Creative Process / Carousel / 30-45 min

# Trash to Treasure

## The idea

Document taking an inherently "bad" source material (a stock loop, a terrible vocal) and processing it until it becomes the centerpiece of a track.

## Objective

Prove skill through extreme manipulation.

## Why this works

Ultimate flex of creative skill. Proves your unique value beyond just finding good samples. Creates a satisfying "reveal" moment.

## Hook bank

Direct / How I turned this terrible voice memo into my favorite beat.
Curiosity / I challenged myself to sample the worst sound I could find.
Personality / Never throw away your trash ideas. Watch this.
Sarcastic / Making a hit song out of literal garbage.

# How to execute

## 1. Plan the opener

Try this opener as a starting point: “How I turned this terrible voice memo into my favorite beat”. Choose the first image or moment that makes its promise clear.

## 2. Make the first pass

Slide 1: Play a terrible acoustic guitar loop. Slide 2: Show the effects chain (pitch down, reverse, reverb). Slide 3: Final beat drops, unrecognizable and cinematic.

## 3. Shape the sequence

Use this order for your first cut: Play Trash -> Show Processing -> Play Treasure. 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 should I try to sample next?" Preview the finished post and verify that any link, tag, or instruction works.

## Suggested sequence

Play Trash -> Show Processing -> Play Treasure.

## Call to action

"What should I try to sample next?"

## What to avoid

Keep a short clip of the original material for comparison. Avoid piling on effects without explaining the one change that made the biggest difference.

## Make it yours

1. Sample a household object (hitting a pot) for a snare.
2. Show how a cheesy lyric was rewritten to be profound.
3. Color-grade a blurry photo into an album cover.

## Try this next

The Exhausted Acapella
The "Almost Didn't Happen" Project
Conceptual Choreography

## 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.