Engagement / Carousel / 10-15 min

# The Merch Colorway Vote

## The idea

Post mockups of your upcoming t-shirt or hoodie in three different colors. Ask the community to vote in the comments for which one actually gets manufactured.

## Objective

Drive comments and validate product-market fit before spending money.

## Why this works

It creates immediate pre-sale hype. Fans who vote for a specific color feel ownership over the product, making them more likely to buy it.

## Hook bank

Direct / I can only afford to print one of these. Which one should it be?
Curiosity / I am completely torn between option A and option B. Help me decide.
Personality / I have stared at these three colorways long enough. I need outside opinions.
Sarcastic / My friends are tired of being my unpaid color committee. Your turn.

# How to execute

## 1. Plan the opener

Try this opener as a starting point: “I can only afford to print one of these. Which one should it be”. Choose the first image or moment that makes its promise clear.

## 2. Make the first pass

Create clean, professional mockups. Label them clearly (Option 1, 2, 3). Post them and actively reply to voters in the comments.

## 3. Shape the sequence

Use this order for your first cut: Present Options > State the Stakes > Call to Vote. Give each slide one job and swipe through the whole sequence on a phone to check that the payoff follows the opener.

## 4. Check and publish

Use this call to action as your starting point: "Drop 1, 2, or 3 in the comments. Winning design gets printed." Preview the finished post and verify that any link, tag, or instruction works.

## Suggested sequence

Present Options > State the Stakes > Call to Vote.

## Call to action

"Drop 1, 2, or 3 in the comments. Winning design gets printed."

## What to avoid

Keep the same design and comparable lighting across color options. Do not imply every winning option can be manufactured if you have not checked it.

## Make it yours

1. Producers: Have them vote on the cover art for a beat pack.
2. Creatives: Vote on which print to restock.
3. Label the mockups A, B, and C and ask people which one they would actually wear.

## Try this next

The Midnight Coffee Run
Voice Memo to Live
The Playlist Trojan Horse

## 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.