Creative Process / Short-form Video / 20-25 min

The Rule I Always Break

The idea

Outline a standard piece of advice in your discipline (e.g., "never mix with your eyes"). Demonstrate how you break it constantly for your sound.

Objective

Assert unique voice by rejecting standard convention.

Why this works

Establishes authority (you know the rules to break them). Triggers comments from purists, boosting the algorithm.

Hook bank

Direct / The one mixing rule I break on every single song.
Curiosity / Engineers will hate this, but here is what I do...
Personality / I know you aren't supposed to do this, but I don't care.
Sarcastic / Arrest me, I put distortion on the master channel.

How to execute

1. Plan the opener

Try this opener as a starting point: “The one mixing rule I break on every single song”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

TikTok. "Tutorials say EQ your low end so it doesn't clash. I don't." Show kick and 808 violently clipping into a saturator. Plays aggressive beat.

3. Shape the sequence

Use this order for your first cut: State Rule -> Reject Rule -> Show Your Way -> Result. 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: "What's a 'music rule' you think is overrated?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

State Rule -> Reject Rule -> Show Your Way -> Result.

Call to action

"What's a 'music rule' you think is overrated?"

What to avoid

Explain when breaking the rule helps your particular sound. Avoid presenting one personal preference as proof that every other approach is wrong.

Make it yours

1. Explain keeping "breath" noises in vocals instead of perfect cuts.
2. Explain hating rhyming on the snare drum for offset cadences.
3. Explain purposely adding grain and blur to 4K footage.

Try this next

Nailing the Intro
The Coffee Shop Regulars
Decoding the Album Art

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.