Creative Process / Short-form Video / 30-45 min

Why I Cut My Favorite Part

The idea

Share a verse, beat switch, or visual you loved, but had to delete from the final project because it didn't fit. Play it for the audience.

Objective

Demonstrate maturity and give exclusive content.

Why this works

"Kill your darlings" is a universal struggle. Shows artistic maturity and gives fans exclusive "unreleased" material.

Hook bank

Direct / Here is the verse I deleted from my new single.
Curiosity / I loved this beat switch, but I had to cut it. Here's why.
Personality / It physically pained me to delete this synth, but it had to be done.
Sarcastic / RIP to the best hook I ever wrote.

How to execute

1. Plan the opener

Try this opener as a starting point: “Here is the verse I deleted from my new single”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

TikTok explaining a 16-bar verse ruined the pacing. Play the verse for 15 seconds, sigh, and say "maybe next album."

3. Shape the sequence

Use this order for your first cut: Explain Context -> Play Cut Part -> Explain Why. Watch the first cut muted to check that captions and visuals carry the hook, then play it with sound to check levels.

4. Check and publish

Use this call to action as your starting point: "Did I make a mistake cutting this?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Explain Context -> Play Cut Part -> Explain Why.

Call to action

"Did I make a mistake cutting this?"

What to avoid

Play enough of the removed section for people to understand its appeal. Explain why it did not fit without dismissing the collaborator who helped make it.

Make it yours

1. Play a complex drum fill simplified for radio.
2. Play a crazy vocal run replaced with a simple melody.
3. Show a video section edited for 5 hours, just to cut it.

Try this next

The Mission Statement
The Studio Sickness
Night Drive Aesthetics

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.