Engagement / Carousel / 20-25 min

5 Years Ago Today (The Pivot)

The idea

Find a photo from exactly 5 years ago when you were doing something completely unrelated to art (working in a cubicle, studying a major you hated). Contrast it with what you are doing today.

Objective

Inspire the audience by celebrating the difficult decision to pursue art.

Why this works

It celebrates the *decision* to pivot, rather than just celebrating a metric. It inspires audiences who feel stuck in their current non-creative lives, proving that drastic change is possible.

Hook bank

Direct / 5 years ago today, I was working in a cubicle.
Curiosity / If you feel stuck at your day job right now, look at this...
Personality / This was my normal day then. I could not picture today's version yet.
Sarcastic / Past me had a sensible plan. Current me has several hard drives.

How to execute

1. Plan the opener

Try this opener as a starting point: “5 years ago today, I was working in a cubicle”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: The depressing "old life" photo. Slide 2: The realization that you had to pivot. Slide 3: A photo of you currently thriving in your art. Slide 4: A message of encouragement.

3. Shape the sequence

Use this order for your first cut: The Old Life > The Breaking Point > The Current Reality. 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: "What is the biggest risk you've ever taken for your art?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Old Life > The Breaking Point > The Current Reality.

Call to action

"What is the biggest risk you've ever taken for your art?"

What to avoid

Use the real earlier photo and give enough context to understand the change. Do not imply everyone should leave a stable job to prove creative commitment.

Make it yours

1. Producers: The day you sold your gaming PC to buy your first studio monitors.
2. Singers: The day you quit the cover band to write originals.
3. Focus on one small decision that started the shift rather than presenting the whole change as one dramatic leap.

Try this next

The Pre-Save Roulette
A Shift in the Palette
Naming the Universe

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.