Engagement / Short-form Video / 10-15 min

The Industry Hot Take

The idea

Take a firm, polarizing stance on a widely accepted "rule" in your creative niche (e.g., "You need expensive monitors to mix") and explain why it's garbage.

Objective

Spark debate in the comments to boost visibility.

Why this works

Polarization drives engagement. People who agree will champion you; people who disagree will argue with you, boosting your algorithmic reach.

Hook bank

Direct / The worst piece of advice I see given to independent artists.
Curiosity / I tried following the industry standard, and it almost ruined my career.
Personality / I tried following this advice. My music got better when I stopped.
Sarcastic / Apparently I need a bigger shopping cart before I can make a decent song.

How to execute

1. Plan the opener

Try this opener as a starting point: “The worst piece of advice I see given to independent artists”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Frame yourself clearly. State the "myth" in the first 3 seconds, then deliver your counter-argument with absolute conviction.

3. Shape the sequence

Use this order for your first cut: The Myth > Your Counter-Take > Call to Debate. 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: "Do you agree or disagree? Let's talk in the comments." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Myth > Your Counter-Take > Call to Debate.

Call to action

"Do you agree or disagree? Let's talk in the comments."

What to avoid

State the rule and give one real example of why you disagree. Avoid attacking beginners or presenting personal taste as a universal fact.

Make it yours

1. Producers: Defend why using loops isn't cheating.
2. Creatives: Explain why "working for exposure" is a scam.
3. Show the result you made with a low-cost setup, then explain which skill mattered more than the equipment.

Try this next

60-Second Acoustic Requests
The 3-Minute Challenge
Open Canvas Collab

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.