE

POV: you found the handmade [\[Product Name\]](#) you didn't know you needed [\[Detail\]](#). don't say i didn't warn you.

### PINTEREST · KEYWORD-RICH & EVERGREEN

The [\[Product Name\]](#) — one of my most-loved pieces. Handcrafted in small batches with [\[Detail\]](#). Perfect for anyone who values handmade quality over mass-produced. Shop the collection.

Stack 1: [#handmade](#) [#\[YourCraft\]](#) [#shopssmall](#) [#handmadegifts](#) [#supportsmallbusiness](#) [#etsy](#) [#madebyhand](#)

Stack 2: [#\[YourCraft\]ofinstagram](#) [#smallbatch](#) [#handmadewithlove](#) [#productspotlight](#) [#shophandmade](#) [#giftideas](#) [#uniquegifts](#)

Stack 3: [#shopssmallbusiness](#) [#handmadeisbetter](#) [#supporthandmade](#) [#makersofinstagram](#) [#newintheshop](#) [#treatyourself](#)

Photo / B-roll: A close macro shot showing the [\[Detail\]](#) that sets it apart.

Call to action: Shop link in bio.

Why this post: Tuesday is your shop-window day. A focused product spotlight tells followers exactly what you sell and why it's worth it — without the hard sell. Lead with the benefit and the story, not the specs, and the post sells while still feeling like content.

**W1**  
WED

## How It's Made

Process / work-in-progress · Theme: New Year, New Shop

**Hook: Show the work, not just the result.**

### INSTAGRAM · WARM & STORY-LED

From this to this Swipe to watch [\[Product Name\]](#) go from raw [\[Material\]](#) to finished. This step right here? [\[Detail\]](#). It's my favourite part of the whole process. Could you watch it all day too?

### TIKTOK · PUNCHY & TREND-AWARE

POV: you ask how long a handmade [\[Product Name\]](#) takes and i show you instead [\[Number\]](#). every single time.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Why handmade costs more — shown, not told. The hours and hands-on steps behind one [\[Product Name\]](#). A maker's honest breakdown of small-batch [\[Your Craft\]](#).

Stack 1: [#handmade](#) [\[#YourCraft\]](#) [#process](#) [#satisfying](#) [#asmr](#) [#madebyhand](#) [#craftsmanship](#)

Stack 2: [#\[YourCraft\]process](#) [#workinprogress](#) [#wip](#) [#studiolife](#) [#behindthescenes](#) [#slowmade](#) [#makersgonnamake](#)

Stack 3: [#howitsmade](#) [#processvideo](#) [#handmadeprocess](#) [#craftinglife](#) [#makercommunity](#) [#smallbatch](#) [#artisanmade](#)

Photo / B-roll: A 'raw material' finished product' swipe or before/after.

Call to action: Save this for your next unwind scroll.

Why this post: Process posts consistently rank among the highest-performing content a maker can post. People are mesmerized by watching something be made, and seeing the work justifies the price better than any caption could. Wednesday's the day to show the craft.

W1  
THU

## The Maker's Tip

Educational / value · Theme: New Year, New Shop

Hook: Teach one genuinely useful thing today.

### INSTAGRAM · WARM & STORY-LED

Maker tip To make your [\[Product Name\]](#) last longer: [\[Detail\]](#). It takes ten seconds and genuinely doubles the life of it. Save this so you remember — your future self will thank you.

### TIKTOK · PUNCHY & TREND-AWARE

POV: your maker friend gives you the [\[Product Name\]](#) tip that changes everything [\[Detail\]](#). screenshot it. trust.

### PINTEREST · KEYWORD-RICH & EVERGREEN

[\[Your Craft\]](#) tips for beginners. The things I wish I'd known starting out — [\[Detail\]](#) and more. A maker's honest beginner guide to [\[Your Craft\]](#).

Stack 1: [#\[YourCraft\]](#) [#handmade](#) [#makertips](#) [#\[YourCraft\]tips](#) [#smallbusinesstips](#) [#diy](#) [#crafttips](#)

Stack 2: [#\[YourCraft\]care](#) [#howto](#) [#learnsomethingnew](#) [#makereducation](#) [#thingsiwishiknew](#) [#buyhandmade](#) [#shopsmart](#)

Stack 3: [#makercommunity](#) [#handmadecommunity](#) [#\[YourCraft\]lover](#) [#tipsandtricks](#) [#supportsmall](#) [#crafttok](#)

Photo / B-roll: A face-to-camera clip of you explaining the tip simply.

Call to action: Save this — you'll want it later.

Why this post: Teaching builds authority and earns saves and shares — the signals that grow reach. A useful tip related to your craft makes followers trust you as the expert, so when they're ready to buy, you're the obvious choice. Give value with no strings on Thursday.

**W2**  
FRI

## Loved By You

Customer feature / social proof · Theme: The Great Reset

**Hook:** Share a review that still makes you smile.

### INSTAGRAM · WARM & STORY-LED

Spotted in the wild The [\[Product Name\]](#) looking right at home at [\[Customer Name\]](#)'s place. There's nothing like seeing something I made being actually used and loved. Tag me in yours — I save every single one.

### TIKTOK · PUNCHY & TREND-AWARE

the gift reaction that made running a tiny shop worth every hard day watch [\[Customer Name\]](#) open the [\[Product Name\]](#). SOUND ON.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Why buy from a small handmade shop? Read what real customers say: '[\[Detail\]](#)'. The trust and care behind an independent [\[Your Craft\]](#) business.

Stack 1: [#customerreview](#) [#handmade](#) [#\[YourCraft\]](#) [#shopssmall](#) [#happycustomer](#) [#supportsmallbusiness](#) [#realreviews](#)

Stack 2: [#customerlove](#) [#5stars](#) [#handmadewithlove](#) [#smallbusinesslove](#) [#\[YourCraft\]love](#) [#testimonial](#) [#buyhandmade](#)

Stack 3: [#shopssmallbusiness](#) [#communityovercompetition](#) [#gratitude](#) [#thankyou](#) [#makercommunity](#) [#handmadeisbetter](#)

Photo / B-roll: A customer's unboxing clip or reaction video, reposted with thanks.

Call to action: Got yours? Show me in the comments.

Why this post: Social proof is among the most persuasive content you can post — buyers tend to trust other buyers far more than they trust the seller. A customer feature, review, or 'in the wild' photo lets your happiest customers do the selling. End the week on proof.

**W2**  
SAT

## Open for Orders

Direct sales / restock / launch · Theme: The Great Reset

**Hook:** Announce the restock the waitlist is waiting for.

### INSTAGRAM · WARM & STORY-LED

It's here The [\[Collection\]](#) is officially LIVE in the shop. [\[Number\]](#) pieces, each one handmade, and once they're gone the first run is gone. Treat yourself — you've earned it. Link in bio.

### TIKTOK · PUNCHY & TREND-AWARE

small business restock but make it a whole event [\[Product Name\]](#): back. you: about to order. link in bio.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Shop small this weekend. Handmade [\[Product Name\]](#), made-to-order care, and real people behind every order. Find your new favourite from an independent maker.

Stack 1: [#shopsmall](#) [#handmade](#) [#\[YourCraft\]](#) [#restock](#) [#shopnow](#) [#supportsmallbusiness](#) [#handmadegifts](#)

Stack 2: [#backinstock](#) [#newcollection](#) [#smallbatch](#) [#readytoshop](#) [#\[YourCraft\]forsale](#) [#limitededition](#) [#shophandmade](#)

Stack 3: [#shopsmallbusiness](#) [#treatyourself](#) [#weekendshopping](#) [#giftideas](#) [#supportsmall](#) [#etsyshop](#)

Photo / B-roll: A 'sold out' back in stock' before/after graphic.

Call to action: Comment 'sold' and I'll DM you the link.

Why this post: After a week of relationship-building, Saturday is when you're allowed to ask for the sale plainly. Weekend shoppers are in buying mode. A clear restock, launch, or shop-now post — with real urgency or scarcity — converts the goodwill the week earned.

**W2**  
 SUN

## Around the Table

Community / engagement · Theme: The Great Reset

**Hook:** Run a 'this or that' your audience will argue about.

### INSTAGRAM · WARM & STORY-LED

Help me decide! I'm making the next batch of [\[Product Name\]](#) and can't choose between [\[Scent/Style\]](#) and [\[Scent/Style\]](#). You pick — whichever wins, I'll make. Comment your vote!

### TIKTOK · PUNCHY & TREND-AWARE

fill in the blank: the handmade thing i'll never not buy is \_\_\_ mine's [\[Detail\]](#). your turn.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Questions to ask your audience: engagement post ideas for makers. Simple prompts that start real conversations for handmade and small business accounts.

**Stack 1:** [#smallbusiness](#) [#\[YourCraft\]](#) [#makercommunity](#) [#shopsall](#) [#handmadecommunity](#) [#supportsmallbusiness](#) [#sundayvibes](#)

**Stack 2:** [#thisorthat](#) [#wouldyourather](#) [#community](#) [#letschat](#) [#\[YourCraft\]lover](#) [#makerlife](#) [#yourvote](#)

**Stack 3:** [#communityovercompetition](#) [#handmade love](#) [#sundayreset](#) [#gettoknowme](#) [#smallbusinesscommunity](#) [#engagementpost](#)

**Photo / B-roll:** A poll-style story frame (then reshare results to the grid).

**Call to action:** Tag a friend who needs to weigh in.

**Why this post:** Sunday is for conversation, not selling. An engagement post — a question, a poll, a 'this or that' — tells the algorithm your audience is active and tells your audience you actually want to hear from them. The comments you earn today lift the reach of everything next week.

**W2**  
MON

## Behind the Bench

Behind-the-scenes / founder voice · Theme: The Great Reset

**Hook: Pull back the curtain on your Monday studio reset.**

### INSTAGRAM · WARM & STORY-LED

Hi, I'm the face behind [\[Shop Name\]](#). I started making [\[Your Craft\]](#) because [\[Detail\]](#) — and three years later I still get a thrill every time an order comes in. Thank you for being here.

### TIKTOK · PUNCHY & TREND-AWARE

nobody:  
me at 7am on a Monday: alright [\[Shop Name\]](#), we ride at dawn

### PINTEREST · KEYWORD-RICH & EVERGREEN

Starting a handmade business: the honest version. What I wish I'd known before turning my [\[Your Craft\]](#) hobby into a real shop. Encouragement and lessons for new makers and creative entrepreneurs.

**Stack 1:** #smallbusiness [#YourCraft] #handmadebusiness #makersgonnamake #shopsmall #womeninbusiness #smallbusinessowner

**Stack 2:** #behindthescenes #studiolife #makerlife #dayinthelife #[YourCraft]maker #creativeentrepreneur #slowmade

**Stack 3:** #supportsmallbusiness #shopsmallbusiness #mondaymotivation #makercommunity #handmadewithlove #smallshop

**Photo / B-roll:** A simple selfie or face-to-camera clip introducing yourself.

**Call to action:** Drop a [\[emoji\]](#) if you're a fellow small business owner.

**Why this post:** Monday sets the week's tone. A behind-the-scenes or founder-voice post reminds followers there's a real person behind the shop — the single biggest reason people buy handmade over mass-market. It builds the relationship that every later sales post quietly depends on.

**W2**  
TUE

## Product Spotlight

Product spotlight · Theme: The Great Reset

Hook: Sell the feeling, not the features.

### INSTAGRAM · WARM & STORY-LED

Say hello to [\[Product Name\]](#) in [\[Scent/Style\]](#). It started as [\[Detail\]](#) and turned into the piece I'm proudest of. Made to be used, not saved for 'someday.' Link in bio if it's calling your name.

### TIKTOK · PUNCHY & TREND-AWARE

the [\[Product Name\]](#) but make it a whole personality [\[Scent/Style\]](#) coded. if you know, you know.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Small-batch [\[Your Craft\]](#): meet the [\[Product Name\]](#). Every piece is made by hand, so no two are exactly alike. The story and the craft behind a handmade favourite.

Stack 1: [#handmade](#) [#\[YourCraft\]](#) [#shopssmall](#) [#handmadegifts](#) [#supportsmallbusiness](#) [#etsy](#) [#madebyhand](#)

Stack 2: [#\[YourCraft\]ofinstagram](#) [#smallbatch](#) [#handmadewithlove](#) [#productspotlight](#) [#shophandmade](#) [#giftideas](#) [#uniquegifts](#)

Stack 3: [#shopssmallbusiness](#) [#handmadeisbetter](#) [#supporthandmade](#) [#makersofinstagram](#) [#newintheshop](#) [#treatyourself](#)

Photo / B-roll: A short rotating B-roll clip turning the [\[Product Name\]](#) in good light.

Call to action: Which [\[Scent/Style\]](#) is you? Comment below.

Why this post: Tuesday is your shop-window day. A focused product spotlight tells followers exactly what you sell and why it's worth it — without the hard sell. Lead with the benefit and the story, not the specs, and the post sells while still feeling like content.

**W2**  
WED

## How It's Made

Process / work-in-progress · Theme: The Great Reset

**Hook: Film the satisfying middle step everyone loves.**

### INSTAGRAM · WARM & STORY-LED

How a [\[Product Name\]](#) actually gets made Spoiler: it's more steps than you'd think. [\[Detail\]](#) alone takes [\[Number\]](#). This is the work that lives behind the price tag.

### TIKTOK · PUNCHY & TREND-AWARE

guess what i'm making i'll wait. (it's a [\[Product Name\]](#). [\[Detail\]](#) gives it away every time)

### PINTEREST · KEYWORD-RICH & EVERGREEN

Work in progress: making a [\[Product Name\]](#). The messy, beautiful middle of the [\[Your Craft\]](#) process that most shops never show. Behind the scenes of a handmade business.

Stack 1: [#handmade](#) [\[#YourCraft\]](#) [#process](#) [#satisfying](#) [#asmr](#) [#madebyhand](#) [#craftsmanship](#)

Stack 2: [#\[YourCraft\]process](#) [#workinprogress](#) [#wip](#) [#studiolife](#) [#behindthescenes](#) [#slowmade](#) [#makersgonnamake](#)

Stack 3: [#howitsmade](#) [#processvideo](#) [#handmadeprocess](#) [#craftinglife](#) [#makercommunity](#) [#smallbatch](#) [#artisanmade](#)

Photo / B-roll: A sped-up time-lapse of one full [\[Product Name\]](#) being made.

Call to action: Want first dibs when this batch lands? Comment below.

Why this post: Process posts consistently rank among the highest-performing content a maker can post. People are mesmerized by watching something be made, and seeing the work justifies the price better than any caption could. Wednesday's the day to show the craft.

**W2**  
THU

## The Maker's Tip

Educational / value · Theme: The Great Reset

Hook: Share the tip you wish you'd known sooner.

### INSTAGRAM · WARM & STORY-LED

The question I get asked most: '[Detail]?' Here's the honest answer [Detail]. No gatekeeping here — if it helps you, I'm happy. Got another question? Ask away.

### TIKTOK · PUNCHY & TREND-AWARE

as your unofficial [Your Craft] expert i need you to know: [Detail] that's the whole video. life-changing though.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Handmade [Product Name] care guide. Keep your piece beautiful for years: do [Detail], avoid [Detail]. Pin this care checklist for later.

Stack 1: [#YourCraft] #handmade #makertips #[YourCraft]tips #smallbusinesstips #diy #crafttips

Stack 2: #[YourCraft]care #howto #learnsomethingnew #makereducation #thingsiwishiknew #buyhandmade #shopsmart

Stack 3: #makercommunity #handmadecommunity #[YourCraft]lover #tipsandtricks #supportsmall #crafttok

Photo / B-roll: A carousel: one tip per slide, save-worthy and skimmable.

Call to action: Tag a friend who needs to see this.

Why this post: Teaching builds authority and earns saves and shares — the signals that grow reach. A useful tip related to your craft makes followers trust you as the expert, so when they're ready to buy, you're the obvious choice. Give value with no strings on Thursday.

**W3**  
FRI

## Loved By You

Customer feature / social proof · Theme: Cosy Season

**Hook:** Repost a customer photo with a thank-you.

### INSTAGRAM · WARM & STORY-LED

Customer love, no notes Swipe for three messages that landed this week. [\[Detail\]](#). I'm not crying, you're crying. Thank you for trusting a small shop with your money and your moments.

### TIKTOK · PUNCHY & TREND-AWARE

me every friday reading what you said about your [\[Product Name\]](#) '[\[Detail\]](#)'. this is the job. this is the whole job.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Real customers, real homes. The [\[Product Name\]](#) out in the world, loved and used. A look at the [\[Shop Name\]](#) community and the people behind the orders.

Stack 1: [#customerreview](#) [#handmade](#) [#\[YourCraft\]](#) [#shopsmall](#) [#happycustomer](#) [#supportsmallbusiness](#) [#realreviews](#)

Stack 2: [#customerlove](#) [#5stars](#) [#handmadewithlove](#) [#smallbusinesslove](#) [#\[YourCraft\]love](#) [#testimonial](#) [#buyhandmade](#)

Stack 3: [#shopsmallbusiness](#) [#communityovercompetition](#) [#gratitude](#) [#thankyou](#) [#makercommunity](#) [#handmadeisbetter](#)

Photo / B-roll: A simple gratitude graphic: 'Thank you to our [\[Number\]](#) customers'.

Call to action: Be the next happy customer — link in bio.

Why this post: Social proof is among the most persuasive content you can post — buyers tend to trust other buyers far more than they trust the seller. A customer feature, review, or 'in the wild' photo lets your happiest customers do the selling. End the week on proof.

**W3**  
SAT

## Open for Orders

Direct sales / restock / launch · Theme: Cosy Season

Hook: Launch the new [\[Product Name\]](#) with real urgency.

### INSTAGRAM · WARM & STORY-LED

Open for the weekend Everything you see is ready to ship Monday. If a [\[Product Name\]](#) has been sitting in your cart all week... this is your nudge. Go on. Link in bio.

### TIKTOK · PUNCHY & TREND-AWARE

POV: you support a small shop instead of a giant corporation this weekend the [\[Product Name\]](#) is right there. link in bio. be the hero.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Weekend handmade shop drop. New and restocked [\[Product Name\]](#) available now. Treat yourself or find a thoughtful handmade gift. Shop the collection.

Stack 1: [#shopsmall](#) [#handmade](#) [#\[YourCraft\]](#) [#restock](#) [#shopnow](#) [#supportsmallbusiness](#) [#handmadegifts](#)

Stack 2: [#backinstock](#) [#newcollection](#) [#smallbatch](#) [#readytoship](#) [#\[YourCraft\]forsale](#) [#limitededition](#) [#shophandmade](#)

Stack 3: [#shopsmallbusiness](#) [#treatyourself](#) [#weekendshopping](#) [#giftideas](#) [#supportsmall](#) [#etsyshop](#)

Photo / B-roll: A styled flat-lay of the new [\[Collection\]](#) together.

Call to action: Shop now, ships [\[Detail\]](#).

Why this post: After a week of relationship-building, Saturday is when you're allowed to ask for the sale plainly. Weekend shoppers are in buying mode. A clear restock, launch, or shop-now post — with real urgency or scarcity — converts the goodwill the week earned.

**W3**  
SUN

## Around the Table

Community / engagement · Theme: Cosy Season

Hook: Invite them to vote on your next [\[Product Name\]](#).

### INSTAGRAM · WARM & STORY-LED

This or that, Sunday edition [\[Detail\]](#) or [\[Detail\]](#)? There's a right answer and I will judge you (lovingly). Drop yours below — let's see where everyone lands.

### TIKTOK · PUNCHY & TREND-AWARE

two truths and a lie, maker edition [\[Detail\]](#) / [\[Detail\]](#) / [\[Detail\]](#). which one's fake? comments.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Co-create with your customers. How letting the community vote on the next [\[Product Name\]](#) makes a handmade shop stronger. Small business community ideas.

Stack 1: [#smallbusiness](#) [#\[YourCraft\]](#) [#makercommunity](#) [#shopssmall](#) [#handmadecommunity](#) [#supportsmallbusiness](#) [#sundayvibes](#)

Stack 2: [#thisorthat](#) [#wouldyourather](#) [#community](#) [#letschat](#) [#\[YourCraft\]lover](#) [#makerlife](#) [#yourvote](#)

Stack 3: [#communityovercompetition](#) [#handmadelove](#) [#sundayreset](#) [#gettoknowme](#) [#smallbusinesscommunity](#) [#engagementpost](#)

Photo / B-roll: A face-to-camera clip asking the question warmly.

Call to action: I'll reveal my answer tonight.

Why this post: Sunday is for conversation, not selling. An engagement post — a question, a poll, a 'this or that' — tells the algorithm your audience is active and tells your audience you actually want to hear from them. The comments you earn today lift the reach of everything next week.

W3  
MON

## Behind the Bench

Behind-the-scenes / founder voice · Theme: Cosy Season

Hook: Share the 'why' that got you making in the first place.

### INSTAGRAM · WARM & STORY-LED

The part of running [Shop Name] nobody posts: the Monday admin pile Invoices, restock lists, a to-do longer than my arm. But I wouldn't trade it. Building something of my own is worth every messy Monday.

### TIKTOK · PUNCHY & TREND-AWARE

watch me reset my entire studio in 15 seconds before the week eats me alive #makersgonnamake

### PINTEREST · KEYWORD-RICH & EVERGREEN

What 'support small' actually means. Behind every handmade [Product Name] is one person choosing the materials and making it by hand. The real story of buying from a small shop.

Stack 1: #smallbusiness [#YourCraft] #handmadebusiness #makersgonnamake #shopsmall #womeninbusiness #smallbusinessowner

Stack 2: #behindthescenes #studiolife #makerlife #dayinthelife #[YourCraft]maker #creativeentrepreneur #slowmade

Stack 3: #supportsmallbusiness #shopsmallbusiness #mondaymotivation #makercommunity #handmadewithlove #smallshop

Photo / B-roll: A time-lapse of you organizing or restocking your supply shelf.

Call to action: What are you working toward this week? I'm reading every reply.

Why this post: Monday sets the week's tone. A behind-the-scenes or founder-voice post reminds followers there's a real person behind the shop — the single biggest reason people buy handmade over mass-market. It builds the relationship that every later sales post quietly depends on.

**W3**  
TUE

## Product Spotlight

Product spotlight · Theme: Cozy Season

Hook: Show the detail people miss until they hold it.

### INSTAGRAM · WARM & STORY-LED

The detail you'll only notice up close [\[Detail\]](#). It takes longer to make this way, but it's the difference between handmade and mass-made. The [\[Product Name\]](#) is in the shop now.

### TIKTOK · PUNCHY & TREND-AWARE

this is your sign to finally get the [\[Product Name\]](#) [\[Detail\]](#). it's been in your cart for a week. we both know it.

### PINTEREST · KEYWORD-RICH & EVERGREEN

New in the shop: the [\[Product Name\]](#) from the [\[Collection\]](#). Limited first run, handmade with care. Add a little handmade beauty to your everyday.

Stack 1: [#handmade](#) [#\[YourCraft\]](#) [#shopssmall](#) [#handmadegifts](#) [#supportsmallbusiness](#) [#etsy](#) [#madebyhand](#)

Stack 2: [#\[YourCraft\]ofinstagram](#) [#smallbatch](#) [#handmadewithlove](#) [#productspotlight](#) [#shophandmade](#) [#giftideas](#) [#uniquegifts](#)

Stack 3: [#shopssmallbusiness](#) [#handmadeisbetter](#) [#supporthandmade](#) [#makersofinstagram](#) [#newintheshop](#) [#treatyourself](#)

Photo / B-roll: A side-by-side of two [\[Scent/Style\]](#) options for a 'which would you pick?'

Call to action: It's in the shop now — go before the restock sells out.

Why this post: Tuesday is your shop-window day. A focused product spotlight tells followers exactly what you sell and why it's worth it — without the hard sell. Lead with the benefit and the story, not the specs, and the post sells while still feeling like content.

**W3**  
WED

## How It's Made

Process / work-in-progress · Theme: Cosy Season

Hook: Reveal how long it really takes.

### INSTAGRAM · WARM & STORY-LED

The oddly satisfying part of making [\[Product Name\]](#) I never get tired of [\[Detail\]](#). Sound on for this one — it's the best bit. Save it for the next time you need to unwind.

### TIKTOK · PUNCHY & TREND-AWARE

every [\[Product Name\]](#) has a messy middle and here's mine it never looks good at this stage. trust the process.

### PINTEREST · KEYWORD-RICH & EVERGREEN

The tools of the [\[Your Craft\]](#) trade. The simple tool behind a beautifully made [\[Product Name\]](#), and how it changes the result. For makers building their own craft setup.

Stack 1: [#handmade](#) [\[#YourCraft\]](#) [#process](#) [#satisfying](#) [#asmr](#) [#madebyhand](#) [#craftsmanship](#)

Stack 2: [#\[YourCraft\]process](#) [#workinprogress](#) [#wip](#) [#studiolife](#) [#behindthescenes](#) [#slowmade](#) [#makersgonnamake](#)

Stack 3: [#howitsmade](#) [#processvideo](#) [#handmadeprocess](#) [#craftinglife](#) [#makercommunity](#) [#smallbatch](#) [#artisanmade](#)

Photo / B-roll: A flat-lay of the work-in-progress stage with your tools around it.

Call to action: Follow for the full start-to-finish on Friday.

Why this post: Process posts consistently rank among the highest-performing content a maker can post. People are mesmerized by watching something be made, and seeing the work justifies the price better than any caption could. Wednesday's the day to show the craft.

**W3**  
THU

## The Maker's Tip

Educational / value · Theme: Cosy Season

**Hook: Answer the question you get asked most.**

### INSTAGRAM · WARM & STORY-LED

Myth: [\[Detail\]](#). Truth: [\[Detail\]](#). This one trips up almost everyone, so let's clear it up. Knowing this makes choosing a [\[Product Name\]](#) so much easier. Save it for later.

### TIKTOK · PUNCHY & TREND-AWARE

the #1 thing people get wrong about [\[Your Craft\]](#) [\[Detail\]](#). and now you won't. spread the word.

### PINTEREST · KEYWORD-RICH & EVERGREEN

[\[Your Craft\]](#) myths, busted. The truth about [\[Detail\]](#) from a working maker. Clear, no-nonsense answers to the questions everyone asks.

Stack 1: [#\[YourCraft\]](#) [#handmade](#) [#makertips](#) [#\[YourCraft\]tips](#) [#smallbusinesstips](#) [#diy](#) [#crafttips](#)

Stack 2: [#\[YourCraft\]care](#) [#howto](#) [#learnsomethingnew](#) [#makereducation](#) [#thingsiwishiknew](#) [#buyhandmade](#) [#shopsmart](#)

Stack 3: [#makercommunity](#) [#handmadecommunity](#) [#\[YourCraft\]lover](#) [#tipsandtricks](#) [#supportsmall](#) [#crafttok](#)

Photo / B-roll: A close-up of a [\[Product Name\]](#) with callout arrows on the detail.

Call to action: Screenshot it before you forget.

Why this post: Teaching builds authority and earns saves and shares — the signals that grow reach. A useful tip related to your craft makes followers trust you as the expert, so when they're ready to buy, you're the obvious choice. Give value with no strings on Thursday.

**W4**  
FRI

## Loved By You

Customer feature / social proof · Theme: Self-Care January

Hook: Show your [\[Product Name\]](#) living in someone's real home.

### INSTAGRAM · WARM & STORY-LED

When the gift lands [\[Customer Name\]](#) ordered the [\[Product Name\]](#) for [\[Detail\]](#), and this was the reaction. THIS is the job. Getting to be a tiny part of someone's special moment.

### TIKTOK · PUNCHY & TREND-AWARE

unboxing my own product through a customer's video because i'm obsessed with your reactions '[\[Detail\]](#)'.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Gift that wins every time: the handmade [\[Product Name\]](#). Customers keep gifting it because '[\[Detail\]](#)'.  
Unique handmade gift ideas backed by real reviews.

Stack 1: [#customerreview](#) [#handmade](#) [#\[YourCraft\]](#) [#shopsmall](#) [#happycustomer](#) [#supportsmallbusiness](#) [#realreviews](#)

Stack 2: [#customerlove](#) [#5stars](#) [#handmadewithlove](#) [#smallbusinesslove](#) [#\[YourCraft\]love](#) [#testimonial](#) [#buyhandmade](#)

Stack 3: [#shopsmallbusiness](#) [#communityovercompetition](#) [#gratitude](#) [#thankyou](#) [#makercommunity](#) [#handmadeisbetter](#)

Photo / B-roll: A split image: the review text beside the product it's about.

Call to action: Send this to someone still on the fence about handmade.

Why this post: Social proof is among the most persuasive content you can post — buyers tend to trust other buyers far more than they trust the seller. A customer feature, review, or 'in the wild' photo lets your happiest customers do the selling. End the week on proof.

**W4**  
SAT

## Open for Orders

Direct sales / restock / launch · Theme: Self-Care January

**Hook: Use honest scarcity — small batch, limited run.**

### INSTAGRAM · WARM & STORY-LED

Small batch, real talk: there are [\[Number\]](#) of these and that's it for now. When the [\[Product Name\]](#) sells out I won't have more until [\[Detail\]](#). If you want one, now's the moment. Link in bio.

### TIKTOK · PUNCHY & TREND-AWARE

ready to ship TODAY, no 6-week wait, handmade and right here the [\[Product Name\]](#). what are you waiting for. link in bio.

### PINTEREST · KEYWORD-RICH & EVERGREEN

In stock now: handmade [\[Product Name\]](#). Beautifully made, ready to ship, and waiting for a new home. Support small and shop handmade today.

Stack 1: [#shopssmall](#) [#handmade](#) [#\[YourCraft\]](#) [#restock](#) [#shopnow](#) [#supportsmallbusiness](#) [#handmadegifts](#)

Stack 2: [#backinstock](#) [#newcollection](#) [#smallbatch](#) [#readytoship](#) [#\[YourCraft\]forsale](#) [#limitededition](#) [#shophandmade](#)

Stack 3: [#shopssmallbusiness](#) [#treatyourself](#) [#weekendshopping](#) [#giftideas](#) [#supportsmall](#) [#etsyshop](#)

Photo / B-roll: A clean product shot with the price and 'ready to ship' overlaid.

Call to action: Treat yourself this weekend. You've earned it.

Why this post: After a week of relationship-building, Saturday is when you're allowed to ask for the sale plainly. Weekend shoppers are in buying mode. A clear restock, launch, or shop-now post — with real urgency or scarcity — converts the goodwill the week earned.

W4  
SUN

## Around the Table

Community / engagement · Theme: Self-Care January

Hook: Start a cosy Sunday conversation.

### INSTAGRAM · WARM & STORY-LED

Fill in the blank: 'The one handmade thing I'll always splurge on is \_\_\_\_.' Mine's [\[Detail\]](#). Curious what yours is — comment and let's compare notes.

### TIKTOK · PUNCHY & TREND-AWARE

if your [\[Product Name\]](#) could talk what's it saying about you — sunday silliness. funniest comment wins.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Get to know the maker behind [\[Shop Name\]](#). A few fun facts and a question for you. The human side of a handmade small business.

Stack 1: [#smallbusiness](#) [#\[YourCraft\]](#) [#makercommunity](#) [#shopssmall](#) [#handmadecommunity](#) [#supportsmallbusiness](#) [#sundayvibes](#)

Stack 2: [#thisorthat](#) [#wouldyourather](#) [#community](#) [#letschat](#) [#\[YourCraft\]lover](#) [#makerlife](#) [#yourvote](#)

Stack 3: [#communityovercompetition](#) [#handmade love](#) [#sundayreset](#) [#gettoknowme](#) [#smallbusinesscommunity](#) [#engagementpost](#)

Photo / B-roll: A soft, low-key flat-lay that invites a calm Sunday scroll.

Call to action: Let's get the comments going — say hi.

Why this post: Sunday is for conversation, not selling. An engagement post — a question, a poll, a 'this or that' — tells the algorithm your audience is active and tells your audience you actually want to hear from them. The comments you earn today lift the reach of everything next week.

W4  
MON

## Behind the Bench

Behind-the-scenes / founder voice · Theme: Self-Care January

**Hook:** Let them meet the maker before you ask them to buy.

### INSTAGRAM · WARM & STORY-LED

People ask what a 'typical day' looks like here. Honestly? No two are the same. Today it's [Detail]. That variety is the whole reason I left [Detail] to make [Your Craft] full-time.

### TIKTOK · PUNCHY & TREND-AWARE

rating my Monday tasks by how much i dread them invoices: a villain. making [Product Name]: my roman empire. packing: oddly soothing.

### PINTEREST · KEYWORD-RICH & EVERGREEN

The reality of running a creative small business solo. Wearing every hat, from maker to packer to photographer. An honest behind-the-scenes look for anyone dreaming of starting a handmade shop.

Stack 1: #smallbusiness [#YourCraft] #handmadebusiness #makersgonnamake #shopsmall #womeninbusiness #smallbusinessowner

Stack 2: #behindthescenes #studiolife #makerlife #dayinthelife #[YourCraft]maker #creativeentrepreneur #slowmade

Stack 3: #supportsmallbusiness #shopsmallbusiness #mondaymotivation #makercommunity #handmadewithlove #smallshop

Photo / B-roll: A 'pile of Monday admin' shot — invoices, labels, tape — made to look cosy.

Call to action: New here? Hit follow and meet the shop properly.

Why this post: Monday sets the week's tone. A behind-the-scenes or founder-voice post reminds followers there's a real person behind the shop — the single biggest reason people buy handmade over mass-market. It builds the relationship that every later sales post quietly depends on.

W4  
TUE

## Product Spotlight

Product spotlight · Theme: Self-Care January

Hook: Introduce a product like it's the main character.

### INSTAGRAM · WARM & STORY-LED

Why is the [\[Product Name\]](#) [\[Price\]](#)? Fair question. [\[Detail\]](#), plus hours of hands-on work that a machine can't shortcut. You're not buying an object — you're buying the time and care in it.

### TIKTOK · PUNCHY & TREND-AWARE

green flags in a handmade shop: small batches, one maker, and a [\[Product Name\]](#) like this one [\[Detail\]](#).

### PINTEREST · KEYWORD-RICH & EVERGREEN

Pretty and practical handmade [\[Your Craft\]](#). The [\[Product Name\]](#) does [\[Detail\]](#) and looks beautiful doing it. Functional handmade goods for everyday life.

Stack 1: [#handmade](#) [#\[YourCraft\]](#) [#shopsmall](#) [#handmadegifts](#) [#supportsmallbusiness](#) [#etsy](#) [#madebyhand](#)

Stack 2: [#\[YourCraft\]ofinstagram](#) [#smallbatch](#) [#handmadewithlove](#) [#productspotlight](#) [#shophandmade](#) [#giftideas](#) [#uniquegifts](#)

Stack 3: [#shopsmallbusiness](#) [#handmadeisbetter](#) [#supporthandmade](#) [#makersofinstagram](#) [#newintheshop](#) [#treatyourself](#)

Photo / B-roll: A neat shelf or grouping showing the [\[Collection\]](#) together.

Call to action: Send this to someone who'd love one.

Why this post: Tuesday is your shop-window day. A focused product spotlight tells followers exactly what you sell and why it's worth it — without the hard sell. Lead with the benefit and the story, not the specs, and the post sells while still feeling like content.

W4  
WED

## How It's Made

Process / work-in-progress · Theme: Self-Care January

Hook: Turn your process into the post.

### INSTAGRAM · WARM & STORY-LED

Real talk: each [\[Product Name\]](#) takes about [\[Number\]](#) from start to finish. [\[Detail\]](#), then the part you can't rush. When people say handmade is 'expensive,' this is what they're really paying for — time.

### TIKTOK · PUNCHY & TREND-AWARE

show me your craft without showing your face i'll go: [\[Detail\]](#) making a [\[Product Name\]](#). that's my whole personality.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Slow-made [\[Your Craft\]](#): the full process. Raw material, the careful middle steps, and the finished [\[Product Name\]](#). Why slow and handmade is worth it.

Stack 1: [#handmade](#) [\[#YourCraft\]](#) [#process](#) [#satisfying](#) [#asmr](#) [#madebyhand](#) [#craftsmanship](#)

Stack 2: [#\[YourCraft\]process](#) [#workinprogress](#) [#wip](#) [#studiolife](#) [#behindthescenes](#) [#slowmade](#) [#makersgonnamake](#)

Stack 3: [#howitsmade](#) [#processvideo](#) [#handmadeprocess](#) [#craftinglife](#) [#makercommunity](#) [#smallbatch](#) [#artisanmade](#)

Photo / B-roll: A short clip featuring your favourite signature tool in action.

Call to action: Tap save and watch it again later, you know you want to.

Why this post: Process posts consistently rank among the highest-performing content a maker can post. People are mesmerized by watching something be made, and seeing the work justifies the price better than any caption could. Wednesday's the day to show the craft.

W4  
THU

## The Maker's Tip

Educational / value · Theme: Self-Care January

Hook: Bust a common myth about your craft.

### INSTAGRAM · WARM & STORY-LED

How to choose the right [\[Product Name\]](#) for you Ask yourself: [\[Detail\]](#)? Then [\[Detail\]](#). That's it. The 'right one' is the one that fits your [\[Detail\]](#) — not the prettiest photo. Helpful? Let me know.

### TIKTOK · PUNCHY & TREND-AWARE

rating common [\[Product Name\]](#) mistakes by how much they hurt me to watch [\[Detail\]](#): a 10/10 crime. please stop.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Behind the craft: how [\[Your Craft\]](#) really works. Surprising facts and useful know-how from an independent maker's studio. Learn something new.

Stack 1: [#\[YourCraft\]](#) [#handmade](#) [#makertips](#) [#\[YourCraft\]tips](#) [#smallbusinesstips](#) [#diy](#) [#crafttips](#)

Stack 2: [#\[YourCraft\]care](#) [#howto](#) [#learnsomethingnew](#) [#makereducation](#) [#thingsiwishiknew](#) [#buyhandmade](#) [#shopsmart](#)

Stack 3: [#makercommunity](#) [#handmadecommunity](#) [#\[YourCraft\]lover](#) [#tipsandtricks](#) [#supportsmall](#) [#crafttok](#)

Photo / B-roll: A simple list graphic — '3 things I wish buyers knew'.

Call to action: Send this to someone shopping handmade.

Why this post: Teaching builds authority and earns saves and shares — the signals that grow reach. A useful tip related to your craft makes followers trust you as the expert, so when they're ready to buy, you're the obvious choice. Give value with no strings on Thursday.

**W5**  
FRI

## Loved By You

Customer feature / social proof · Theme: Love Is in the Air

**Hook: Turn a kind message into a post.**

### INSTAGRAM · WARM & STORY-LED

Repeat customers are the highest compliment there is — [\[Customer Name\]](#)'s back for round [\[Number\]](#), and I'm honestly honoured. You could shop anywhere — thank you for choosing here, again.

### TIKTOK · PUNCHY & TREND-AWARE

stitch this with your favourite review you ever got — i'll start: '[\[Detail\]](#)'. small biz owners, your turn.

### PINTEREST · KEYWORD-RICH & EVERGREEN

What customers say about [\[Shop Name\]](#). Real reviews of handmade [\[Product Name\]](#): '[\[Detail\]](#)'. Why shoppers choose this small [\[Your Craft\]](#) shop — and come back.

Stack 1: [#customerreview](#) [#handmade](#) [#\[YourCraft\]](#) [#shopssmall](#) [#happycustomer](#) [#supportsmallbusiness](#) [#realreviews](#)

Stack 2: [#customerlove](#) [#5stars](#) [#handmadewithlove](#) [#smallbusinesslove](#) [#\[YourCraft\]love](#) [#testimonial](#) [#buyhandmade](#)

Stack 3: [#shopssmallbusiness](#) [#communityovercompetition](#) [#gratitude](#) [#thankyou](#) [#makercommunity](#) [#handmadeisbetter](#)

Photo / B-roll: A real customer photo of your [\[Product Name\]](#) in their space (with permission).

Call to action: Tag the shop in your photos — I save every one.

Why this post: Social proof is among the most persuasive content you can post — buyers tend to trust other buyers far more than they trust the seller. A customer feature, review, or 'in the wild' photo lets your happiest customers do the selling. End the week on proof.

**W5**  
SAT

## Open for Orders

Direct sales / restock / launch · Theme: Love Is in the Air

**Hook: Give weekend shoppers a clear reason to buy now.**

### INSTAGRAM · WARM & STORY-LED

Weekend treat alert The [\[Product Name\]](#) in [\[Scent/Style\]](#) is back in stock and ready to ship. Buy it for someone you love — or, honestly, for yourself. No judgement here. Shop link in bio.

### TIKTOK · PUNCHY & TREND-AWARE

weekend flash thing because i love you [\[Detail\]](#) through sunday. then it's gone. don't fumble. link in bio.

### PINTEREST · KEYWORD-RICH & EVERGREEN

Handmade [\[Product Name\]](#) — back in stock. Small-batch, ready to ship, and limited. Shop the restock before it sells out. Support a small [\[Your Craft\]](#) business.

Stack 1: [#shopssmall](#) [#handmade](#) [#\[YourCraft\]](#) [#restock](#) [#shopnow](#) [#supportsmallbusiness](#) [#handmadegifts](#)

Stack 2: [#backinstock](#) [#newcollection](#) [#smallbatch](#) [#readytoship](#) [#\[YourCraft\]forsale](#) [#limitededition](#) [#shophandmade](#)

Stack 3: [#shopssmallbusiness](#) [#treatyourself](#) [#weekendshopping](#) [#giftideas](#) [#supportsmall](#) [#etsyshop](#)

Photo / B-roll: A full shot of the available batch lined up, showing there's real stock.

Call to action: Link in bio — go before it's gone.

Why this post: After a week of relationship-building, Saturday is when you're allowed to ask for the sale plainly. Weekend shoppers are in buying mode. A clear restock, launch, or shop-now post — with real urgency or scarcity — converts the goodwill the week earned.

## Want all 365 days?

This starter is one month. The Maker's 365-Day Social Caption Calendar is the full year: 365 posts — 1,095 captions across Instagram, TikTok, and Pinterest — with 20 bespoke holiday moments (US, Canada & UK gifting days), a searchable Excel calendar to filter by month, post type, or theme, an editable Word version, and a Start Here playbook with a batching routine and a hashtag bank for ten crafts. It's evergreen — and a ready-dated 2027 version is included too.

### GET THE FULL YEAR

Available on the Ardent Workshop storefront. [See the full 365-Day Caption Calendar >](#)

## The shop behind the posts

Every post here points back to your real shop — the product you're spotlighting, the batch you're restocking, the customer you're featuring. Knowing what you have and who you're talking to is what turns a caption into a sale.

### MEET ARDENT SELLER

Ardent Seller is inventory, order, and customer software built for makers. It keeps every product, batch, order, and customer in one place — so when it's time to post a restock or feature a buyer, the details you need are already in front of you. There's a free plan to start. [Start free at ardent seller.app >](#)

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