Creative Process / Story / 10-15 min

The "Trash" Folder

The idea

Play 3-second snippets of 3 terrible beats/ideas you threw away today, labeling them "Trash." Then play the one good idea you kept.

Objective

Destigmatize "bad ideas" and show volume of work required.

Why this works

Proves your quality filter. Shows you make bad art too but throw it away, making fans trust what you do release.

Hook bank

Direct / (Text) A quick tour of today's rejected ideas.
Curiosity / (Text) I had to make 3 terrible beats just to get to this one...
Personality / (Text) Sounds I will permanently delete from my hard drive in 5 mins.
Sarcastic / (Text) A graveyard of my absolute worst musical decisions.

How to execute

1. Plan the opener

Try this opener as a starting point: “(Text) A quick tour of today's rejected ideas”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Story 1: Corny synth. Text: "Nope." Story 2: Muddy loop. Text: "Absolutely not." Story 3: Beautiful guitar progression, artist smiling. "Found it."

3. Shape the sequence

Use this order for your first cut: Bad Idea 1 > Bad Idea 2 > Winning Idea. 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: Poll: "How many bad ideas for every 1 good idea? (3 / 10 / 50)" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Bad Idea 1 > Bad Idea 2 > Winning Idea.

Call to action

Poll: "How many bad ideas for every 1 good idea? (3 / 10 / 50)"

What to avoid

Keep rejected clips short and label them as your own experiments. Avoid insulting collaborators or treating every unfinished idea as worthless.

Make it yours

1. Rappers: Speak 3 rejected punchlines before the one that made the song.
2. General Creatives: 14 blurry photos before the one perfect shot.
3. Singers: Voice notes testing completely different melodies for a chorus.

Try this next

The Feature Pitch
The "Almost" Version
The Worst Advice I Ever Took

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.