Creative Process / Short-form Video / 10-15 min

Pre-Session Hype

The idea

Show what you do right before you work to get your energy up (blasting a specific song in the car, mirror warmups, dancing).

Objective

Transfer high energy while sharing influences.

Why this works

Energy translates through the screen. Seeing genuine excitement is infectious. Subtly shares your influences with the audience.

Hook bank

Direct / How I get my energy right before recording a verse.
Curiosity / I can't step into the booth until I listen to this one song...
Personality / My pre-session hype routine makes me look insane.
Sarcastic / Preparing to scream into a microphone for 3 hours.

How to execute

1. Plan the opener

Try this opener as a starting point: “How I get my energy right before recording a verse”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Reel of rapper in car outside studio aggressively rapping along to classic Busta Rhymes. Text: "Mandatory pre-session hype routine."

3. Shape the sequence

Use this order for your first cut: The Hype Activity -> Transition to Studio. 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 song guarantees you get hyped up?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Hype Activity -> Transition to Studio.

Call to action

"What song guarantees you get hyped up?"

What to avoid

Keep the warmup connected to the work you are about to make. Do not substitute a long motivational montage for the actual start of the session.

Make it yours

1. Drinking a neon energy drink staring blankly at the wall.
2. Timelapse pacing around listening to a beat on repeat.
3. Share the YouTube compilation you watch for a competitive mindset.

Try this next

Unpopular Opinion: Gatekeeping
The "I Need a Favor"
The "We Did It" Group Chat

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.