Creative Process / Carousel / 10-15 min

The "Ugly" First Draft

The idea

Post a carousel where the first slide is the highly polished, finished product, and the second slide is the embarrassing, rough, or chaotic original draft (e.g., a mumbled voice memo, a stick-figure sketch).

Objective

Show contrast to build trust.

Why this works

Audiences are intimidated by perfection. Showing the messy origin proves greatness is a process of iteration. It humanizes you and makes the final product look more impressive by contrast.

Hook bank

Direct / Swipe to hear the embarrassing voice memo that turned into my biggest song.
Curiosity / People think this beat took 10 minutes. Here's what it sounded like on day one...
Personality / I almost deleted this completely because the first draft was so bad.
Sarcastic / Proof that even your favorite artist starts out sounding like a dying cat.

How to execute

1. Plan the opener

Try this opener as a starting point: “Swipe to hear the embarrassing voice memo that turned into my biggest song”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: Clean photo of the final song playing. Slide 2: Screen recording of Voice Memos playing a mumbled 3 AM melody. Slide 3: Text explaining how you transformed it.

3. Shape the sequence

Use this order for your first cut: Hook/Finished Product -> The "Ugly" Draft -> The Lesson. Give each slide one job and swipe through the whole sequence on a phone to check that the payoff follows the opener.

4. Check and publish

Use this call to action as your starting point: "What's a project you almost gave up on because the first draft was rough?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Hook/Finished Product -> The "Ugly" Draft -> The Lesson.

Call to action

"What's a project you almost gave up on because the first draft was rough?"

What to avoid

Keep the finished version and rough draft clearly labeled. Do not make the rough take artificially worse or hide the change people are meant to notice.

Make it yours

1. Show a physical notebook page full of crossed-out lyrics.
2. Play a track where you accidentally left a weird plugin on.
3. Share the chaotic desktop folder of 50 different exported versions.

Try this next

The 1-Bar Loop Challenge
The Exhausted Acapella
The Mentor I Never Met

Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.