Creative Process / Story / 10-15 min

Trusting the Process

The idea

Post a 2-part Story. First part is genuine frustration (e.g., "rewritten this verse 40 times"). Hours later, post the breakthrough.

Objective

Humanize workflow by showing creative blocks.

Why this works

Documents the "dip" where art feels impossible. Builds immense empathy. Fans value the final release more knowing the pain it took.

Hook bank

Direct / Currently hitting a massive creative wall.
Curiosity / Why is this one melody taking me 4 hours?
Personality / Making music is 90% wanting to throw your computer away.
Sarcastic / Having a great time in the studio (I am in immense pain).

How to execute

1. Plan the opener

Try this opener as a starting point: “Currently hitting a massive creative wall”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Story 1: Exhausted selfie. "Stuck on bridge for 3 hours." Story 2: Smiling, playing lush chords. "Walks work. Trust the process."

3. Shape the sequence

Use this order for your first cut: The Wall -> Time Gap -> The Breakthrough. Check the frame order and keep important text and stickers clear of the interface at the top and bottom.

4. Check and publish

Use this call to action as your starting point: "What do you do to break out of a creative rut?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Wall -> Time Gap -> The Breakthrough.

Call to action

"What do you do to break out of a creative rut?"

What to avoid

Share a genuine obstacle and what you tried next. Avoid manufacturing a crisis or implying that exhaustion is the only way to make good work.

Make it yours

1. Post a screenshot of your trash bin filled with 20 deleted projects.
2. Record a voice note explaining exactly why you're stuck.
3. Show a painting you just painted completely white to restart.

Try this next

The Mirror Performance
The Cinematic One-Shot
Blindfolded Execution

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.