

## Imagery / Visual Ideas

### Pattern / Print Focused

Pattern square  
Close up of motifs  
In Process or In Progress  
Mock-up  
Lifestyle photo (prototype or licensed product)

### About the Artist/Style

Workspace or Studio  
Headshot or Lifestyle  
Day in the Life  
Collection or Style Inspiration

## Content Types

Static Photo

Video/Reel

Carousel Post

### Hooks

Share a fact or  
Statistic

Ask your audience a  
question

Solicit advice

Make a bold  
statement (#hottake)

Start with a relevant  
quote

Hop on a trend

### Messages

Know:  
Pattern inspiration  
About you  
Share about your  
style

Like:  
Personal anecdote  
Artist inspiration  
Origin or Brand story

Trust:  
Customer or client  
review  
Behind your process

### Calls to Action

Visit \_\_ (specific  
page on your  
website, another  
social platform, or a  
collaboration page!

Tag a friend or share  
with a friend

Buy/Shop Now

Sign up for my  
newsletter

Get in touch!