

Caption Swipe File for Authors

Pre-written captions to boost engagement, sell books, and show up consistently—even on your busiest days.

Whether you're launching a book or just trying to stay visible, these caption starters are here to save time and spark creativity. Pair with Reels, Stories, or static posts—no brainstorming required.

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Not sure how to use these? Try posting 1 caption a week to stay visible—no overthinking required.

Book Teasers & Promotions

Use these captions to build intrigue, announce new releases, and drive book sales. Ideal for static posts, Reels, or teaser graphics.

- Just one chapter left... and she still doesn't know the truth. Want to find out first?
- My new book is finally here—and I'm still not over this twist 😬
- “This isn't the life I would choose...” – one of the most painful lines I've ever written
- Think you've read every twist before? Challenge accepted.
- You get the last line. What would YOU write next?
- The villain? Yeah... you might end up loving him.
- Not everyone gets a happy ending. But she might.
- “If you liked [Popular Book], you might love this.”
- Want a signed copy? I'm giving away two this week—details in bio!
- First line check: Would this make you keep reading?

Use these with a quote graphic, video snippet, or book trailer clip for extra impact.

Behind the Scenes / Author Life

These captions help your readers connect with you as a real person behind the pen. Share writing progress, challenges, quirks, or your daily creative process.

- This is where the magic actually happens (snacks included).
- Today's writing update: 1,237 words, 2 meltdowns, and 1 plot twist I didn't see coming.
- Not me rewriting a chapter I already rewrote... twice.
- POV: You're staring at the blinking cursor and pretending it'll type for you.
- This was the song that unlocked an entire scene for me 🎧
- 3 things I wish I knew before publishing my first book.
- Meet the main character: strong, flawed, and suspiciously like me.
- Writing a novel feels like wrestling a story into submission. Here's how it's going.

Snap a photo of your messy desk, coffee mug, or open draft and pair it with one of these captions. Readers love a peek behind the curtain.

Reader Engagement (Comments, DMs, Shares)

Use these captions to spark conversation and invite readers to connect, share, or reflect. Great for building community and boosting your reach.

- What's one book you wish you could read again for the first time?
- If my book became a movie... who would you cast?
- Paperback or eBook? Tell me your go-to format below ↓
- Quick—describe your current read in 3 emojis 🙌
- What book made you fall in love with reading?
- Which would you choose: save the villain or betray your hero?
- First line or last line—which one hooks you faster?
- Writers: Do you plan your plot or discover it as you go?

Post a photo, quote, or short video with these captions—and ask readers to drop their answers in the comments. Always reply to keep the convo going!

Trends / Short & Catchy Captions

These short-form captions are great for hopping on trends, pairing with Reels, or filling your feed with quick, relatable content. Think memes, moods, and moments.

- Book? Good. Coffee? Also good.
- No thoughts. Just vibes and villain arcs.
- Write. Delete. Rewrite. Repeat.
- Plot twist? Oh, I brought three.
- Me: casually ruins a reader's emotions
- Main character energy all day.
- "Just one more chapter" lies we tell ourselves.
- This book owes me emotional damages.

Use these with trending audio, mood Reels, or aesthetic posts. Keep it casual, clever, and true to your brand's voice.

Call-to-Action Captions

These captions prompt your audience to engage—whether it’s commenting, sharing, saving, or clicking. Use them to turn passive scrollers into active fans.

- Tell me in the comments!
- Drop a 📖 if this sounds like your kind of book!
- Want a sneak peek? I’ll DM it to 5 people who comment “ME!”
- Comment a number—I’ll give you a bookish truth or dare.
- Which would you choose—A or B? Let’s vote.
- Share this with someone who needs a new book obsession.
- Save this for your next reading slump.
- Tag your book bestie. You know they’ll love this one too.

Use these as your closing line. Pair them with a Reel, graphic, or teaser—and always make the next step easy, fun, or rewarding.