Creative Process / Carousel / 20-25 min

"Rent is Due" Studio Tour

The idea

Post a carousel pointing out the janky, improvised, or highly personal things that make your workspace yours (e.g., chair held by tape, closet booth).

Objective

Endear yourself by showing unglamorous reality.

Why this works

Perfection is boring; resourcefulness is endearing. Makes newer creators feel like they can succeed without a massive budget.

Hook bank

Direct / A realistic tour of my independent music setup.
Curiosity / You'd never guess this song was recorded in a closet.
Personality / Please do not judge my cable management.
Sarcastic / MTV Cribs: The "spent all my money on plugins" Edition.

How to execute

1. Plan the opener

Try this opener as a starting point: “A realistic tour of my independent music setup”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: Wide shot. Slide 2: Vocal mic in closet. Slide 3: Interface on video games. Slide 4: "You don't need a million dollars to start."

3. Shape the sequence

Use this order for your first cut: Wide setup -> Janky detail 1 -> Janky detail 2. 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 the most ghetto-rigged piece of gear you own?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Wide setup -> Janky detail 1 -> Janky detail 2.

Call to action

"What's the most ghetto-rigged piece of gear you own?"

What to avoid

Show a working, lived-in setup rather than staging damage or unsafe wiring. Keep addresses, passwords, and private project details out of the tour.

Make it yours

1. Highlight the specific snacks stashed by your desk.
2. Showcase the artwork motivating you on the wall.
3. Show your mobile setup in a car.

Try this next

Why I Stay Independent
The Community Playlist
The Visual Metaphor

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.