Creative Process / Photo / 10-15 min

Morning Brain Dump

The idea

Take a screenshot of your Notes app or physical journal showing a chaotic, unedited stream of consciousness-half-finished lyrics, bad ideas, lists.

Objective

Lower barrier to entry and show unpolished brainstorming.

Why this works

Notes app screenshots are an established format for authenticity. Requires zero production value but delivers high intimacy.

Hook bank

Direct / A look inside my messy brain this morning.
Curiosity / How a random note at 7 AM became my next single.
Personality / My Notes app is a chaotic place, proceed with caution.
Sarcastic / Leaking my own terrible ideas before hackers do.

How to execute

1. Plan the opener

Try this opener as a starting point: “A look inside my messy brain this morning”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Screenshot reads: "Groceries. Call Mom. Lyric idea: 'chasing ghosts in a rented car'." Caption on forcing random thoughts to get gears turning.

3. Shape the sequence

Use this order for your first cut: Simple Image -> Contextual Caption. Check that the subject reads at thumbnail size and that any text is legible on a phone.

4. Check and publish

Use this call to action as your starting point: "What's the weirdest thing in your Notes app right now?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Simple Image -> Contextual Caption.

Call to action

"What's the weirdest thing in your Notes app right now?"

What to avoid

Choose a readable section of the page. Cover private names and reminders, and give viewers one sentence of context instead of an unexplained wall of notes.

Make it yours

1. Share your voice memo list full of weird titles.
2. Show a whiteboard covered in dry-erase scribbles.
3. Share the chaotic group chat with your co-producer.

Try this next

The 5-Minute Drill
Layer by Layer
The Local Radio Flex

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.