Creative Process / Carousel / 20-25 min

The "Almost" Version

The idea

Post a carousel where slide 1 is the final release, and slide 2 is the near-final mix/edit you almost released before a major last-minute change.

Objective

Show nuance of creative taste via near-miss comparison.

Why this works

Highlights the invisible work of finishing art. The 90% to 100% gap is where magic happens. Makes fans feel like VIP insiders.

Hook bank

Direct / The version of this song I almost released instead.
Curiosity / Listen closely... can you hear why I rejected this mix?
Personality / I was 24 hours away from dropping this and panicked.
Sarcastic / The alternate version for everyone who hates the actual one.

How to execute

1. Plan the opener

Try this opener as a starting point: “The version of this song I almost released instead”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: Final punchy master. Slide 2: Old bounce with dry vocals and slower tempo. Caption asks audience if you made the right call.

3. Shape the sequence

Use this order for your first cut: Final Version -> "Almost" Version -> Explanation. 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: "Which version do you like better?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Final Version -> "Almost" Version -> Explanation.

Call to action

"Which version do you like better?"

What to avoid

Compare the same section at similar volume. Label the released version and the alternate clearly so people can hear the actual creative decision.

Make it yours

1. Share the alternate album cover art.
2. Show a music video edit with a completely different color grade.
3. Play a version with a feature that ended up solo.

Try this next

Sample This Glitch
The "Trash" Folder
The Beat Switch 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.