Engagement / Carousel / 30-45 min

The Secret Preset

The idea

For established creators: Break down the exact parameters of your signature synth patch or vocal chain in a carousel. Give away the actual preset file via a link.

Objective

Farm algorithmic "Saves" and establish authority by refusing to gatekeep.

Why this works

It positions you as a mentor. Giving away the "secret sauce" doesn't hurt your brand; it proves you are confident enough in your raw talent that you don't need to gatekeep your tools.

Hook bank

Direct / The exact vocal preset I use on every single song.
Curiosity / Everyone asks how I get this bass sound. Here is the secret...
Personality / This is the patch I keep rebuilding every time I open a new session.
Sarcastic / The mystery sound is mostly me adjusting the same three knobs.

How to execute

1. Plan the opener

Try this opener as a starting point: “The exact vocal preset I use on every single song”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: Audio/video of the sound. Slide 2: Screenshot of the plugin chain. Slide 3: Detailed breakdown of the settings. Ask for an email/comment to send the file.

3. Shape the sequence

Use this order for your first cut: The Sound > The Settings > The Explanation > The Giveaway. 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: "Comment 'PRESET' and I'll DM you the download link." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Sound > The Settings > The Explanation > The Giveaway.

Call to action

"Comment 'PRESET' and I'll DM you the download link."

What to avoid

List the software version and explain any missing paid tools. Do not promise the exact same sound from a file that depends on unavailable samples.

Make it yours

1. Creatives: Give away your custom Lightroom preset for moody concert photos.
2. Bands: Share your exact guitar amp EQ settings.
3. Offer a stock-plugin version and explain which two settings create the recognizable character.

Try this next

The Sound of Silence
The Advice I Ignored
The Beat Switch Flex

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.