Creative Process / Story / 10-15 min

My "Do Not Disturb" Ritual

The idea

Post a 3-part Story showing physical/digital steps you take to transition from normal life to deep focus (phone on DND, lighting a candle, locking the door).

Objective

Build personal lore by protecting creative energy.

Why this works

Builds personal lore. Shows you treat your craft with respect, which subliminally trains your audience to respect it too.

Hook bank

Direct / My exact pre-session focus routine.
Curiosity / I can't write a single lyric until I do this first...
Personality / Entering my antisocial creative cave. See y'all tomorrow.
Sarcastic / Step 1 to making a hit: ignoring every text message.

How to execute

1. Plan the opener

Try this opener as a starting point: “My exact pre-session focus routine”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Story 1: Screenshot of phone on DND. Story 2: Pouring coffee and turning off lights. Story 3: Photo of blank DAW screen. Text: "Locking in."

3. Shape the sequence

Use this order for your first cut: The Trigger -> The Environment -> The Start. Check the frame order and keep important text and stickers clear of the interface at the top and bottom.

4. Check and publish

Use this call to action as your starting point: Story Poll: "Listen to music while you work? Yes / Silence." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Trigger -> The Environment -> The Start.

Call to action

Story Poll: "Listen to music while you work? Yes / Silence."

What to avoid

Keep the routine short enough to copy. Avoid showing private notifications or presenting your personal ritual as a requirement for making good work.

Make it yours

1. Share the playlist you listen to before starting.
2. Show the physical warmup you do before a vocal take.
3. Post a screenshot of the OOO text you send friends.

Try this next

Unplugged at the Park
The Reality Rant
The DIY Green Screen

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.