Creative Process / Short-form Video / 30-45 min

Evolution of a Hook

The idea

Take the catchiest part of your newest song and walk through 3 stages: The mumble track, the scratch vocal, and the layered final master.

Objective

Market the catchiest part masked as BTS content.

Why this works

Hooks are viral. Plays your best audio three times without repetition. Proves you are a songwriter, not just someone who got lucky.

Hook bank

Direct / How I wrote the hook for my new single in 3 stages.
Curiosity / Wait until you hear what this sounded like when I first mumbled it...
Personality / I almost gave up on this melody on stage two.
Sarcastic / Watch a melody go from "absolute garbage" to "kind of okay."

How to execute

1. Plan the opener

Try this opener as a starting point: “How I wrote the hook for my new single in 3 stages”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Stage 1: Humming melody over loop. Stage 2: Rough take with bad pitch. Stage 3: High-quality performance of massive autotuned chorus.

3. Shape the sequence

Use this order for your first cut: Hook -> Stage 1 -> Stage 2 -> Final Master. 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: "Which stage is most difficult? Writing, or finishing?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Hook -> Stage 1 -> Stage 2 -> Final Master.

Call to action

"Which stage is most difficult? Writing, or finishing?"

What to avoid

Use the same hook passage at each stage and label the versions. Avoid jumping straight from the first idea to the master without showing what changed.

Make it yours

1. Evolution of bassline from sine wave to distorted Reese bass.
2. Changing cadence of a flow three times before locking it.
3. Logo design from napkin sketch to digital wireframe to final asset.

Try this next

The Review Reaction
The Unrehearsed Collab
The Moodboard Leak

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.